

**THE  
MACARONI  
JOURNAL**

**Volume XVI  
Number 2**

**June 15, 1934**

# The Macaroni Journal



Minneapolis, Minn.

JUNE 15, 1934

Vol. XVI No. 2

## "On Our Way"—Roosevelt

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President Franklin Delano Roosevelt, in his new book entitled "On Our Way," says that the new public conscience condemns unethical business practices.

*"A new public conscience . . . condemns business executives who put profits ahead of human lives, who do not hesitate by unfair practices to throw a rival and his employes out of work, who speculate on inside information and who deceive the public with wrong information."*

His entire book is an inspirational plea for better business ethics because they represent moral growth.

"THE MERCHANDISE DISPLAYS VERY NICELY  
IN THIS CARTON"



Attractive window cartons by ROSSOTTI have proven to be powerful sales influences for many leading macaroni manufacturers. Shortly after receiving his new Rossotti Window Cartons, as shown above, Mr. Conti, Vice-President of Milwaukee Macaroni Company, Milwaukee, Wisconsin, wrote us in part, as follows:

"We are happy to state that the beautiful six ounce Noodle Carton we use for packing our pure whole egg noodles has taken the market wonderfully. We admire the beautiful workmanship you did on this job. By using this new package we have experienced a good deal less breakage during shipping than we have experienced heretofore with the whole cellophane package. The merchandise displays very nicely in this carton, and we think for display purposes it compares very nicely with the whole cellophane package."

Rossotti Window Cartons give sufficient visibility *plus* an opportunity to forcibly display brand name, directions and advertising messages. Dealers are quick to select foods packed in window cartons for preferred display positions. Rossotti folding cartons are also highly practical from a production standpoint. They require no changes in existing packaging equipment, hold down labor costs to a minimum, are light weight, easy to pack and ship.

Consult ROSSOTTI on your packaging problems. Chances are they can show you how a new window carton can bring you increased sales and profit, and hold packaging costs down to a minimum. Suggestions, estimates, sketches, cheerfully supplied without obligation. Please address Department M-11. Branch Offices: 612 N. Michigan Ave., Chicago—119 S. 4th St., Philadelphia—343 Front St., San Francisco.

**ROSSOTTI**  
LITHOGRAPHING COMPANY, INC.  
121 VARICK STREET, NEW YORK CITY

PACKAGING HEADQUARTERS FOR THE MACARONI TRADE

## THE MACARONI CODE AUTHORITY

Operating Under The NRA Code of Fair Competition For The Macaroni Industry  
Approved January 29, 1934, Effective February 8, 1934

MEMBERS AND OFFICERS  
FIRST MACARONI CODE AUTHORITY  
Term—February 8, June 30, 1934

JOHN V. CANEPA.....310 W. Grand St., Chicago, Ill.	V. GIATTI.....200 6th St. Brooklyn, N. Y.
WILLIAM CULMAN.....43-82 Vernon Blvd. Long Island City, N. Y.	HENRY MUELLER.....180 Baldwin St. Jersey City, N. J.
M. DeMATTEI.....55 N. San Pedro St. San Jose, Cal.	LEON G. TUJAGUE.....1001 Fulton St. New Orleans, La.
FRANK A. GHIGLIONE.....4715 Sixth Av. S. Seattle, Wash.	LOUIS S. VAGNINO.....1227 St. Louis Av. St. Louis
H. R. JACOBS, Technical Adviser.....2026 "Eye" St. NW, Washington, D. C.	M. J. DONNA, Secretary-Treasurer.....520 N. Michigan Av. Chicago, Ill.

ADMINISTRATION MEMBER  
WILLIAM H. CALHOUN—Chicago, Ill.  
Term—March 8 to Sept. 8, 1934

## Regional Industrial Adjustment Agencies

### REGION NO. 1—BOSTON, MASS.

G. La Marca, Regional Chairman, 207 Commercial st., Boston, Mass.  
Herbert C. Gruber, Regional Secretary, 15 Cross st., Boston, Mass.

#### Agency Members

G. La Marca, Chairman, Boston, Mass.  
Alfred Bianchi, Worcester, Mass.  
F. Rossi, Providence, R. I.  
M. La Marca, Boston, Mass.  
G. D. Del Rossi, Providence, R. I.

### REGION NO. 2—NEW YORK, N. Y.

Frank L. Zerega, Regional Chairman, 26 Front st., Brooklyn, N. Y.  
Ole Saltho, Regional Secretary, 60 E. 42nd st., New York, N. Y.

#### Agency Members

Frank L. Zerega, Chairman, Brooklyn, N. Y.  
Jerome Maier, New York, N. Y.  
V. J. Counzo, New York, N. Y.  
D. Giaviano, Jersey City, N. J.  
P. George Nicolari, New Haven, Conn.

### REGION NO. 3—PHILADELPHIA, PA.

Philip R. Winebrenner, Regional Chairman, 1012 Dakota st., Philadelphia, Pa.  
Joseph H. Dulles, Regional Secretary, 1500 Walnut st., Philadelphia, Pa.

#### Agency Members

Philip R. Winebrenner, Philadelphia, Pa.  
G. Guerrioli, Lebanon, Pa.  
Sam Arena, Norristown, Pa.  
C. W. Wolfe, Harrisburg, Pa.  
Max Kurtz, Philadelphia, Pa.

### REGION NO. 4—PITTSBURGH, PA.

R. V. Golden, Regional Chairman, Box 987, Clarksburg, W. Va.  
S. T. Viviano, Jr., Regional Secretary, Carnegie, Pa.

#### Agency Members

R. V. Golden, Chairman, Clarksburg, W. Va.  
E. W. Hunter, Reynoldsville, Pa.  
David Kerr, Cumberland, Md.  
C. H. Smith, Ellwood City, Pa.  
Salvatore Viviano, Carnegie, Pa.

### REGION NO. 5—BUFFALO, N. Y.

E. C. Oberkischer, Regional Chairman, 579 Jefferson ave., Buffalo, N. Y.  
Leonard H. Leone, Regional Secretary, 260 Court st., Buffalo, N. Y.

#### Agency Members

E. C. Oberkischer, Chairman, Buffalo, N. Y.  
Alphonso Gioia, Rochester, N. Y.  
Joseph C. Meisenbahl, Rochester, N. Y.  
Alfredo Rossi, Auburn, N. Y.  
Joseph Lojacono, Buffalo, N. Y.

### REGION NO. 6—CHICAGO, ILL.

R. B. Brown, Regional Chairman, 422 S. Des Plaines st., Chicago, Ill.  
Frank Traficanti, Regional Secretary, 451 N. Racine av., Chicago, Ill.  
L. W. Beman, Deputy Code Executive, 330 S. Wells st., Chicago, Ill.

#### Agency Members

R. B. Brown, Chairman, Chicago, Ill.  
A. Irving Grass, Chicago, Ill.  
Steve Matalone, Chicago, Ill.  
Walter Villalume, St. Paul, Minn.  
J. G. Leuching, Milwaukee, Wis.

### REGION NO. 7—ST. LOUIS, MO.

Joseph Freschl, Regional Chairman, 1730 Kings-highway blvd., St. Louis, Mo.  
Louis S. Vagnino, Regional Secretary, 1227 St. Louis av., St. Louis, Mo.

#### Agency Members

Joseph Freschl, Chairman, St. Louis, Mo.  
Lloyd M. Skinner, Omaha, Neb.  
E. W. Pica, Louisville, Ky.  
G. Viviano, St. Louis, Mo.  
M. Onofrio, Kansas City, Mo.

### REGION NO. 8—NEW ORLEANS, LA.

Leon G. Tujague, Regional Chairman, 1000 Fulton st., New Orleans, La.  
Frank Bologna, Regional Secretary, 1000 Fulton st., New Orleans, La.

#### Agency Members

Leon G. Tujague, Chairman, New Orleans, La.  
Herman Moss, New Orleans, La.  
R. Taormina, New Orleans, La.  
Joseph Sunseri, Shreveport, La.  
R. G. McCarty, Birmingham, Ala.

### REGION NO. 9—DALLAS, TEX.

Frank S. Honno, Regional Chairman, 2612 Main st., Dallas, Tex.  
Laurence L. Lomonaco, Regional Secretary, 2000 Hall st., Dallas, Tex.

#### Agency Members

Frank S. Honno, Chairman, Dallas, Tex.  
Guy M. Russell, McAlester, Okla.  
Sam J. Lucia, Houston, Tex.  
Frank L. Lombardo, Beaumont, Tex.  
N. T. Massa, Fort Worth, Tex.

### REGION NO. 10—LOS ANGELES, CALIF.

Harry Lane, Regional Chairman, Box 817 Arcadia Sta., Los Angeles, Cal.  
P. J. Serio, Regional Secretary, 6003 Long st., Los Angeles, Cal.

#### Agency Members

Harry Lane, Chairman, Los Angeles, Cal.  
S. Nunziato, Los Angeles, Cal.  
F. Spadaforo, Los Angeles, Cal.  
T. Lorez, Los Angeles, Cal.  
E. De Rocco, San Diego, Cal.

### REGION NO. 11—SAN FRANCISCO, CAL.

M. DeMatta, Regional Chairman, 51 N. San Pedro st., San Jose, Cal.  
A. Bertucci, Regional Secretary, 2989 Polson st., San Francisco, Cal.

#### Agency Members

M. DeMatta, Chairman, San Jose, Cal.  
L. Podesto, San Francisco, Cal.  
G. Obujin, San Francisco, Cal.  
D. Merlino, Oakland, Cal.  
J. Scarpino, Sacramento, Cal.

### REGION NO. 12—SEATTLE, WASH.

Frank A. Ghiglione, Regional Chairman, 4701 Sixth av. S., Seattle, Wash.  
H. C. Hanke, Regional Secretary, 1605 42nd av., Seattle, Wash.

#### Agency Members

Frank A. Ghiglione, Chairman, Seattle, Wash.  
S. M. Orso, Portland, Ore.  
A. Scarpino, Portland, Ore.  
D. Pagano, Seattle, Wash.  
V. DeFelice, Spokane, Wash.

### Miller Convention Dates Changed

The dates of the annual convention of the Millers National Federation have been changed from June 7 and 8 to June 12-13, at the Edgewater Beach

hotel, Chicago. This change is to make sure of being in the clear with respect to the code. Owing to the President's absence from Washington and probable accumulation of business on his return and the apparent necessity of dealing with the strike situation in the

steel and cotton industries at once, the Federation announced the later dates for the millers' convention. This makes it possible for interested millers to visit the convention of the National Macaroni Manufacturers Association June 12-14 in the same hotel.



QUALITY  
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SUPREME

IN  
★ ★ TWOSTAR ★ ★  
MINNEAPOLIS MILLING CO.  
MINNEAPOLIS, MINN.

# THE MACARONI JOURNAL

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## A Challenge to Progress

In seeking means and methods to overcome the unsatisfactory conditions that confront all lines of business, the results of a worldwide depression that no one industry can stem, an industry is prone to give too much attention to its immediate troubles and to overlook others that are far more important to the general welfare.

The Macaroni Industry's present big problem is the enforcement of its Macaroni Code, the Industry's assignment in the nation's battle for general recovery. The machinery for the effectuation of the purposes of the National Recovery Program insofar as this industry is concerned is functioning quite satisfactorily. Wages have been upped, working hours reduced, thus helping to relieve the unemployment crisis that prompted the passage of the legislation of which the Macaroni Code is an adjunct.

As a self help, the macaroni-noodle manufacturers have been asked to observe certain regulations respecting standards, labelings and open prices. This has been done conscientiously by the big majority of the producers. If the program to date has not had all the expected good results it is unquestionably due to lack of time rather than to lack of earnestness on the part of the well intentioned manufacturers. Time is a very necessary element in any big group movement, and particularly in this one that involves the coordination of so many differing views and ideas.

But outside of the Code, yet very closely related to it in its ultimate aims, is a very important matter requiring the immediate, determined attention of every thinking manufacturer—something that will affect the very future of the industry. There is in existence today a very definite but probably unintentional challenge to progress, a radical swing to the left, as it were, that must be curbed ere it be too late. Reference is made to the increased use of low grade raw materials in the manufacture of macaroni products, a creation of the keenest competitive conditions ever experienced.

Though the quality of a product, it is said, will be remembered long after the price is forgotten, circumstances often compel consumers to give more than the usual thought

to the latter, but always with the same inevitable outcome—a lowering in the general quality of the goods offered and what is more harmful a natural decrease in the consumption of macaroni at a time when increased public acceptance might naturally be expected.

It is quite generally agreed that the consumption of all grades of macaroni products in recent years has shown no increase. In round figures we say that the consumption is about five pounds per capita per year, yet we fear that an unbiased survey would convince us that this is an exaggeration. Eliminating the quantities consumed by the spaghetti loving Italians and the noodle loving Germans, the per capita consumption of the remaining population would hardly be more than a pound or two yearly.

It is very difficult to interest people in any inferior product even though circumstances compel them to be a little less "choose-y." Unless the present trend toward use of more and more low grade raw material to meet competition is definitely curbed, there will be a further disheartening decrease in the voluntary use of macaroni in American homes where its increased use is so essential to put U. S. consumption on a par with other countries.

This discouraging situation, however, is not due so much to a lack of hunger among depressed people as it is to an insatiable hunger on the part of manufacturers and millers for more distribution at any cost. "Price goods" rather than "quality products" is the distributor's demand. "Price flour" rather than "quality semolina" is the manufacturer's requirement in order to meet the distributor's demand. Inestimable are the evil effects of this combination.

The manufacturers of the country should give this serious problem due consideration at the annual conference in Chicago this month. The continued offering of low grade goods stifles the increased consumer demand that a growing industry must depend upon if it is to progress naturally. Let's meet this challenge to progress by decreasing to use only quality raw materials, thus regaining and retaining public good will for this wonderful food.

**PROGRAM**  
**Thirty-first Annual Convention**  
**National Macaroni Manufacturers Association**  
**Edgewater Beach Hotel Chicago, Illinois, June 12-14, 1934**

**IF WE KNEW**

If I knew YOU and YOU knew me  
I'm sure that we would differ less  
And clasp our hands in friendliness;  
If I knew YOU and YOU knew me  
— Nixon Waterman.

**NATIONAL ASSOCIATION OFFICERS**  
President G. G. Hoskins (35), Libertyville, Ill.  
Vice President L. S. Vagnino (35), St. Louis, Mo.  
Adviser Alfonso Gioia, Rochester, N. Y.

**Directors**

G. La Marca (34), Boston, Mass.  
W. F. Villaume (34), St. Paul, Minn.  
R. V. Golden (34), Clarksburg, W. Va.  
F. A. Ghiglione (34), Seattle, Wash.  
Wm. Culman (35), Long Island City, N. Y.  
Joseph Freschi (35), St. Louis, Mo.  
G. Guerrisi (36), Lebanon, Pa.  
John V. Canepa (36), Chicago, Ill.  
A. Giatti (36), Brooklyn, N. Y.  
Edward Z. Vermeylen (36), Brooklyn, N. Y.  
B. R. Jacobs, Representative, Washington, D. C.  
M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

**The Macaroni Code Authority**

Chairman, G. G. Hoskins  
John V. Canepa      Wm. Culman      M. De Mattei  
F. A. Ghiglione      A. Giatti  
Henry Mueller      Leon G. Tujague      L. S. Vagnino  
Secretary, M. J. Donna  
W. H. Calhoun, Administration Member  
**Deputy Code Executives**  
B. R. Jacobs      Ole Salthie      L. W. Beman

**PRE-CONVENTION MEETINGS**  
of the  
**ASSOCIATION DIRECTORS, REGIONAL CHAIR-  
MEN AND CODE AUTHORITY**

G. G. Hoskins, President and Chairman presiding  
Sunday, June 10  
10:00 a.m. Meeting of Macaroni Code Authority

**• • • SPEAKERS TO BE HEARD AT**



**WALTER WHITE**  
Deputy Administrator NRA  
Washington, D. C.



**JOHN CASSIDY**  
Illinois State NRA  
Chicago



**L. W. BEMAN**  
Deputy Code Executive



**ERNESTO R. ROSSE**  
Philosopher and Thinker  
Philadelphia



**L. B. STEELE**



**R. E. SWIFT**

**MONDAY, JUNE 11**

10:00 a.m. Code Authority Hearings  
(To last practically the entire day)  
11:30 a.m. Conference of Regional Chairmen  
1. Study of Regional Activities  
2. Resolutions and Suggestions  
1:00 p.m. Luncheon  
2:00 p.m. Final Meeting of 1933-34 Board of Directors  
1. Review of Year's Activities  
2. Plans, Resolutions and By-Law Amendments  
3:30 p.m. Joint Meeting of Code Authority, Regional Chairmen, Association Officers and Directors  
(Subject to Change to suit convenience of all)  
**See Bulletin Board for rooms in which the several conferences will be held**

**TUESDAY, JUNE 12**

8:30 a.m. Registration of Manufacturers and Guests  
(Fee \$10.00 entitles Registrant to convention badge and privileges, admission to Association's Annual Dinner and Entertainment and all other Convention attractions)  
10:00 a.m. Formal Opening of 1934 Convention  
L. S. Vagnino, Vice President, presiding  
Welcome by presiding officer  
Automatic roll call  
Annual Report—M. J. Donna, Secretary-Treasurer  
Appointment of Convention Committees  
11:00 a.m. Convention Keynote Address—"We're On Our Way to What?" G. G. Hoskins, President and Code Chairman  
Address—"The Macaroni Industry and the National Recovery Program"—Walter White, Deputy Administrator, NRA  
Address—"From the Inside Looking Out"—W. H. Calhoun, Administration Member on Code Authority  
Address—"The State Organization for Recovery"—John Cassidy, Illinois State NRA.  
12:30 p.m. Luncheon  
2:00 p.m. Convention Reconvenes. L. S. Vagnino, Vice President, presiding

**The Macaroni Code Session**

G. G. Hoskins, Leader  
Code Labeling and Standards Provisions: B. R. Jacobs, Deputy Code Executive  
Code Labor Provisions: L. W. Beman, Deputy Code Executive  
Code Open Price Provisions: W. Fred Dolke, Jr.  
Code Trade Practice Provisions: G. G. Hoskins, Code Authority Chairman  
1:30 p.m. Amendments to Association By-laws  
3:00 p.m. Adjournment

**WEDNESDAY, JUNE 13**

9:00 a.m. Call to Order—L. S. Vagnino, Vice President  
Report—Package Standardization Committee  
Address—"As Millers See the Macaroni Code"—George Livingston, Livingston Economic Service, Minneapolis  
Discussion—Elimination of Substandard Products  
Luncheon  
12:30 p.m. Convention Reconvenes. L. S. Vagnino, Vice President, presiding  
2:00 p.m. Election of 1934-1935 Macaroni Code Authority

**The Noodle Makers Conference**

A Sound Film—"The Power of Appetite Appeal"—L. B. Steele, DuPont Cellophane Co., New York  
Illustrated Lecture and Motion Film—"Frozen Eggs from Nest to Noodles"—R. E. Swift, Armour and Company, Chicago  
Discussion of all Egg Noodle Problems by Manufacturers  
4:30 p.m. Election of Directors of National Macaroni Manufacturers Association  
5:00 p.m. Adjournment  
Evening—7:00 p.m. to Midnight

**National Association's Annual Festival**

Toastmaster—Louis S. Vagnino  
Dinner  
After-dinner Address—"What and What Not"—Ernesto R. Rosse, Philosopher and Thinker  
Announcement of Election Results  
Entertainment  
Dancing

**THURSDAY, JUNE 14**

9:00 a.m. Call to Order—L. S. Vagnino, Vice President, presiding  
Address—"Increasing the Consumption of Macaroni Products"



Scene of 1934 Code Convention of the Macaroni Industry in the Edgewater Beach Hotel, Chicago, June 12-14, 1934

from Products"—Ole Salthie, Deputy Code Executive, New York  
Address—"Code Administration and Enforcement Plans"—G. G. Hoskins, Code Chairman  
Assumption of Office by 1934-1935 Association President  
Final Adjournment

**Afternoon — Organization Meetings**

2:00 p.m. Group Meetings and Special Conferences  
Organization Meeting of 1934-1935 Board of Directors—Election of 1934-1935 Association Officers  
Organization Meeting of 1934-1935 Macaroni Code Authority—Election of 1934-1935 Code Authority Officers  
Joint Meeting of Regional Chairmen and Macaroni Code Authority  
Adjournment

**GENERAL INFORMATION**

Headquarters—Edgewater Beach Hotel  
Time of Events—Chicago Daylight Saving Time  
Registration—All Manufacturers and Guests attending the Convention should register immediately with the Secretary. The Registration Fee of \$10.00 includes a ticket to the Association's Annual Dinner and Entertainment.  
Additional Dinner and Entertainment tickets for the Ladies, \$2.00.  
Entertainment—Because the 1934 Century of Progress Exposition is on in full swing, no attempt will be made to arrange any special entertainment for the ladies and guests who will prefer to attend the Exposition at their leisure.  
Luncheons—Group Luncheons, Dutch Treats (Daily between 12:30 and 2:00 p.m.). The Hotel Management has arranged Special Luncheons in the North Room for Macaroni Manufacturers and their Guests, including the Ladies.  
Price per cover—35 cents.  
Information—The Secretary and his Assistants will be pleased to give information about rooms, the Exposition, Bus and Train Service, etc.  
Exposition Tickets—The Secretary has a limited number of Admission Tickets to the Century of Progress Exposition which he will be pleased to sell to Manufacturers and Guests at reduced prices. Ask him.

## Report of Standards Committee on Size of Bulk and Package Goods

The Standards Committee takes pleasure in submitting to you and the Macaroni Code Authority, its report and recommendations on the Standardization of sizes of bulk and package goods.

To ascertain the views of the manufacturers on the subject a questionnaire was sent to the entire trade accompanied by the following letter:

To Macaroni Manufacturers:

Along with the work of standardization of raw materials and of finished products in our industry, it is also essential that we standardize the sizes and weights of both bulk and package goods.

So that we may know of the various sizes and weights of bulk and package goods now being packed by all manufacturers, we are enclosing a questionnaire to be filled out for the guidance of the Standards Committee.

Please fill out this questionnaire and mail it promptly to the Secretary.

One hundred sixty-nine firms answered the questionnaire and their views aided the committee materially in arriving at its conclusions.

### List of Companies Reporting

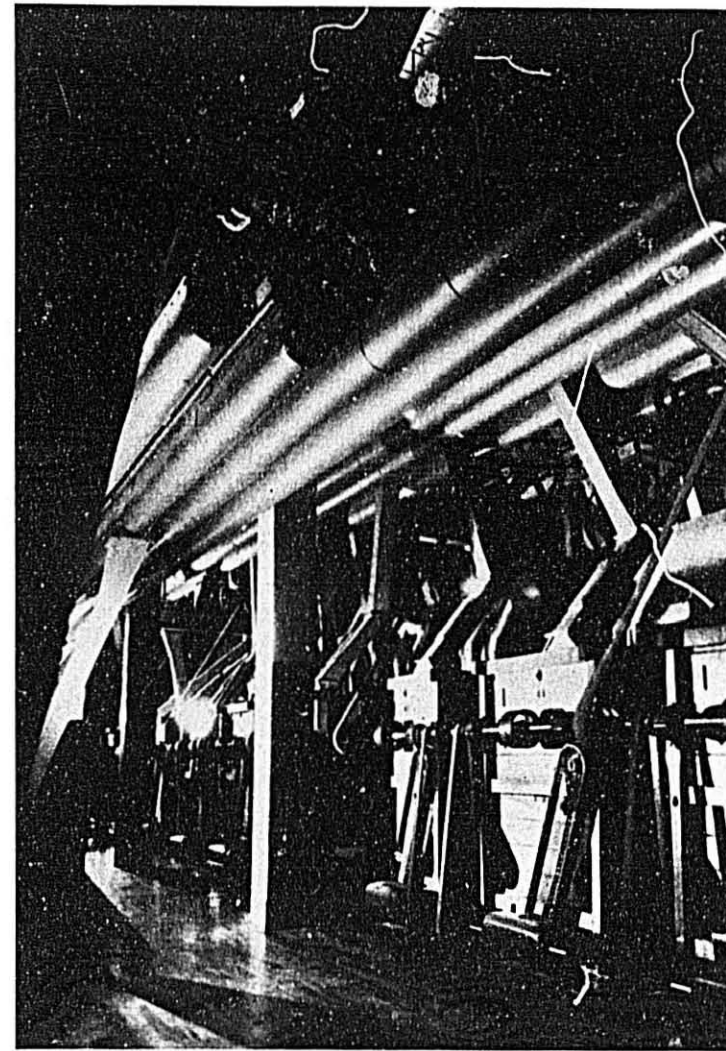
1. San Diego Mac. Mfg. Co.	San Diego, Calif.
2. California Paste Co.	San Jose, Calif.
3. National Macaroni Corp.	Dallas, Texas
4. New England Mac. Co.	Providence, R. I.
5. Mission Macaroni Co.	Seattle, Wash.
6. Naples Mac. Mfg. Co.	Providence, R. I.
7. Napoli Mac. Co. (A. Saffo)	San Jose, Calif.
8. Italian American Paste Co.	San Francisco, Calif.
9. Fontana Food Prod. Co.	San Francisco, Calif.
10. Legillon Chicken Products	Alliance, Ohio
11. U. S. Macaroni Mfg. Co.	Spokane, Wash.
12. Pompei Mac. Factory, Inc.	Spokane, Wash.
13. F. A. Ghigliani & Sons	Seattle, Wash.
14. DeMartini Macaroni Co., Inc.	Brooklyn, N. Y.
15. Westchester Macaroni Co.	Mt. Vernon, N. Y.
16. Horowitz Bros. & Margaretten	New York, N. Y.
17. Western Macaroni Mfg. Co.	Salt Lake City, Utah
18. Mrs. Kelly's Noodle Kitchen	Dayton, Ohio
19. Oregon Macaroni Mfg. Co.	Portland, Oregon
20. San Jose Ravenna Paste Co.	San Jose, Calif.
21. Vulcan-California Mac. Co.	San Francisco, Calif.
22. Porter-Scarpelli Co.	San Francisco, Calif.
23. Crown Macaroni Co.	San Antonio, Texas
24. Sauselle Noodle Co.	St. Louis, Mo.
25. Oakland Food Prod. Co.	Oakland, Calif.
26. Antonio Zangari	Oakland, Calif.
27. Los Angeles Pacific Mac. Co.	Los Angeles, Calif.
28. Semolina Mac. Co., Inc.	Providence, R. I.
29. Anthony Macaroni Co., Inc.	Los Angeles, Calif.
30. American Beauty Mac. Co.	Denver, Colo.
31. Golden Crown Mac. Co.	Trinidad, Colo.
32. Buckley Mac. Co.	Middletown, Conn.
33. General Importing Co.	Kensington, Conn.
34. Connecticut Mac. Co.	New Haven, Conn.
35. New Haven Macaroni Co.	New Haven, Conn.
36. Frank Pope Mac. Mfg. Co.	Waterbury, Conn.
37. Birmingham Macaroni Co.	Birmingham, Ala.
38. Peter Rossi & Sons	Braidwood, Ill.
39. John B. Canepa	Chicago, Ill.
40. Fortune-Zerega Co.	Chicago, Ill.
41. J. J. Grass Noodle Co.	Chicago, Ill.
42. F. L. Klein Noodle Co.	Chicago, Ill.
43. Roma Macaroni Co.	Chicago, Ill.
44. A. Russo & Co.	Chicago, Ill.
45. Traficanti Bros.	Chicago, Ill.
46. Feniferoni, Inc.	Joliet, Ill.
47. Foulds Milling Co., Inc.	Libertyville, Ill.
48. Illinois Macaroni Co.	Libertyville, Ill.
49. G. Damico Macaroni Co.	Lockport, Ill.
50. Italian Macaroni Mfg. & Imp. Co.	Pittsburg, Kan.
51. Kentucky Macaroni Co.	Louisville, Ky.
52. A. Balogna & Co.	Louisville, Ky.
53. Taormina Bros.	New Orleans, La.
54. Shreveport Mac. Mfg. Co.	Shreveport, La.
55. Cumberland Mac. Mfg. Co.	Shreveport, La.
56. Boston Spaghetti Mfg. Co.	Boston, Mass.
57. Maravigna Mac. Mfg. Co.	Boston, Mass.
58. Prince Macaroni Mfg. Co.	Boston, Mass.
59. Italia Macaroni Co.	Worcester, Mass.
60. Vivison Macaroni Co., Inc.	Detroit, Mich.
61. The Creamette Co.	Minneapolis, Minn.
62. Minnesota Macaroni Co.	St. Paul, Minn.
63. Midwest Macaroni Co.	Kansas City, Mo.
64. Checker Food Products Co.	St. Louis, Mo.
65. Faust Macaroni Co.	St. Louis, Mo.
66. Italian Merc. Groc. & Mfg.	St. Louis, Mo.
67. Kientzel Noodle Co.	St. Louis, Mo.
68. Ravarino & Freschi, Inc.	St. Louis, Mo.
69. L. Wallrapp & Co.	St. Louis, Mo.
70. Viviano Groc. & Mfg. Co.	St. Louis, Mo.
71. Domino Macaroni Co.	Springfield, Mo.
72. Gooch Food Prod. Co.	Lincoln, Neb.
73. Skinner Mfg. Co.	Omaha, Neb.
74. G. & J. Lobue Bros.	Jersey City, N. J.
75. D'Anneo Mac. Co.	Newark, N. J.
76. Brooklyn Mac. Co.	Brooklyn, N. Y.
77. Refined Macaroni Co.	Brooklyn, N. Y.
78. Schneider's H. M. Egg Noodle Co.	Brooklyn, N. Y.
79. A. Zerega & Sons	Brooklyn, N. Y.
80. Niagara Mac. Mfg. Co.	Buffalo, N. Y.
81. Old Dutch Foods, Inc.	Buffalo, N. Y.
82. Atlantic Macaroni Co.	Long Island City, N. Y.
83. Romon Macaroni Co.	Long Island City, N. Y.
84. Monzoni Macaroni Co.	Long Island City, N. Y.
85. Victoria Fusilli Co.	Long Island City, N. Y.
86. Independent Macaroni Co.	Mt. Vernon, N. Y.
87. Best Macaroni Co.	Oriskany Falls, N. Y.
88. Quality Macaroni Co.	Rochester, N. Y.
89. Vella & Russo Mac. Inc.	Syracuse, N. Y.
90. A. Soduran & Sons	New York City, N. Y.
91. Wuerdeman Macaroni Co.	Cincinnati, Ohio
92. Pfaffman E. g. Noodle Co.	Cleveland, Ohio
93. Brockway Macaroni & Supply Co.	Cleveland, Ohio
94. Mrs. C. H. Smith Noodle Co.	Ellwood City, Pa.
95. Megs Company	Harrisburg, Pa.
96. Karpfner Mac. Mfg. Co.	Lebanon, Pa.
97. Ignazio Arenz	Morristown, Pa.
98. Roth Noodle Co.	Pittsburgh, Pa.
99. Jefferson Macaroni Co.	Reynoldsville, Pa.
100. Kohlio & Cuneo	Memphis, Tenn.
101. Dellus Macaroni Co.	Memphis, Tenn.
102. Ft. Worth Macaroni Co.	Ft. Worth, Texas
103. Magnolia Mac. Co., Inc.	Houston, Texas
104. Teodosio Gutierrez & Co.	Laredo, Texas
105. Santa Rosa Macaroni Factory	San Antonio, Texas
106. West Virginia Mac. Co.	Charlottesville, Va.
107. Milwaukee Mac. Co.	Milwaukee, Wis.
108. Tharinger Macaroni Co.	Milwaukee, Wis.
109. (Unsigned)	Milwaukee, Wis.
110. Santa Rosa Macaroni Factory	Stockton, Calif.
111. San Francisco Italian Paste Co.	San Francisco, Calif.
112. Genoa Macaroni Factory	San Francisco, Calif.
113. Frank Dantoni & Co.	New Orleans, La.
114. Theodosio Gutierrez & Co.	Laredo, Texas
115. Golden Gate Mac. & Paste Factory	San Francisco, Calif.
116. McAlester Macaroni Factory	McAlester, Okla.
117. Superior Macaroni Co.	McAlester, Okla.
118. Surtz Bros. Corp.	Philadelphia, Pa.
119. Sicilia Macaroni Co.	San Jose, Calif.
120. Colohua Macaroni Co.	Sacramento, Calif.
121. Union Macaroni Co.	Beaumont, Texas
122. Viviano Macaroni Mfg. Co.	Chicago, Ill.
123. A. Palazzolo & Co.	Cincinnati, Ohio
124. Prince Macaroni Co.	Boston, Mass.
125. Ravarino & Freschi, Inc.	St. Louis, Mo.
126. R. G. Hooker & Co.	Akron, Ohio
127. Houston Macaroni Co.	Houston, Texas
128. Busalacchi Bros. Mac. Co.	Milwaukee, Wis.
129. United States Mac. Co., Inc.	Milwaukee, Wis.
130. David Kerr	Baltimore, Md.
131. Brownsville, Vermicelli Factory	Brownsville, Texas
132. F. A. Martoccio Co.	Minneapolis, Minn.
133. LaPremiata Macaroni Corp.	Connellsville, Pa.
134. Russo Macaroni Co.	Cleveland, Ohio
135. Liberty Macaroni Mfg. Co.	Buffalo, N. Y.
136. Peoples Macaroni Co., Inc.	Buffalo, N. Y.
137. Egg-Noodles Co.	Minneapolis, Minn.
138. Brownsville Vermicelli Factory	Brownsville, Texas
139. Strangway Noodle Factory	Brownsville, Texas
140. Procione Rossi Corp.	Auburn, N. Y.
141. Beech-Nut Packing Co.	Canaan, N. Y.
142. Peter Cassinelli Macaroni Co.	North Bergen, N. J.
143. Petro Chiebi Mac. Co., Inc.	Passaic, N. J.
144. J. J. Meier & Co.	St. Louis, Mo.
145. L. Mangane & Co.	New Orleans, La.
146. Roma Macaroni Factory	San Francisco, Calif.

[CONTINUED ON PAGE 10]

June 15, 1934

THE MACARONI JOURNAL

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## Twice as many purifiers!

**N**EW uniformity of color... precise control of strength and taste... these are the benefits to you of the precision milling of Semolina now made possible by the great new Gold Medal Semolina mill.

Twice the customary number of purifiers assures freedom from specks... only one instance of what Gold Medal is doing in this new mill to produce the finest of Semolina.

Rigid milling control, following careful selection of the finest amber

durum wheat, is in turn followed by the Gold Medal "Press-test." This consists of making parts of every batch into macaroni, under normal working conditions. Only those batches which check 100% for color, strength, and taste are permitted to reach your shop.

This enables you to eliminate all the losses caused by variation in Semolina—it means a new superiority, a new uniformity in color, strength, and taste of the macaroni you produce. It means the sale of more macaroni and more profits from it.



# Gold Medal Semolina

"Press-tested"

[CONTINUED FROM PAGE 8]

147. Karl Eichler	New York, N. Y.
148. Home Noodle Mfg. Co., Inc.	Rome, N. Y.
149. Florence Macaroni Mfg. Co.	Los Angeles, Calif.
150. Globe Grain & Milling Co.	Los Angeles, Calif.
151. Tsue Chong & Co.	Seattle, Wash.
152. French Market Mac. Mfg. Co.	New Orleans, La.
153. Hewel Food Prod. Co.	Indianapolis, Ind.
154. Gendwah Co.	New Orleans, La.
155. Richard Alghini	Chicago, Ill.
156. Santoro Bros.	Providence, R. I.
157. G. D. Del Rossi, Inc.	Providence, R. I.
158. Ravarino & Freschi, Inc.	St. Louis, Mo.
159. National Macaroni Mfg. Co.	Passaic, N. J.
160. Ohio Macaroni Co.	Cleveland, Ohio
161. Mercurio Bros. Spaghetti Mfg. Co.	St. Louis, Mo.
162. Dunkirk Macaroni & Supply Co.	Dunkirk, N. Y.
163. S. Viviano Macaroni Co.	Carnegie, Pa.
164. Chicago Macaroni Co.	Chicago, Ill.
165. K. C. Macaroni & Imp. Co.	Kansas City, Mo.
166. Mrs. Hartig's All Egg Noodles	Oseola, Ind.
167. Anton Benicinas (Just Rite Noodle Co.)	Brooklyn, N. Y.
168. United Macaroni Co.	Mt. Vernon, N. Y.
169. Indiana Macaroni Co.	Indiana, Pa.

also one pound fancy packages, 20-1 lb. packages to a carton.—NEW HAVEN MACARONI CO., NEW HAVEN, CONN.  
 Reducing each item to at most two sizes will be great convenience to manufacturers.—FRANK PEPE MACARONI MFG. CO., WATERBURY, CONN.  
 Macaroni weights should go up in units of 8 oz.—JOHN B. CANEPA CO., CHICAGO, ILL.  
 Knock the 1 lb. Cellophane Noodle out entirely.—I. J. GRASS NOODLE CO., CHICAGO, ILL.  
 We firmly believe that odd size packages ~~are~~ packed for the simple reason to cut prices.—TRAFICANTI BROS., CHICAGO, ILL.  
 We have never changed for 14 years since we have been in business. Changing costs money.—ITALIAN MACARONI MFG. & IMP. CO., PITTSBURG, KANSAS.  
 These are more of the standard size packages and would suggest that all others be eliminated in this district. (Refers to 10 and 20 lb. bulk, 7 and 16 oz. package goods, and 5, 8 and 16 oz. Cellophane Noodles.)—VIVISON MACARONI CO., DETROIT, MICH.  
 We feel there should be a considerable gap between the largest package goods package and the smallest goods package, so as to prevent the switch from package to bulk goods. We therefore feel that the 5 lb. and 7 lb. boxes of bulk goods be eliminated altogether.—THE CREAMETTE CO., MINNEAPOLIS, MINN.

Analysis of Replies to Questionnaire on Sizes of Package Goods

Size	Number of firms packing size	Number of firms desiring size to be retained
3 oz.	4	1
3 1/2 oz.	5	1
4 oz.	38	29
4 1/2 oz.	3	1
5 oz.	19	14
6 oz.	29	20
7 oz.	51	41
8 oz.	80	74
9 oz.	19	6
10 oz.	9	2
12 oz.	15	9
14 oz.	4	1
15 oz.	2	1
16 oz.	96	86
18 oz.	1	1
20 oz.	4	0
21 oz.	1	0
27 oz.	1	1
30 oz.	1	0
32 oz.	29	21
48 oz.	2	1
Number of companies reporting	169	169

Analysis of Replies to Questionnaire on Sizes of Cellophane Noodles

Size	Number of firms packing size	Number of firms desiring size to be retained
3 oz.	10	6
3 1/2 oz.	1	1
4 oz.	40	33
4 1/2 oz.	1	0
5 oz.	47	35
6 oz.	38	28
7 oz.	4	2
8 oz.	74	66
9 oz.	1	1
10 oz.	7	5
12 oz.	29	25
14 oz.	3	1
15 oz.	1	1
16 oz.	82	80
18 oz.	2	1
20 oz.	1	0
21 oz.	1	0
27 oz.	1	1
30 oz.	1	0
32 oz.	10	6
48 oz.	3	2
Number of firms reporting	169	169

Analysis of Replies to Questionnaire on Sizes of Bulk Goods

Size	Number of firms packing size	Number of firms desiring size to be retained
3 lb.	11	6
4 lb.	4	3
5 lb.	65	57
6 lb.	16	5
7 lb.	1	1
10 lb.	112	101
12 lb.	12	7
14 lb.	2	1
15 lb.	5	3
18 lb.	3	1
20 lb.	149	130
22 lb.	5	5
24 lb.	1	0
25 lb.	42	37
30 lb.	2	1
40 lb.	5	5
45 lb.	1	0
50 lb.	60	46
60 lb.	1	0
75 lb.	1	0
100 lb.	27	17
110 lb.	1	1
Barrels	50	29
Number of firms reporting	169	169

Remarks

Would like to see 7 oz. package goods for long and cut macaroni abolished—would recommend 8 oz. for standard size package; 6 oz. for twisted vermicelli, in order to maintain same list price.—NATIONAL MACARONI CO., DALLAS, TEX.  
 I am going to pack package goods 6 oz. and 12 oz. pretty soon.—NAPLES MACARONI MFG. CO., PROVIDENCE, R. I.  
 Weights of Cellophane packages change when our prices change, so as to have a 10c selling price at store.—ITALIAN AMERICAN PASTE CO., SAN FRANCISCO, CAL.  
 We manufacture only noodles.—LEGUILLON PRODUCTS, ALLIANCE, OHIO.  
 We recommend all above be retained. (Bulk—4 lb., 5 lb., 10 lb., 20 lb., 50 lb., 100 lb., 15 lb., 25 lb., barrels—package goods, 8 oz. and 32 oz.; Cellophane noodles, 5, 7, 8 and 16 oz.—U. S. MACARONI MFG. CO., SPOKANE, WASH.)  
 Bulk goods recommend 5, 6, 12 oz. demand from Hawaiian Islands. For package goods recommend 4 oz. and multiples of 4 oz.—POMPEI MACARONI FACTORY.  
 We firmly believe that steps should be taken at once to simplify the confusion of sizes now used in packaging.—MRS. KELLEY'S NOODLE KITCHEN, DAYTON, O.  
 We also recommend 12 lb. boxes for export.—VULCAN-CALIFORNIA MACARONI CO., SAN FRANCISCO, CAL.  
 We manufacture plain noodles only.—OAKLAND FOOD PRODUCTS CO., OAKLAND, CALIF.  
 Let's cut out any other sizes because it is confusing to the buying public and costly to the manufacturer. (Wants retained 10 and 20 lb. bulk, 4 oz. noodles and 8 oz. macaroni, spaghetti, package goods, and 8 and 16 oz. Cellophane Noodles.)—LOS ANGELES PACIFIC MACARONI CO., LOS ANGELES, CALIF.  
 We contemplate using 1 lb. Cellophane bags for Noodles in the near future.—GOLDEN CROWN MACARONI CO., TRINIDAD, COLO.  
 We pack only in 20 lb. boxes.—BUCKLEY MACARONI CO., KENSINGTON, CONN.  
 We are interested only in 20 lb. bulk cartons and 5 lb. bulk cartons,

In packaging private label, it is necessary often to pack odd sizes for customer's requirements.—CHECKER FOOD PRODUCTS CO., ST. LOUIS, MO.  
 We are a small company and manufacture egg noodles only.—L. WALLRAFF & CO., ST. LOUIS, MO.  
 We believe that bulk macaroni, package macaroni and bulk and package noodles in units of two sizes each will help marketing problems for all.—NIAGARA MACARONI MFG. CO., BUFFALO, N. Y.  
 Manufacturers of Egg Noodles only. Believe two cellophane packages sufficient (10c seller and double size package).—OLD DUTCH FOODS, INC., BUFFALO, N. Y.  
 The less sizes, the better.—BEST MACARONI, INC., ORISKANY FALLS.  
 We pack only in 20 lb. boxes of wood and corrugated boxes. The size of the boxes is 23"x9"x5".—VELLA & RUSSO MACARONI, INC., SYRACUSE, N. Y.  
 Would like only 5 lb., 10 lb., 20 lb. bulk and 6 oz. and 16 oz. egg noodles.—BROCKWAY MAC. & SUPPLY CO.  
 We can see no advantage or profit in packing other sizes. (Recommends 10 lb. bulk, 20 lb. bulk, 5, 8 and 16 oz. cellophane noodles.)—MRS. C. H. SMITH NOODLE CO., ELLWOOD CITY, OHIO.  
 We pack a 5 lb. box of noodles for a special trade. The 10 lb. bulk goods is for special sizes of macaroni and noodles.—ROTH NOODLES CO., PITTSBURGH, PA.  
 We believe that reduction in sizes of packages is very important in our industry.—PRINCE MACARONI CO., BOSTON, MASS.  
 In our opinion one pound noodle package is too large for the average consumer, and too expensive in cellophane. We think 1/2 and 3/4 pound packages are more fair because the average consumer knows these quantities rather than odd sizes such as 15 oz. which looks like a one lb. package but isn't.—DAVID KERR, 3549 Greenmount av., BALTIMORE, MD.  
 We are using 10 lb., 25 lb. and 50 lb. for bulk vermicelli and 20 lb. for cut macaroni. We have very little demand for long macaroni and long spaghetti, for the reason we do not carry special size of package for these items.—BROWNSVILLE (TEXAS) VERMICELLI FACTORY.  
 While we are not packing the 1 lb. cellophane egg noodles now, we



● Take your product off the dealer's shelf—get it into the hands of the housewife—by putting it into a Continental Display Bag.

Continental Bags decrease personal sales effort—increase sales-by-display. They are the Stop—Look—Buy bags of the merchandising kingdom. In them, your egg noodle or macaroni product has a sales appeal that gets home. And the protection they afford helps to keep your product factory-fresh until it is consumed.

Does the package you use do a thorough selling job? Is it the best package for your product?

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expect to and suggest that it be retained.—LA PREMIATA MACARONI CORP., CONNELLSVILLE, PA.

Would like to see these sizes sold at 85c and \$1.10 per doz. (4 and 8 oz. Cellophane Noodles). Would rather see a set price than a base cost.—EG-NOODLE CO., MINNEAPOLIS, MINN.

#### ANALYSIS AND SUMMARY OF THE COMMITTEE

##### Package Goods

There are 21 different sizes of package goods now being packed by manufacturers, ranging from 3 oz. to 48 oz.

The most prevalent sizes in the order of predominance are: 16 oz. packed by 96 firms; 8 oz. by 80 firms; 7 oz. by 51 firms; 4 oz. by 38 firms; 6 oz. by 29 firms; and 32 oz. by 29 firms.

Of the manufacturers packing these sizes and desiring their continuance: 86 for the 16 oz.; 74 for the 8 oz.; 41 for the 7 oz.; 29 for the 4 oz.; 21 for the 32 oz.; and 20 for the 6 oz.

All other sizes than those above mentioned are being packed by less than 20 manufacturers. There appears no strong preference on the part of these 20 to continue to pack these sizes.

##### Cellophane Noodles

Manufacturers are packing 20 different sizes of package cellophane noodles, ranging from 3 oz. to 48 oz.

The most prevalent sizes are: 16 oz. by 82 firms; 8 oz. by 66 firms; 5 oz. by 47 firms; 4 oz. by 40 firms; 6 oz. by 38 firms; and 12 oz. by 20.

Of the firms packing these sizes and desiring their continuance: 80 for the 16 oz.; 66 for the 8 oz.; 35 for the 5 oz.; 33 for the 4 oz.; 28 for the 6 oz.; and 25 for the 12 oz.

All sizes other than those above mentioned are being packed by less than 10 manufacturers, who likewise register no strong preference to continue with these sizes.

##### Bulk Goods

Twenty-three different sizes of bulk goods were reported as being packed by manufacturers.

The most prevalent sizes in the order of predominance are: 20 lbs. by 149 firms; 10 lbs. by 112 firms; 5 lbs. by 65 firms; 50 lbs. by 60 firms; barrels by 50 firms; 25 lbs. by 42 firms; and 100 lbs. by 27 firms.

Of the manufacturers packing these sizes and desiring their continuance: 130 for the 20 lb. size; 101 for 10 lb.; 57 for the 5 lb.; 46 for the 50 lb.; 29 for the bbl.; 37 for the 25 lb.; and 17 for the 100 lb.

All sizes other than those above mentioned are being packed by less than 16 manufacturers, none of whom indicated strong preference in their retention.

#### CONCLUSIONS AND RECOMMENDATIONS OF THE COMMITTEE

1. The analysis of this survey clearly points to one unmistakable conclusion: There exist entirely too many different sizes of both bulk and package goods, resulting in a loss in economy, duplications of stock, and confusion in competition. Elimination of odd sizes is, therefore, indispensable.

The industry should retain only those sizes which are being packed by the majority of the manufacturers:

##### Package Goods

For package goods, clearly the 16 oz. and the 8 oz. packages should be retained. The 4 oz. package as indicated in the majority of replies is probably a carton for egg noodles, not plain goods, and as such is a desirable size. The 51 manufacturers packing a 7 oz. package and the 29 manufacturers packing a 6 oz. package utilize these 2 sizes, in most instances, in marketing a flour product to be sold to the consumer for 5c. Since there is a definite market for this class of merchandise, particularly in the southern states, it is desirable that one of

the two sizes be retained. Manufacturers did not disclose a preference between the 2 sizes. As to the 32 oz. (2 lb.) package, the committee sees no objection to packing this size.

##### Cellophane Noodles

Both the 8 oz. and 16 oz. cellophane noodles are being packed by the majority of the industry. As to the 4 oz., 5 oz., and 6 oz. package, the preference in the industry is almost evenly divided. Likewise the committee is divided in its recommendation. That at least one, if not two, of these sizes should be eliminated, there is no question. We leave this matter to you and the Code Authority to decide. There is a fairly strong indication for the 12 oz. package, and the committee sees no reason for its elimination.

##### Bulk Goods

Without question, both the 10 lb. and 20 lb. sizes should be retained; also the 5 lb., 50 lb. and bbl. While 37 manufacturers desired the retention of the 25 lb. box, the committee feels that the 20 lb. box can amply serve the requirements of this particular size.

#### 2. Procedure to be Followed in Eliminating Odd Sizes

- (1) Code Authority to mail list of approved sizes to all manufacturers.
- (2) Request of manufacturers desiring the retention of any size not approved by the Code Authority letter setting forth their reasons and arguments.
- (c) Waiting period of 30 days for replies.
- (d) Meeting of Code Authority for consideration of replies, and making final decisions.
- (e) Notification to industry of final decision; and setting of date sufficiently far in advance to permit manufacturers ample time for disposal of odd size carton containers, and supplies.

L. S. VAGNINO, Chairman  
W. CULMAN  
G. LA MARCA  
JOSEPH FRESCHI

April 27, 1934.

\* \* \*

#### Division Chief Compliments Committee

The Division of Simplified Practice, Bureau of Standards of the Department of Commerce has been cooperating with the Macaroni Manufacturers in bringing about a general simplification of macaroni packages and containers, and when copy of this splendid report was sent that Bureau, the committee members were paid a high and deserving compliment by Edwin W. Ely, Chief of the Bureau.

Washington, D. C. May 17, 1934

Mr. M. J. Donna, Secy.-Treas.  
National Macaroni Manufacturers Ass'n  
Braidwood, Illinois

Subject: Simplification of Macaroni Containers

Dear Mr. Donna:

This will acknowledge your letter of May 14, with which you inclosed a copy of the report of your Standards Committee on Sizes of Bulk and Package Goods.

This is one of the most complete and comprehensive survey reports which has come to my attention and I want to take this opportunity to congratulate you and your committee on doing such a thorough job. This survey should serve as the basis for a sound Simplified Practice Recommendation.

The Committee's recommendation on the last page for the procedure to be followed in eliminating odd sizes, seems entirely satisfactory. When the final step has been completed, that is, when the final list of sizes has been completed, and the date set for clearing non-standard sizes, the program should be referred to us with the request that it be placed before all concerned for their acceptance and approval. This program will result in general recognition of the program and secure inimum benefits for the industry.

I hope you will keep me informed as your program develops and do not hesitate to write any time I can be of assistance.

Cordially yours,

EDWIN W. ELY, Chief  
Division of Simplified Practice,  
Bureau of Standards, U. S. Dept. of Commerce

## Wheat Price Gains Create Emergency in Macaroni Trade

### Crop Shortage, Premiums Raise Producing Costs, Code Chairman Says

Reprint from New York Journal of Commerce of May 26

Chicago, May 25—Sharply rising prices for wheat, coupled with the prospect of an extremely short crop of grades used in manufacture in the face of no carryover, has placed the macaroni manufacturing industry in an extremely unsettled position, says Glenn G. Hoskins, chairman of the Macaroni Code Authority. Summarizing the situation confronting the industry, Mr. Hoskins, in a review prepared for the *Journal of Commerce*, says:

"Macaroni manufacturers are beginning to worry about the relative high prices of the best grades of durum wheat semolina. With the general wheat market easing off it is hard for buyers to understand why prices for macaroni products do not follow the market:

#### Wheat Sharply Higher

"First grade semolina was quoted on May 19 at \$9.55 per bbl., f.o.b. New

York, as against \$8.45 one month ago and \$4.45 a year ago.

"The macaroni industry normally uses 12,000,000 to 15,000,000 bu. of durum wheat a year, and with the average crop running 35,000,000 to 50,000,000 bu. there is little difficulty in securing good millable durum wheat. The situation this year is extremely serious. It is estimated that there is 1,500,000 bu. still on the farms and 3,500,000 in elevators in Minneapolis and Duluth, of which 1,500,000 bu. has just been added to the elevator supply by the return of wheat from southern Canadian ports, which has been stored for many months seeking an export outlet.

#### Premiums High

"Most of the 5,000,000 bu. is of such poor quality that premiums for amber durum wheat, fit to be made into No. 1 semolina, have run as high as 34c a bushel above the market.

"The rise in the price of macaroni

products has not kept pace with the rise in the market on No. 1 semolina, because up until recently there has been considerable semolina in the hands of manufacturers purchased on the low market of last year. In the latter part of April 1933, with the New York price on the best grade of semolina \$4.45 per bbl., cash wheat was 43 $\frac{3}{4}$ c per bu. as compared with cash wheat price of \$1.00 $\frac{1}{2}$  on May 19, 1934, plus 30c per bu. processing tax, plus 25c per bu. premium for No. 1 amber durum. Out of approximately 3,000,000 acres seeded to durum wheat this spring it is now estimated that one third of that is completely destroyed, and the balance of it will suffer greatly if North and South Dakota do not receive soaking rains within the next few days. The macaroni industry is therefore facing a condition which has not been paralleled in the past—namely, no carryover and a prospect of an extremely short crop next year."

HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

That's why over 75% of our orders are repeat orders from regular customers.



COMMANDER MILLING CO.  
Minneapolis, Minnesota

You  
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the Best  
When You  
DEMAND





# THE ENERGY FOOD

## MACARONI... Best Food Mixer



Excerpts from an article prepared especially for *The Carnation News*, the official organ of the Carnation Milk Company by M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers association as one of the many moves inaugurated by that organization to acquaint the public with the general goodness of Macaroni Products.

Good mixers are popular everywhere, in business, in society and in sportsdom, but nowhere more so than in foods; because, after all, eating is not only a pleasant duty but a daily necessity, even, if to some, it becomes a monotonous periodical grind.

In foods, among the very best of mixers are macaroni products. How beautifully, aptly and tastily they blend! Is it any wonder that they are daily growing in popularity with young and old!

Macaroni, spaghetti, egg noodles and other such food pastes make up a "family" of foods rich in all the elements that are so essential in building sturdy bodies, alert minds and cheerful personalities. The high proportion of carbohydrates, together with their protein values, have given macaroni, spaghetti and egg noodles, the three most popular forms of these food pastes, a high place in the food world.

This "energy trio," with its mild, appetizing qualities, makes it a perfect "base" for any desired combination with other foods such as milk, eggs, cheese, vegetables, meats and fish. With eggs or vegetables, macaroni products are unexcelled as food for children. They are not only pleasing to the palate, but appeal through the eye, the senses of smell and taste and are most easily digested. They supply the vital materials to rebuild the body tissues that an active child "burns up" in play and study. Many specialists advocate macaroni products as the first solid food for infants and for those on diets because they are non-fattening in character and furnish the strength-giving elements necessary to maintain health and vigor.

### There Are Many Shapes

Americans are ordinarily acquainted with only a few of the popular shapes of macaroni products—such as "MACARONI"—the long tubular type; "SPAGHETTI"—the string pastes; "ELBOWS"—the short-cut macaroni; "EGG NOODLES"—the flat bands containing eggs and the "SOUP PASTES"—alphabets, rings and other fancy shapes that

are used also in salads and puddings. The Italian, however, knows all of the 157 or more varieties in shapes and sizes of this popular wheat food. They are plain and fancy, straight or curled, long or short, but they all fill a special need in satisfying the knowing Italian's longing for variety.

Take "Macaroni," the daddy of the Macaroni Family, for instance; what a wonderful mixer this old favorite is in combination with milk and cheese!

Then there is "Spaghetti," the little brother of the family. When smothered under a blanket of cheese and tomato sauce, or a rich and savory meat gravy, it will appease the keenest of appetites! "Elbows" or cut macaroni, the baby brother, when baked to a queen's taste in casseroles, or in spicy salad will please every whim and fickle appetite.

"Egg noodles," the dainty daughters of this large family of foods mix tastefully with chicken broth for the grown-ups and with rich milk for the little ones. They will be found most satisfying in creamy puddings for desserts for young and old.

"Alphabets" and similar small shapes are the real infants of the group. They are ideal in soups and in many of the more dainty dishes prepared for children with milk and cream or in more elaborate combinations for fashionable parties.

### Always Good Mixers

Realizing what "good mixers" macaroni products really are, housewives are learning more and more to be adepts in mixing and blending this very adaptable food since it mixes readily with almost every known vegetable fit for human consumption, as well as with meat, fish and fruit. In proof, try these "good mixers" with pork, veal, beef, sausage, ham or chicken in the meat group; with cheese, milk, eggs, cream and butter in the animal derivative group; with tomatoes, celery, onions, garlic, spinach, parsley and peppers among the garden products; or with oysters, fish, shrimp and salmon of the sea foods. Truly you always will find this food a good and ready "mixer."

But macaroni buyers cannot be too particular about the quality of the brands purchased. Imitations may be complimentary, but always insist on the better grades since it is a very cheap food even at the highest prices that may be asked for it in the high class stores. Some one first made a statement, frequently restated that "quality is remembered long after the price is forgotten" so teachers

in common schools and supervisors of domestic science classes are endeavoring more and more to educate consumers to give closer attention, first, last and always, to the quality of foods purchased for home consumption.

### Health Authorities Recommend

Authorities almost without number will attest to the nutritive value of Macaroni Products—their digestibility and adaptability. Dr. Shirley W. Wynne, Health Commissioner of the City of New York's Department of Health, in a recent release recommends the use of macaroni products with milk as the ideal food for children. "More liberal use of Alimentary or Italian Pastes—macaroni, spaghetti, vermicelli, egg noodles, etc., should be made in American homes. Macaroni products prepared with milk or cheese bring to the body the full value of the wheat, plus the invaluable properties of the milk, both as a fluid or in the form of cheese. The addition of milk to these energy foods gives us, along with other values, an extra supply of lime."

### To Cook Properly

Proper cooking is a basic essential in preparation of this nutritional grain food. There are a few "golden rules" that must be strictly observed. First, select a good quality and cook it in plenty of boiling water with a little salt added. (Be sure to have water boiling vigorously before adding macaroni products and then add in small quantities.) Second, do not over-cook—about 10 minutes is sufficient. The Italians who are recognized as pastmasters in the art of macaroni cooking, like it with the "chew" left in it—"al dente" as they term it.

This health-building, body-strengthening food can be easily prepared in so many different ways—for so many occasions, always within the reach of one's food budget. For lunch, for dinner, for parties, for the snack between meals or after the theater—macaroni products go well and are universally enjoyed. They are truly excellent "mixers," always welcome and thoroughly satisfying.

### Milwaukee Firm Adds Side Line

As a side line the Milwaukee Macaroni company has started to pack a new breakfast cereal which it calls "Nutro Egg." It consists of gluten and egg yolk. Sales will be carried on through the regular sales organization.

June 15, 1934

THE MACARONI JOURNAL

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### Five Day Stay Further Stayed

A further stay in the macaroni code provisions requiring a 5-day waiting period between the time of filing prices and their effective date, was announced last month by National Recovery Administrator Hugh S. Johnson.

The stay is to remain in effect until completion of a study being made on open price provisions of codes by the administration.

When the macaroni code, which contains the 5-day waiting period provision, was approved Jan. 29, 1934, the open price provisions were stayed entirely for 60 days. By an order on Feb. 17, the stay was extended to 60 days from that date, but limited to the waiting period requirements of that code.

### Southern Food Costs Higher

If workers in southern cities ate the same amounts and kinds of food that workers in northern cities eat, their food would cost them more than the northern workers' rations cost them, Dr. Frederic C. Howe, consumers counsel of the AAA, stated on releasing the 14th issue of the *Consumers' Guide*.

This comparison was based on retail prices reported by the bureau of labor

statistics for 51 cities, 16 of which are considered as southern cities in two or more NRA codes.

"The total annual cost to southern workers for a given typical assortment of food would be \$283 on the basis of February prices," Dr. Howe pointed out. "In northern cities the same assortment would have cost \$278."

"Because of differences in diet the actual cost of food bought probably runs under the figure for the south and more than the figure for the north," Dr. Howe said.

"Southern workers usually eat more meats, flour, and corn meal and less milk, eggs, butter and potatoes than do those in the north. This diet somewhat brings down the cost of food consumed. Price differences between the sections, however, do not show a large variation."

### SELECTIVITY

The doctor of a country village had 2 children, the prettiest little girls in the district. While they were out walking one day they happened to pass 2 small boys, one of whom was a visitor in the village.

Said the latter to his friend: "Who are those pretty little girls?"

The village boy replied: "They are the doctor's children. He always keeps the best ones for himself."

### Coffee-Spaghetti Pastry Popular in London

A new dish proving popular in Great Britain is coffee-spaghetti savory, prepared by making a rich pastry, lining small cake pans with it and filling with a mixture of spaghetti and cheese flavored with coffee. The following recipe will make about 18 cookie pans:

Rub 4 oz. of butter into 8 oz. of plain flour, add 2 oz. of chopped cheese and any seasoning desired. Mix with the yolk of an egg and water, keeping as dry as possible. Line the small pans with the pastry. These are filled with a mixture prepared as follows:

Cook a little spaghetti in salted boiling water for 20 minutes. Drain off an ounce of the cooked spaghetti, add an ounce of grated cheese, seasoning, and half a cupful of extra strong coffee made with milk. The coffee should be treble ordinary drinking strength. Fill the pans with the mixture and bake in a moderate oven for 15 to 20 minutes. Sprinkle with chopped cheese.—*Spice Mill, May 1934.*

Sambo: "How fast can you all go in dat new car?"

Rastus: "Ah could make 2 miles a minute ceptin' for one thing."

Sambo: "What's dat big boy?"

Rastus: "Only jes' cause de distance is too long for de shortness of de time."



## Add Profit to Your Vacation

Have you started planning your vacation yet? Most persons have, and the macaroni manufacturer should be no exception. But we wonder if you have gone further and are planning to make this vacation show a profit in the way of new ideas.

In this issue of THE MACARONI JOURNAL you will find the names and addresses of many manufacturers of machinery and supplies. In some of these you are no doubt interested and may already have had correspondence through the mails. Now you will find that, through a little study with a good road map, no matter in what direction your vacation takes you some of these plants will be near enough your route to make a personal visit quite convenient.

Of course it is only courtesy to drop a note to these companies you intend to visit, tell them you have been reading their advertisements in this journal and that you would like to visit them some time later. The replies will be prompt and cordial.

Then, too, you should stop over at the plants of other makers of macaroni and similar products. In each of them you are certain to find several good ideas you will want to put into practice at your own place of business when you return from your vacation.

You already know where many businesses of this type are situated. Inquiry along the road, at hotels or chambers of commerce will bring to your attention quite a few others. Make an effort to call at all that are not too far from the route you have laid out.

By exchanging views and experiences with cooks and chefs in restaurants and hotels one may often obtain hints about macaroni, and new recipes that will be helpful in your advertising or for use on the packages of finished products. It costs nothing to get this advice and it may be of great worth to you some time.

Don't forget to put down in a notebook all the ideas that appeal to you as soon as you get them. Otherwise some may slip away and be forever lost. If an idea is of doubtful value make a note of it anyway. When you come home you can sort out all your notes, adapt or change those that look good and discard the others. After you have written down an idea go ahead enjoying your vacation. There will later be ample time for consideration of the value of the hints you have picked up.

You will discover your trip is actually more enjoyable when you take these little excursions to business places that interest you. Instead of going through a town and immediately forgetting all about it, in the communities where you stop you will gain friends, get a keener insight into the people and conditions around there, and attain some idea of the problems of others and how they are meeting them.

Sometimes it is possible to lay out a route coming home that is quite different from the one you used when going. Thus

you may be able to visit several additional points. However if it is convenient to call on only one or two manufacturers of machinery or products such as you use or makers of the finished macaroni, still your vacation will have beneficial results that last for a long time and bring extra profits to your business.

Decide first on where you wish to go for your vacation. Lay out the route you wish to take by drawing heavy lines on a road map. Draw circles around the cities through which (or near which) you go, where you wish to stop. At others you may make inquiry about places that will interest you, but know before you start the towns at which you are certain to want to stop.

If you have no vacation in mind you may make a pleasant trip of one or a few days to some supply manufacturer listed in this magazine. For while it is usually practical to contact such companies only by mail, still when you can visit one or more in person it is a sure way to enjoy yourself and to learn things that will bring you more profit.

Get out the map now. Study it together with the addresses given in the advertisements in this issue. Perhaps you can make some of them match the route of your vacation trip. Start planning now so all will be in readiness to make your 1934 vacation the most pleasant and worth while one you've ever had.

### Quality Competition

Reprinted from New York Journal of Commerce

Important changes in competitive practices in industry must necessarily be expected as a result of price control provisions contained in most codes of fair competition. This applies especially in

cases where minimum prices are fixed, as has been done in the case of rubber tires under the rubber manufacturing code, or where an effective open price arrangement is in operation.

In a recent address before the Chicago Purchasing association, Vice President James J. Newman of the B. F. Goodrich Co. outlined several basic changes in competitive methods which he foresaw as a result of price fixing activities under codes. The most fundamental change which he expects is a shift in stress from price to quality in the activities of purchasing agents. "With prices absolutely equal," Mr. Newman said, "it becomes more important than ever to make certain that you are buying the product that will run the most miles, produce the most heat units, withstand the greatest loads, have the greatest appeal to the consumer or that will give the best performance."

Under such conditions purchasing practices will necessarily change in character. The preoccupation with price which has been so common until now would give way to concentration upon technical characteristics. Larger enterprises especially would have more reason than ever to develop laboratory facilities for tests of competitive products, and for the determination of standard specifications on purchased products which are found most suitable for their purposes.

If Mr. Newman's predictions prove well founded, then industry in general may witness more of the type of competition which has become rather common in the field of railroad transportation. Competition in rates was largely barred from that industry long ago, but keen competition in service to shippers and travelers has persisted.

There's no being or getting old. Some of us are in our first twenties, some in our second twenties and the rest of us are only in our third, fourth or fifth twenties.

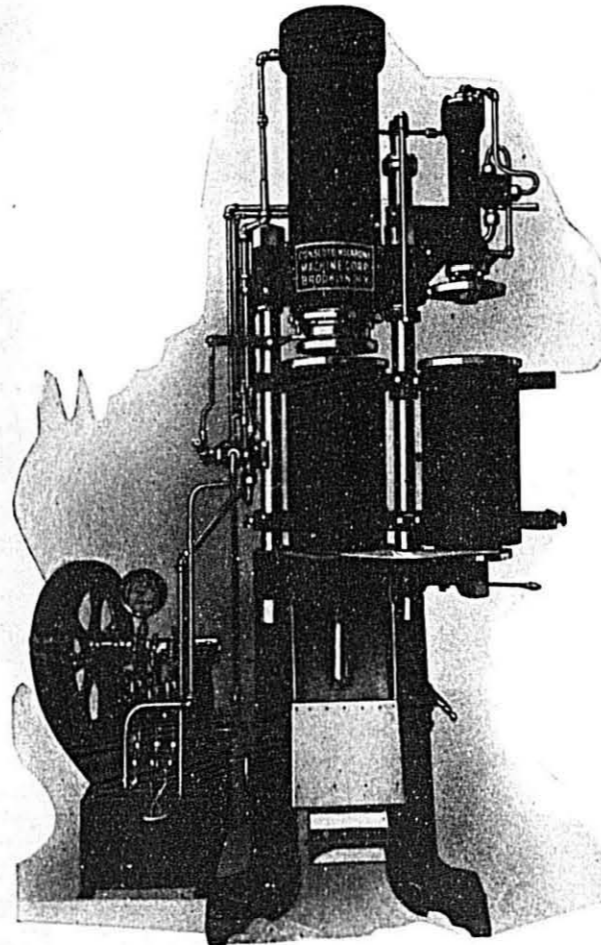
## Ten Commandments for the Macaroni Manufacturer

Believing the Macaroni Code to be an instrument voluntarily accepted by the trade as the means of eliminating many of the business sins that have become yearly more and more sinful, a code exponent has taken the liberty of plagiarizing the Ten Commandments based on the Good Book to suggest the following Ten Commandments under the Macaroni Code.

- I. Thou shalt not cheat labor as to hours and wages.
- II. Thou shalt not misbrand thy product.
- III. Thou shalt not sell below thy filed price.
- IV. Thou shalt not cheat thyself by selling below cost.
- V. Thou shalt not cheat thy code authority: pay thy monthly assessments.
- VI. Thou shalt not deceive the consumer by false advertising.
- VII. Thou shalt not cheat the buyer by unfair substitutions as to quality.
- VIII. Thou shalt keep thy plant in a sanitary condition at all times.
- IX. Thou shalt not speak falsely of thy competitor.
- X. Thou shalt keep all these commandments, and woe unto the man who keepeth them not, for the NRA will fall heavily upon his head.

## Consolidated Macaroni Machine Corporation

### Designers and Builders of High Grade Macaroni Machinery



The Streamline Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

In these days of high speed, automobiles, aeroplanes, even railroad trains, are streamlined in order to eliminate air resistance. The result is increased speed with conservation of power and time.

Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

All this has been accomplished without complicating the construction. In fact, our new model is much simpler than any of our previous presses, and is unquestionably years in advance of any machine now on the market.

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

**MIXERS  
KNEADERS  
PRESSES**

**DIE CLEANERS  
DRYING MACHINES  
MACARONI CUTTERS**

*We do not build all the Macaroni Machinery, but we build the best*

156-166 Sixth Street

**BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Address all communications to 156 Sixth Street

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# Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

## New Sales Methods Revolutionize the Policing of Trade Marks

The old adage which warns us "other days, other customs," is as true of good will protection as of anything else. A rule of eternal change, or constant readjustment to shifting conditions of life and of business, holds good for the ways and means of safeguarding trade marks no less than for other responsibilities in connection with the marketing of branded goods. Indeed, if anything trade mark fortification is exceptionally sensitive to any new deal, public or private, in advertising and merchandising.

All this may well be brought home to us by the circumstance that the official censors, whose job it is to prevent the pyramiding or overlapping of simulating trade marks, have lately been taking fresh precautionary steps. That is to say, these watchdogs of the trade mark traffic have been applying new and more exacting measuring sticks when called upon to determine if and when there is danger that resemblant trade marks will be mistaken for one another. Under the new formula of appraisal the chances of confusion-in-trade must be weighed from five or six different viewpoints.

As though in tribute to the turn of the times the new procedure is reckoned particularly with an eye to the revolutionary influence exerted by radio broadcasting. Oddly enough communication via the air has shaken the traditions not only of advertising but of specialty designation or identification. On the one hand behold the current evidence in the pace setting incident of "Amos 'n' Andy," that talent-names popularized by radio entertainers dast not be borrowed without leave for trade mark purposes. On the other hand witness the trend of habitual policy whereby the trade mark examiners at Washington are consistently reckoning with the properties and limitations of the radio as a medium of brand promotion.

By and large this whole latter day re-slanting of trade mark rules and regulations is a realignment in deference to the rise of oral communication. In days gone by the "printed word" was the whole thing, so to speak, in the field of trade mark education and brand propaganda. Trade marks were introduced to the public and kept to the fore largely by means of typography—periodical or newspaper advertising, billboard or street car advertising, direct-by-mail advertising, posterized inscriptions on the pack-

ages, or what not. In deference to the universal dependency upon printers' ink the trade mark censors scrutinized each new trade mark candidate in terms of its appearance as visualized by the average beholder. All of which had a very distinct influence upon the Federal trade mark code. As for example the insistence that every composite trade mark must be considered "as a whole,"—not allowing a breakdown into name and picture elements.

But latterly the visual consideration has been to recede in trade mark importance and the oral or articulate factor is to the fore. The shift in importance began with the general use of the telephone. When housewives began to order their grocery specialties by 'phone, or worse yet, leave the 'phone shopping to servants and children, it was found there were dangers of mixups between brands that could never conceivably be mistaken for one another when presented for inspection side by side in the store. In deference to the newfound hazards of brand names that sound alike, though they don't in the least look alike, the trade mark guards developed new standards of compulsory dissimilarity.

This allowance for the ear as well as the eye, when trademark "doubles," or near doubles, are to be kept apart, is all the more in order now that the radio has added its hazards of "poor reception" of brand pronunciation. The commissioner of patents indicated very clearly the official sentiment on this score when he reviewed only a few weeks ago a test case in which the defendant had pleaded that a shadowing brand would never be mistaken for its competitor when the two were seen side by side, in telephone directories or elsewhere. The chief umpire at the Federal clearing house for trade marks made the point that in this day of the radio rival brand names seldom appear side by side. As he put it: "On radio programs and in innumerable other locations and situations the marks appear alone, separately, and the purchaser is given no opportunity for comparison."

As a net result of the new and more complex state of trade mark affairs we have a stiffened policy in the policing of the trade mark highways. The Federal cops are insisting that nicknames that have the same sounds or syllables capable of echoing pronunciation shall keep further apart. As the patent commis-

sioner explained in the recent declaration of principles, every protection must be afforded the purchaser at retail who cannot readily remember which is which among reminiscent brands. Here, in so many words, is the "commissioner's warning cue: The possibility of confusion must be avoided by requiring the newcomer to select a mark sufficiently different from the prior user's that an ordinary purchaser will not be confused between the two but will select the one he intended to select."

For the brander, veteran or beginner in the trade, who is picking a trade mark for the long pull the moral of the new setup is obvious. He does well, plays safe, if he selects a brand name that dodges its older neighbors when spoken no less than when printed, and that furthermore cannot readily be murdered or disguised by a radio announcer no matter what his accent, his intonation or his phrasing. It is all a matter of testing the tentative or prospective trade mark, two ways or three ways instead of accepting it on the single count of eye appeal. Incidentally this newly prescribed ear consciousness is due to sway fashions in the form of brands. It puts a premium upon single, simple names (the shorter the better) over phrases or combinations of words which are cumbersome to pronounce and which the public is likely to abbreviate in its own way, at some risk to brand individuality.

Not so clearly indicated in the new era is the course for the brander who finds himself holding the bag with a brand name that may be slurred or fumbled in speech. Probably he does not feel justified in junking a proud and widely known nickname even if the radio and the telephone, not forgetting phonographs and amplifiers, have put the verbal to the fore in public relations. A course that is being systematically pursued by some of the shrewdest marketers who find themselves in this plight involves emphasis to consumers of the need for proper and accurate pronunciation of the brand name when ordering. The "Ask For It By Its Full Name" campaign is one means of succoring a brand name that is being mutilated in everyday speech. Akin to it is the inclusion in printed advertising and on package labels of a

June 15, 1934

THE MACARONI JOURNAL

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The  
Golden  
Touch

# King Midas Semolina

## A Uniform Dependable Semolina

FOR the discriminating Macaroni Manufacturer who wants, insists upon, and who will not take a substitute for the best in a strong evenly granulated, rich amber colored and cleanly milled Semolina.

King Midas Semolina is made with only one thought in mind---to meet the exacting demands of quality Macaroni Manufacturers.

**KING MIDAS MILL CO.**

Minneapolis, Minn.



phonetic rendition of any hard-to-pronounce product-name so that the public can get the proper twist in the vocal gymnastics and place the accents where they belong.

This magnifying of the oral approach to a trade mark, as distinct from the visual reaction, is destined to "levitate" by yet another notch the importance of the "family" or full line name. Whether the blanket-mark or tying-mark be a proper name such as a corporate title or a fanciful group name, the sheer force of wide range and frequent reiteration is calculated to familiarize the public with the house-mark, over any single varietal name even that of a fighting brand. Accordingly if means can be found to set the public right upon the spoken translation of the full-line consolidator there is assurance that purchases will take the proper channels even if the buyers' memories cannot be wholly relied upon for varietal surnames, grade-marks and the lesser guides to selection.

**Premiums or No Premiums**

For many weeks quite a controversy has been going on between two elements in the industry, one favoring the continued use of premiums and the other seeking their entire abolishment through an amendment to the Code. The situation is particularly acute in the east but has become a matter of grave concern for all users of the premium method of business building.

In order to ascertain the wishes of the industry on this controversial point a questionnaire has been addressed to all manufacturers and the prevailing view as expressed in the replies received will guide the industry's future policy respecting premiums.

**QUESTIONNAIRE REGARDING THE USE OF PREMIUMS**

Opinion in the industry is divided as to the regulation of premiums by the Macaroni Code. In justice to those members who feel that the Code should be changed with regard to premiums, we are submitting the following questionnaire with a request that you give it careful consideration and answer all of the questions below:

1. Do you use premiums?.....
2. To whom do you give premiums—wholesalers?..... Retailers?..... Consumers?.....
3. Are your premiums given as a part of a deal?..... or do you use coupons?.....
4. If you use coupons, what is your percentage of redemption?.....
5. Do you believe, where premiums are used, that full cost of the premium, regardless of per cent of redemption, should be included in selling price of your product?.....
6. If full cost is not charged, how would you determine the cost of the premium in figuring your selling price?.....
7. Please state below or on the back of this sheet, your opinion regarding the use of premiums and/or coupons which may be used for the redemption of premiums.

**Crop Reports Start Manufacturers Thinking**

Even the macaroni manufacturers who have heretofore given little or no heed to crop conditions as judged by their haphazard price quotations in the recent past, are beginning to give some thought to replacement prices in the face of very pessimistic reports from the durum wheat growing states where the drouth has worked havoc with the growing wheat, greatly reducing the estimated production per acre this year.

They are just beginning to realize that the big wheat surplus about which the government has been worried includes only a small quantity of durum wheat fit for macaroni making, and that the present estimate is that the 1934 crop will hardly be sufficient to meet the macaroni requirements for high grade amber durum. The attention to the existing conditions was called through a special bulletin issued from the Code headquarters in Chicago on June 1 over the signature of Chairman G. G. Hoskins, a statement so much to the point that it is reproduced here without further comment.

**SPECIAL BULLETIN**

It will be no news to members of the industry who keep track of crop conditions and the trend of the market when we make the statement that the most optimistic forecast for

**New Cleveland Noodle Firm**

A small egg noodle firm has been organized in Cleveland, O. by Milton Levy, A. E. Shea and M. E. Glick. Announcement has not yet been made of the location of their plant, nor of the progress in equipping it for the intended manufacture and distribution of egg noodle products.

**BREVITY**

Brevity is the soul of modern journalism. A budding journalist was told never to use 2 words where one would do. He carried out this advice in reporting a fatal accident.

"John Jones struck a match to see if there was any gasoline in the tank. There was. Age 65."

What we think of doing some day, too commonly is eternally consigned to the future.

The fact that somebody was nice when we weren't is a debt that can be paid only by our being nice to somebody who isn't.

Good order is an essential of safety. There's a place for everything. Why not keep everything in its proper place?

durum wheat indicates that the total crop for 1934 will be less than the normal requirements of the Macaroni Industry. May durum closed at \$1.02 1/2 at Minneapolis today. Millers are paying 2 1/2c to 3 1/2c over market for No. 1 Amber, second grade is bringing 2 3/4c over. Even mixed durum with a high per cent of spring wheat is bringing 15c to 17c over the market. A temperature of 109 degrees is reported in North Dakota with wells drying up and trees dying. It is stated that the crop of South Dakota will be a complete failure. Semolina No. 1, \$9.45, Minneapolis today.

**UNDER THE CIRCUMSTANCES, HOW CAN ANY INTELLIGENT MANUFACTURER CONTINUE TO SELL HIS PRODUCTS AT COST BASED ON HIS CONTRACT PRICE OF SEMOLINA INSTEAD OF ON REPLACEMENT VALUES?**

Instead of fighting to keep manufacturers from selling below cost, we should have a flood of new price lists indicating a sharp increase in the price of macaroni products. It is beyond the scope of my limited intelligence to comprehend how, in the face of these conditions, any macaroni manufacturer can continue to argue with the Code Authority about their costs when plain horse sense would indicate that a manufacturer who has advantageous contracts for raw material would make more money by sitting tight and getting a smaller portion of business on a replacement basis than by selling out all of his cheap semolina at prevailing prices.

**THINK IT OVER.**

G. G. Hoskins, Chairman, Macaroni Code Authority.

**JUST CHECKING UP**

Sambo was hired out on a flour unloading gang. At the close of the first shift he was all tired out and sought the boss.

"Mister, Yo' sho' you all got me down on that payroll?"

"Sure," said the boss. "Here's your name—Sambo Simpson. That right?"

"Yes, suh," replied Sambo. "Ah jus' thought you might have me down as Samson."

Times are not so bad after all. There's a man in New York named Ilazaho Zopispithoopszitski who supports his family by renting out his last name to carpenters to file their saws with.

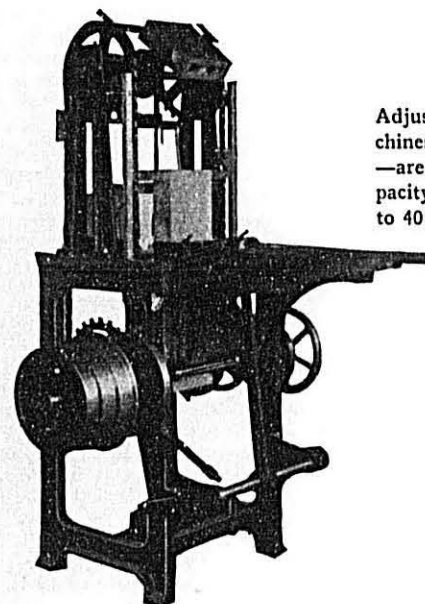
**OL' MAN TROUBLE**

Ol Man Trouble—  
He sits right on mah doorstep—  
He eats mah food—an' he wears mah clothes—  
Oh, Lawd, please sen' him away!

This may not be the worst depression we have ever had, but there's no doubt about its being the best advertised depression of all time.

Why do they put so many holes in swiss cheese when it's the limburger that really needs the ventilation?

**GOOD NEWS FOR PETERS USERS**

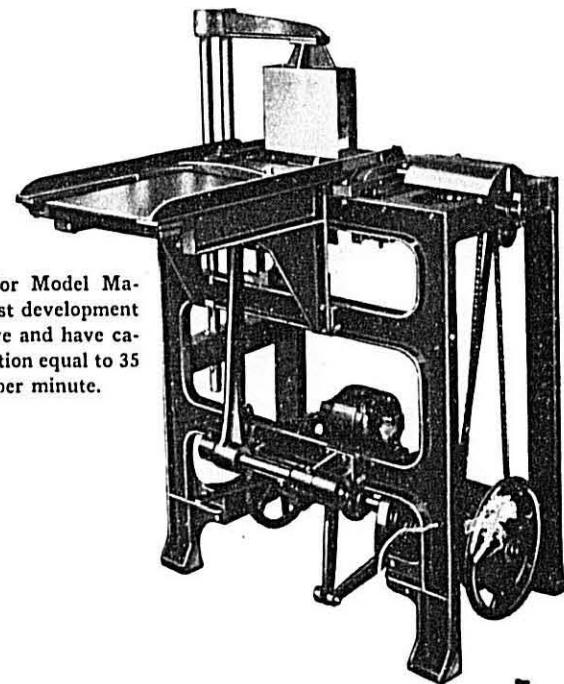


Our Standard Model Machines—all improved and speeded up, have been greatly reduced in price.

**BUILD with Peters Units**

Start with the inexpensive Peters, Jr. models and build your packaging department unit by unit, while economies pay cost of further installations.

Write for details of the Peters Plan!



Adjustable Junior Model Machines—our latest development—are inexpensive and have capacity of production equal to 35 to 40 packages per minute.

**EVERY** Peters Standard Packaging Machine can now be made entirely automatic! The new Peters automatic carton and liner feeding device can be coupled to any Peters standard machine ever built; makes packaging foolproof, more efficient. Soon pays its cost through savings. Results and economy cannot be surpassed! Now used by prominent packers. Write.

**PETERS PACKAGERS**



**Peters Machinery Co.**

4700 Ravenswood Ave.

Chicago, Illinois



# Freak Addresses Postman's Peeve

Millions of Letters With Incomplete or Incorrect Address Most Serious Problem of Post-office Department

For 6 years the postoffice department has carried on a campaign to induce the public to direct mail legibly to the street and number of its destination and to place a return address on all letters and parcels. Mail bearing incomplete or illegible addresses constitutes one of the main difficulties the post office encounters in giving service.

Since inauguration of the campaign 6 years ago, the general postal receipts have increased approximately 44%, while the receipts of the dead letter office (accruing from the 3c fee charged for returning mail to senders) have increased only 33 3/4%. This indicates that the department has made progress in its efforts to induce greater care on the part of the public. The dead letter office acts as a kind of barometer registering response of mailers to requests of the post office.

According to postal records the chief offenders against the rule regarding return addresses are business firms that advertise by circulars. There seems to be a belief among circularizers that a return address on a letter of this type amounts to a one way ticket to the wastebasket. It is the opinion of the post office that a letter arriving by first class mail will be opened regardless of the return address printed on it. It is also observed that the firms sending out advertising material have no way of checking their mail lists unless their undelivered mail is returned.

Besides business mail of this variety, parcels and private letters go in swarms to the dead letter office. This office was established in 1865, but at first no complete record was kept of its transactions. Such statistics as are available show that in 1830 some 380,000 letters were turned over. In 1859, when the Senate requested that the postmaster general's annual report should include a statement of dead letters received, the number reported was 2 1/2 million. From that time various measures including legislation, were used to decrease the amount of undeliverable mail.

The number of dead letters received and disposed of in the last fiscal year totaled 24,056,928, an increase of more than 2 million over the preceding year.

Visitors to the dead letter office exhibits in New York city often wonder at the carelessness of senders. The undeliverable mail for one day in New York and the New England states fills 12 bags.

The dead letters are opened by machine and distributed to a group of clerks called selectors, whose duty it is rapidly to inspect the contents for clues.

Those that contain neither return addresses nor anything of intrinsic value are sold as waste paper. Those containing enclosures are passed on to clerks who record the contents and data for use in case the sender later submits a claim. Letters containing address information are given to clerks who enclose them in official envelopes and dispatch them to the indicated address.

The long experience of clerks saves many a letter from the wastebasket. One freak address that is still fresh in the memories of the officials of the New York dead letter office reads as follows:

"Hill,  
R.,  
Mass."

The correct reading, it was at length decided was "R. Underhill, Andover, Mass."

Some weeks ago a \$500 bill arrived at the New York post office in a dead letter. When the letter was opened the addresses of both sender and addressee were found within and the letter was delivered. Many dead letters come from foreign countries. These almost invariably bear the name of a city, sometimes a street number, without indicating the state. Letters addressed to Slippery Rocke, U. S. A.; Phoenicia, America; Broadway, Italian America; Suet Fallers (for Sioux Falls); Preckness Dairy, U. S. A.; Grotto Ave. Pete, B. Y. (for Providence, R. I.); Barber Ship, New York, and a letter with 4 different addresses on its face—all these came to the selector's desk on the same day recently. A postcard was addressed: "Repairing and Refinishing Neatly Done, North America." Frequently foreigners mistake the advertising on a postcard for the address; sometimes they will copy every bit of printed matter on a card except the address.

Two Liberty Loan bonds, uncanceled and therefore as good as cash, were found a short time ago in inadequately addressed envelopes. One of the bonds was for \$1,000 and the other for \$500.

Letters to Santa Claus begin to arrive early; but mail to this elusive personage presents no serious problem. Letters to Santa Claus are all deliverable. Around Christmas time the post office receives many requests from charitable organizations and from individuals asking that Santa Claus communications be forwarded to them. If the applicants can satisfy the post office that they mean to use the letters in the cause of charity they are permitted to have them. The Santa Claus association, devoted to the

care of needy children takes charge of many such missives each year.

Letters manifestly the product of idle hands are speedily disposed of. One of this kind arrived recently. It was addressed to "Mr. Nobody, Nowhere, U. S. A." It came from Berlin, Germany.

## Macaroni Exports and Imports for March 1934

According to the reports of the Bureau of Foreign and Domestic Commerce the exportation of macaroni products to 40 foreign countries and insular possessions:

### Imports Have Fallen

During March 1934 the import business dropped to 92,386 lbs. valued at \$8,475 as compared with 105,768 lbs. worth \$9,292 the imports for February. The imports for the first 3 months of 1934 totaled 300,091 valued at \$26,311.

### Exports Increase Slightly

The export business during March increased nearly 55,000 lbs. The total pounds of macaroni products exported were 183,675 with a value of \$16,115. This is compared with 129,231 lbs. valued at \$10,437, the exports for February 1934. Exports for the first 3 months of 1934 totaled 451,514 lbs. valued at \$38,114.

Below is a list of the countries to which American made macaroni products were shipped during the month:

Countries	Pounds
Italy	150
Netherlands	6,860
United Kingdom	1,840
Canada	53,378
British Honduras	1,001
Costa Rica	680
Guatemala	762
Honduras	4,560
Nicaragua	2,135
Panama	15,392
Salvador	229
Mexico	6,968
Newfoundland and Labrador	4,424
Bermudas	968
Barbados	510
Jamaica	60
Other British West Indies	956
Cuba	17,603
Dominican Republic	20,931
Netherland West Indies	6,881
Haiti, Republic of	6,131
Virgin Islands of U. S.	935
Venezuela	414
British India	173
China	4,121
Netherland East Indies	600
Hong Kong	530
Japan	262
Philippine Islands	14,910
Australia	23
British Oceania	64
French Oceania	1,215
British East Africa	30
Union of South Africa	6,107
Other British South Africa	406
Gold Coast	108
Liberia	97
Mozambique	1,231
Hawaii	95,579
Porto Rico	49,780
Total	329,034

Specimen of the  
OFFICIAL BALLOT  
For the Macaroni Code Authority Election  
Term—July 1, 1934 to June 30, 1935

### THE ATLANTIC DISTRICT (Vote for 3)

- WM. CULMAN, Atlantic Macaroni Co., Long Island City, N. Y.
- G. GUERRISI, Keystone Macaroni Mfg. Co., Lebanon, Pa.
- HENRY MUELLER, C. F. Mueller Co., Jersey City, N. J.
- 
- 
- 

### THE ALLEGHENY DISTRICT (Vote for 1)

- ALFONSO GIOIA, A. Gioia & Bro., Rochester, N. Y.
- 

### THE NORTH CENTRAL DISTRICT (Vote for 2)

- JOHN V. CANEPA, John B. Canepa Co., Chicago, Ill.
- LOUIS S. VAGNINO, American Beauty Mac. Co., St. Louis, Mo.
- 
- 

### THE GULF DISTRICT (Vote for 1)

- LEON G. TUJAGUE, National Food Prod. Co., New Orleans
- 

### THE PACIFIC DISTRICT (Vote for 1)

- M. DeMATTEI, San Jose-Ravenna Paste Co., San Jose, Calif.
- 

### AT LARGE (Vote for 1)

- G. G. HOSKINS, President National Assn., Libertyville, Ill.
- 

Firm \_\_\_\_\_ Title \_\_\_\_\_  
By \_\_\_\_\_

INDICATE YOUR CHOICE with an "X" before their names, voting only for the number indicated in each District.  
VOTE EARLY. Be sure your Ballot reaches Chicago by June 13, 1934.

## Durum Wheat

is again selling at a premium; therefore, you, like others, can also use . . .

## ROMEO

High Protein, Unbleached Kansas Hard Wheat Patent Flour advantageously in many of your products.

Wire for price today!

**BAUR**  
Flour Mills Company  
Est. 1870 St. Louis, Mo.

# CHAMPION WELCOMES YOU

. . . To the convention of the National Association of Macaroni Manufacturers which will be held June 12, 13 and 14 at the Edgewater Beach Hotel, Chicago.

. . . Our representatives will be there to greet you and be of service wherever possible. This is to be one of the most important meetings in the history of the macaroni manufacturing industry -- plan to come.

## Champion Equipped Plants

are the successful plants in the macaroni and noodle manufacturing industry. Champion equipment enables them to save many hundreds of dollars annually and to produce superfine quality products which result in a steady increase in business.

The modern Champion Flour Outfit shown here will pay for itself over and over, because it insures absolute accuracy, increases handling capacity and enables you to turn out uniformly good products day in, day out. Ask us to send you full free details TODAY!

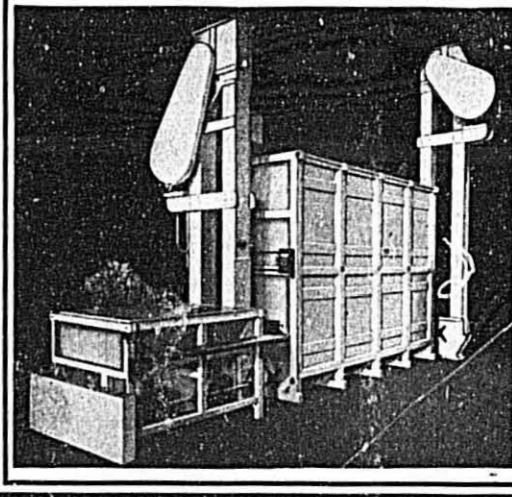
## Champion Machinery Co.

JOLIET ILLINOIS

Sales Service Agents and Distributors for Greater New York

**JAEURG BROS., Inc.**

Hudson and Leonard Streets New York, N. Y.



## Seek Weevil Prevention

In certain sections of the country and under certain conditions, many beyond the control of the manufacturer, macaroni products suffer losses annually from weevil infection. The search for a preventative has been going on for years and chemists have long experimented with every conceivable plan to find a weevil cure. At this very moment, a leading chemist is completing some satisfactory experiments with macaroni products, carrying on his work with the cooperation of a well known producer, all with good results. Further experimentation is necessary before public announcement of the results can be made.

Incidentally macaroni manufacturers will be interested in the research which has been conducted by Dr. E. R. de Ong, consulting entomologist of California. He announces that coating rice, for instance, with mineral dusts to keep down heat generation during milling, will discourage the breeding of insects that infest stored grain. As weevils usually develop in the grain the experiments were confined to these raw materials.

Striking results were noted a year after the grain had been given a protective coat of calcium carbonate. The number of weevils purposely introduced into the jars of the coated rice had remained absolutely stationary throughout the year, meaning that there had been just sufficient breeding to equal the small number dying. In the uncoated rice the weevils had increased more than 1,000%.

All grain dealers and users of grain products are anxiously awaiting developments, hoping that an inexpensive method will soon be found to prevent annual weevil losses that runs into millions of dollars.

### Modifies Grocery Food Codes

A modification was issued April 5 by General Johnson altering the wholesale food and grocery and the retail food and grocery codes after public hearings thereon and appropriate applications

from interested parties. The modification clarifies the meaning of transportation costs.

The order applying to wholesale food and grocery trade says: "Transportation charges from the wholesaler to his customer shall mean the transportation charges to points of delivery. On all hauls the transportation charge as herein mentioned shall be the published 5th class rate by or for any common or licensed carrier; provided, however, that where the rate to any delivery point is less than ten cents (10c) per hundred pounds, such charges need not be included."

The order applying to the retail food and grocery trade says: "Cost to the merchant shall include transportation charges to the point of sale when paid by the merchant." This shall also be at the published 5th class rate, with no charge included where rate is less than ten cents (10c) per cwt.

### Open Smuggling

Macaroni and noodle manufacturers who operate plants along the Mexican border are confronted with a new kind of competition. So are the local jobbers and retailers. Among a certain class of United States residents it has become quite a practice to cross the international line, purchase macaroni at Mexican prices, which are usually lower for reasons not mentioned by the complainant and to carry their purchases back to homes, hotels, and restaurants without the payment of the usual duty on macaroni products.

The complaint has been referred to the officials of Regional Group No. 9 and by them to the Federal authorities. What looks like an insignificant matter considered in individual cases, becomes quite an important one when multiplied by thousands.

In the opinion of macaroni-noodle manufacturers it matters not whether imports reach this country by ship, by freight or in market baskets, all are sub-

ject to the 2c a pound duty. By tackling the problem with determination the national officials of the macaroni industry will help relieve a situation that has recently grown to such proportions as to worry American manufacturers and dealers, and strict collection of import duties should add an appreciable amount to the customs income of the government.

### Noodles in Congressional Debate

In addressing the members of the House of Representatives when that body had up for consideration the bill to amend the Federal Food and Drugs Act, H. R. 7426, the subject of noodles and egg noodles came up for discussion.

Congressman W. I. Sirovich of New York state had the floor at the time and to emphasize the need of new legislation to prevent misbranding and other practices detrimental to the consumer he held up 2 packages of noodles, one containing noodles wrapped in clear transparent cellophane and the other with the same kind of noodles wrapped in the yellow cellophane that has now been barred from trade channels by agreement. He stated:

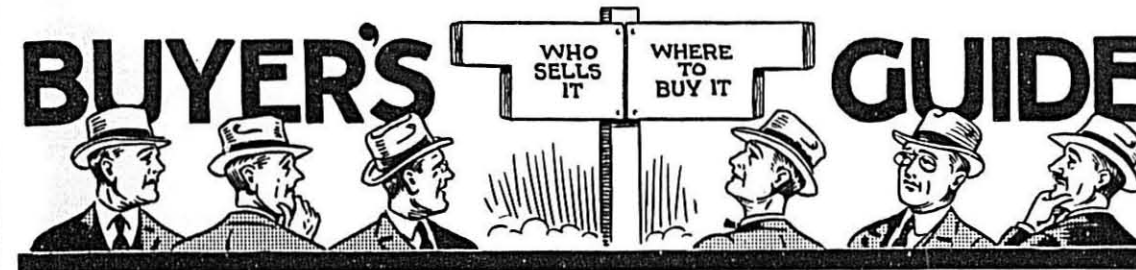
Look at this sample of noodles in clear cellophane and then look at the one in gold colored cellophane. Both samples are the same, but the one in the gold colored container appears as if it were heavily loaded with eggs.

Since it has been declared an unfair business practice to use yellow cellophane as a wrapper for macaroni products, including noodles, and since the manufacturer of cellophane, Du Pont Cellophane Company, Inc. has gone on record as opposing its use because of the wrong impression given the buyer, the yellow cellophane wrapper noodles have practically disappeared from the trade channels.

### IMPROVED THE PATENT

Willie: "Did Edison make the first talking machine, Pa?"

Pa: "No, son. God made the first one but Edison made the first one that could be shut off."



## Responsible Advertisers of Equipment, Machinery, Materials and Services Recommended by the Publishers

(For addresses see advertisements in this issue)

EQUIPMENT AND MACHINERY	Mixers	MATERIALS
<b>Dies</b>	John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works Champion Machinery Co.	<b>Bags—Display</b> Continental Paper & Bag Corp.
John J. Cavagnaro Frank Lombardi F. Maldari & Bros. Inc. The Star Macaroni Dies Mfg. Co.	<b>Noodle Cutters and Folders</b>	<b>Cartons</b> National Carton Co. Rossotti Lithographing Co.
<b>Die Cleaners</b>	John J. Cavagnaro Clermont Machine Co. The Charles F. Elmes Engineering Works Consolidated Macaroni Machinery Corp.	<b>Eggs</b> Seymour Packing Co. Tranin Egg Products Co.
John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works	<b>Noodle Dough Brakes</b>	<b>Flour</b> Baur Flour Mills Co.
<b>Driers</b>	John J. Cavagnaro Champion Machinery Co. Clermont Machine Co. The Charles F. Elmes Engineering Works Consolidated Macaroni Machinery Corp.	<b>Labels</b> Rossotti Lithographing Co.
Barozzi Drying Machine Co., Inc. Clermont Machine Co. Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works	<b>Packing Machinery</b> Peters Machinery Co.	<b>Semolina</b> Amber Milling Co. Capital Flour Mills Commander Milling Co. Crookston Milling Co. Duluth-Superior Milling Co. General Mills King Midas Mill Co. Minneapolis Milling Co. Pillsbury Flour Mills Co. Washburn Crosby Co.
<b>Flour Blenders</b>	<b>Presses</b>	<b>Wrappers</b> Rossotti Lithographing Co.
Champion Machinery Co.	John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works	<b>SERVICES</b>
<b>Kneaders</b>	<b>Pumps</b>	<b>Patents and Trade Marks</b> The Macaroni Journal
John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works	John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works	
	<b>Sifters and Weighers</b> Champion Machinery Co.	

### Handcuffs for Lobsters

To insure delivery of perfect specimens of their products as fished out of their famous fisheries in the south, the lobster fishermen of New Orleans have developed a handcuff of flexible wire to slip over the claws of the most vicious lobsters to prevent a continuation of the unfair practice of tearing an opponent's anatomy. The noodle manufacturer who submitted the item suggests some sort of a muzzle for the price chiseler on noodles, a gag for the calamity howler, and branding of the insistent misbrander and adulterator of all macaroni products.

Let's think less about its being an eye for an eye and a tooth for a tooth world,

and more about its being a smile for a smile world.

A hot tip should be chilled with cool consideration, before it is acted upon.

### Organize Rice Publicity Bureau

Mrs. Betty Bailey McLead, well known food technician was named to head the newly organized home economic department of the Rice Growers association, whose prime objective will be to try and make Americans more "rice minded." She will supervise a program emphasizing the value of rice dishes, plain, flavored and in combinations, to be supported by an advertising campaign.

### Let's Drink a Banana!

To widen the possible market for fresh bananas, officials of the Fruit Dispatch company gave 6000 nurses in attendance at their convention last month their first taste of a "banana julep," hoping to make this group converts to the new drink. The ripe banana is whipped in a fountain mixer until it is the consistency of cream and is then served with other liquid ingredients, making a rich, flavory drink. An advertising program is being planned to popularize banana drinking.

Let's also suspect that there's more than one side to the stories we tell ourselves.

## Don't Overlook This Opportunity

TO SEE AND HEAR ALL ABOUT  
THE NOISELESS KNEADER

THE NEW ELMES PRESS AND  
THE IMPROVED MIXER

Shown in the Convention Parlors of the Edgewater Beach Hotel  
JUNE 11th to 14th

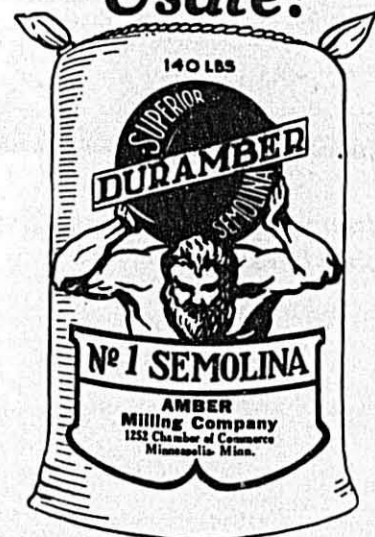
WE'RE PROUD OF IT.

YOU'LL LIKE IT.

THE CHARLES F. ELMES ENGINEERING WORKS  
Telephone: Haymarket 0696  
HYDRAULIC MACHINERY  
ELMES  
CHICAGO  
213 N. Morgan St., Chicago, U.S.A.

Voletto Una Pasta Perfetta E Squisita

**Usate!**



**Non V' E' Semola Migliore**  
Guaranteed by the  
**Most Modern Durum Mills in America**  
MILLS AT RUSH CITY, MINN.

To  
The Macaroni Manufacturers  
of America



*Our Best Wishes*  
for a  
*Most Successful Convention*



**THE STAR**  
**MACARONI DIES MFG. COMPANY**  
57 Grand Street New York City

**NOODL-ETTES!!!**

By MacNoodle



*Do We  
Think?*

Do we think or do we only think we think?

When confronted with a difficult problem in life, our fathers sought the quiet and seclusion of isolation and thought it through. A different plan is in vogue today. We declare in favor of letting the winds of the morning clarify our mental vision, but it must be done on the golf links or in an automobile. We count on fresh air and movement to drive away the brain fog as well as the brain fag. We declare we can think better in the open, away from the hampering restraints of certain environment, but the change of scene does not induce nor produce thought. It may dispel the mental gloom. It may result in the problem ceasing to trouble us. But what has happened is not that we have solved the problem, nor thought it through carefully. It has merely been driven from our minds.

The relief derived from forgetting about a problem that hangs over us may, for the moment, be as satisfactory as thinking out a solution. The trouble, however, is that the relief is only temporary. Later the problem will force its way back into our minds.

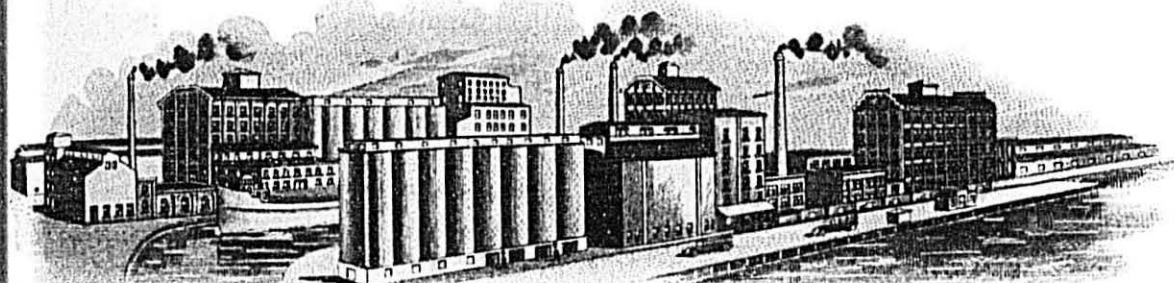
It is pleasanter and easier to subject one's self to some extraneous force or influence that will blow through the mind and dispel the troublesome thoughts than to sit down and evolve from within a plan that will eliminate the cause of the trouble. It is simpler to take an agreeable draught of pastime poppy juice than to perform the mental toil involved in thinking out a solution to the problem.

Do we think or do we only think we think?

Neither. As a generation we do not think and we do not even think we think. We, at least, are not deceiving ourselves by believing we are thinkers.

We flatter ourselves we are today a people of action. We do not recognize the need for thinking, so long as we have the ability to act. Action has taken the place of deep thought in the people as a whole.

Can we live without thinking? We can, and, for the most part, we do. But if we continue our present trend toward less thought and more action, we may be assured the boasted greatness of our nation will begin to slip and we shall not continue to produce the leaders we need.



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

*In 1934, as for many years past*

**THE LEADER--**

**AMBER-BRIGHT UNIFORM**  
**HOURLASS SEMOLINA**

**--CONTINUES TO LEAD--**

**QUALITY UNSURPASSED**

**DULUTH-SUPERIOR MILLING DIVISION**

OF STANDARD MILLING COMPANY  
Main Office: 1025 Metropolitan Life Bldg.,  
MINNEAPOLIS, MINN.

BRANCH OFFICES

DULUTH, MINN., 613 Board of Trade  
NEW YORK CITY, 504 Produce Exchange  
PHILADELPHIA PA., 10 Chestnut St.

BOSTON, MASS., 88 Broad Street  
CHICAGO, ILL., 14 E. Jackson Blvd.  
PITTSBURGH, PA., 1609 Investment Bldg.



## Production Statistics

1933

Forty-six of the larger manufacturers throughout the United States reported for the year 1933:

Total No. of bbls. of raw material used for the year 1,718,229  
 Total average No. of bbls. per plant for the year... 37,352  
 Total average No. of bbls. per month..... \*143,185  
 Average No. of bbls. per plant per month..... 3,112

1934 Compared with 1933

Forty-six of the larger manufacturers (same as above) throughout the United States reported:

	Total average No. of bbls. per month, 1933	Total Bbls. of raw materials used per month, 1934	Average No. of bbls. per plant per month, 1934	Average No. of bbls. per plant per month, 1933
February	143,185	150,998	3,282	3,112
March	143,185	157,792	3,430	3,112
April	143,185	118,609	2,579	3,112
Total to date	429,555	427,399	9,291	9,336

\*Represents the average for the year regardless of peaks and valleys in production, monthly production not available.

The statistics given above were compiled and presented to us by R. V. Thornton of Wolf and Company, certified public accountants, to whom the confidential information of manufacturers has been reported.

### QUICK COMEBACK

Henderson's evening suit was rather old-fashioned. His figure was not one which showed clothes to advantage either.

One evening, as he stood in the vestibule of a restaurant, waiting for his wife, a tall, pompous man came up.

"I say, my man, are you the head waiter?" he drawled.

What Henderson lacked in bearing he made up for in quick thinking.

"No," he said, "but I heard him tell a young fellow today that he didn't want to see any more applicants for jobs."—*Utica Observer Dispatch.*

## The Seymour Packing Company

Topeka Kansas

extends greetings to you in convention assembled.

### Richly Golden, Consort Yolk

uniformly high in solid content—packed under most exacting sanitary conditions during the short season when yolk color is best, will

Increase your Egg Noodle Sales!

Packers of fine eggs for forty years

Plants in

Kansas, Iowa, Minnesota, Indiana and Ohio

Our Mr. Jay G. Odell is attending the convention

## A Credit Manager Advises

Creditors do not grant credit.

They absorb credit of their debtors.

Every time a sale is made, we as creditors accept or absorb the credit of the purchaser.

American Business must today more than ever base its studies on facts.

Know you debtor, then act accordingly, says

F. E. Clyde in *Credit and Financial Management.*

## Weather Conditions in Hard Grain Area

Records for the grain states indicate that last month was the driest May on record for South Dakota, the second driest May for Minnesota and Montana and the spring of 1934 was the driest spring on record for Minnesota and the Dakotas. The year ended May 31, 1934 was the driest on record for Minnesota and the Dakotas.

"Winter wheat," reports the U. S. Weather Bureau, "has headed out on very short straw over much of the country, and the crop presents a decidedly spotted prospect. The spring wheat is much worse. Canada is beginning to feel the pinch. Most of eastern Europe likewise is suffering from lack of rain. Reports the last of May indicated a probable reduction of fully 100,000,000 bu. of wheat in the Danube basin, and a possible reduction for Europe of 300,000,000 bu. under last year's bumper crop. The Russian crop is also reported to be hurt by the drouth."

### Nature's Plan Crude

"I do not see how any one who has gone through this drouth area can say a kind word for Nature's method of crop reduction. Man's methods may be full of imperfections, his machinery as crude and uncertain as all of his inventions in their early stages, but they are perfection itself by comparison with the occasional crudeness, the ruthlessness and the uncertainties of Nature." Secretary of Agriculture H. A. Wallace expressed this opinion in an address June 6 in Bismarck, N. D.

"Nature may be efficient at reducing the wheat crop, but she doesn't do anything about buying coal for the winter for those farmers who suffered the reduction; nor does she make any provision for paying the taxes, the interest on the mortgage or keeping alive the victims of her reduction. The economic situation of a commodity may be improved by a reduction in supply no matter how the reduction takes place, but the difficulty is that producers of that commodity are people. An improvement in the statistical position of wheat doesn't buy shoes for the farm family that has no wheat to sell."

### War on Industrial Pest

Tests in the three states of Georgia, Alabama and Texas indicate what may be accomplished in ridding the country of rats, whose damage to produce and property is found by a Civil Works Administration supervisor of rodent control to average \$2 per rat. As a result of CWA projects in the three states between Dec. 15, 1933 and March 29, 1934 more than 7,500,000 rats were eliminated. An average of 7-months rat riddance may be relied on, thus is the case of Texas, Alabama and Georgia the U. S. Department of Agriculture's bureau estimates an economic saving in that time of \$8,750,000.

## Stress Value of Vitamins

Nowadays considerable attention is being focused upon the necessity and value of various vitamins to body health, and the foods in which these vitamins are to be found.

Housewives, and mothers in particular, show a surprisingly good knowledge of these heretofore mysterious units of pep, vigor, health, etc. All of which indicates the tremendous increase of attention and thought that has been put into the purchase of food products in recent years.

Science has proved the presence, value and necessity of vitamins, and Mrs. Food Buyer has responded by purchasing those foods which she knows to contain an abundance of the elements. In other words, this billion dollar customer is buying, more and more, the food upon which she knows her family and she will thrive.

Pursuing further the subject of vitamins science explains that while a vitamin has never been isolated, it is well known in what foods the various classes are present.

There are 6 vitamins, differentiated as vitamins A, B, C, D, E and G. Vitamin A has the following abilities: growth promoting, builds up resistance of body against infections, promotes fertility, lactation and longevity. Present in most foods.

Vitamin B has the following abilities: growth promoting, appetite stimulating,

promotes lactation and fertility and aids digestion. Present in most foods.

Vitamin C has the following abilities: prevents scurvy, possibility of preventing, in part, tooth decay. Present in fruits and vegetables primarily, and easily destroyed by heat and alkaline mediums.

Vitamin D has the following abilities: prevents rickets, builds strong bones, aids in utilization of calcium of foods, prevents dental caries (tooth decay), growth promoting. Absent in most foods or barely present in others. Very stable to heat.

Vitamin E has the following abilities: reproductive factor, prevents sterility. Clinical evidence not available to its need in the human dietary.

Vitamin G has the following abilities: prevents pellagra and related skin infections, also growth-promoting. Absence also causes premature senility and improper reproductive functions. Very stable to heat.

Among the above six, Vitamin D is the most elusive. Yet it may be seen by a review of the above facts that it is also one of the most necessary of the vitamins. As has been stated the purpose of (sunshine) vitamin D is to make possible the absorption of calcium (lime) and phosphorus from foods.

It would appear therefore that these essential minerals cannot be utilized,

though present in the diet, unless vitamin D is available. When supplied in the diet, proper bone and tooth development occurs. Children who are deprived of this vitamin develop the disease, rickets, bow-legs, misshapen bones, abnormal thorax and pelvis development, decaying teeth, susceptibility to bronchitis and pneumonia, and other respiratory disturbances may result.

The question is naturally asked, "Hasn't nature provided us with this vitamin in such measures that we should not be particularly concerned?" The answer is, "Yes, providing social conventions would permit exposure of our bodies to sunlight, and also providing that this sunlight were rich in ultra violet rays, since only ultra violet ray light changes the rare organic chemical, ergosterol, found in the skin, into vitamin D." However, little of this ultra violet light reaches us. It is filtered out as it passes through the clouds and dust-laden air which envelop the earth. It cannot go through ordinary window glass, or our clothing. The only alternatives are to irradiate our bodies with ultra violet light from artificial sources, or to receive vitamin D in the dietary. The first method has been found economically impractical.

A telephone operator can never be classed as a knocker—she's always plugging for somebody!

If you don't believe in cooperation just watch what happens to a flivver when a wheel flies off.

**AT THE CONVENTION**  
 the majority of the macaroni manufacturers present  
 will readily admit employing  
**MALDARI'S INSUPERABLE  
 MACARONI DIES**  
 in their Plants  
 There is your opportunity to ask them why!  
**F. MALDARI & BROS., INC.**

178-180 Grand Street



New York, N. Y.

"Makers of Macaroni Dies Since 1903---With Management Continuously Retained in Same Family"

## The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Decker of Cleveland, Ohio, in 1903

Trade Mark Registered U. S. Patent Office  
Founded in 1903  
A Publication to Advance the American Macaroni Industry  
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

**PUBLICATION COMMITTEE**  
G. G. HOSKINS . . . . . President  
ALFONSO GIOIA . . . . . Adviser  
M. J. DONNA . . . . . Editor

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**SPECIAL NOTICE**  
**COMMUNICATIONS:**—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth DAY of Month.

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

**REMITTANCES:**—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

**ADVERTISING RATES**  
Display Advertising . . . . . Rates on Application  
Want Ads . . . . . 50 Cents Per Line

Vol. XVI June 15, 1934 No. 2

### State Wars on Eggless Noodles

State NRA Director P. A. O'Connell detailed 2 investigators last month to put to an end what he terms a "food racket" that involves noodle manufacturers using coloring matter in place of eggs in noodles sold in Massachusetts. He instructed his men to seek information not only concerning the manufacturer but the distributor and seller, having been advised that "eggless" noodles had been shipped to Massachusetts in carload lots. Origin of the shipments is alleged to be in one of the eastern states and from north central states. Legitimate manufacturers everywhere are anxiously awaiting the results of the state director's drive against this form of food "racketeering" that seems quite prevalent in competitive markets where price is the one rule recognized by the buyer.

### Spending \$233 a Second

American taxpayers have been called upon to "kick through" with \$233 every second since last July 1 for expenditures of the Federal administration, more than half of which has gone and is going toward financing of the emergency recovery features of the New Deal, according to U. S. Budget Bureau figures.

Government expenditures for the 10-month period totaled \$5,822,472,211, an average of \$19,152,392.14 every 24 hours.

Compared with this daily expenditure the government has been collecting an



WILLIAM H. CALHOUN  
Administration Code Member

average of \$8,184,154.89, leaving nearly \$11,000,000 of the daily expenditure to be borrowed.

Reduced to smaller figures this means that the government has been spending \$2.34 for every \$1 collected. And of the outgo, \$1.28 has been for recovery programs.

### March Wheat Tax

What part of the \$13,547,043.49 wheat processing tax paid to the AAA in March to help the farmer did the macaroni maker and consumer use? That is hard to determine since the report on collections does not differentiate between wheat grades or how much was paid by the durum millers. Despite the fact that a total of \$85,643,277.78 has been paid since July 1, 1933 there is talk of increasing the tax for the next crop year.

### Foods Higher—Living Cheaper

Dr. F. C. Howe, consumer counsel of the AAA finds that while the cost of foods in southern cities is generally higher than in northern towns, living is cheaper in the south because of the difference in the diet of workers below the Mason-Dixon line. (Read on page 15.)

### New Deal Alphabet Has 30 Combinations

A bigger and better alphabet is the imperative need of the New Deal. There is overlapping at present, with CCC having to serve two New Deal organizations and other new units in the making and threatening to complicate the "alphabet," as well as the taxpayers who must pay for the new along with the old activities. The patriotic macaroni makers stand ready to make

oodles of ALPHABETS to meet every government need in this or any emergency. Here's the present list:

AAA—Agricultural Adjustment Administration.  
CSB—Central Statistical Board.  
CCC—Commodity Credit Corporation (also Civilian Conservation Corps).  
EHPA—Electric Home and Farm Authority.  
ECW—Emergency Conservation Work.  
EC—Executive Council.  
EIB—Export-Import Bank of Washington.  
FCA—Farm Credit Administration.  
FACA—Federal Alcohol Control Administration.  
FEWA—Federal Emergency Works Administration.  
FCOT—Federal Coördinator of Transportation.  
FDIC—Federal Deposit Insurance Corporation.  
PWA—Public Works Administration.  
FERA—Federal Emergency Relief Administration.  
FMC—Federal Farm Mortgage Corporation.  
FHLB—Federal Home Loan Bank Board.  
FSLA—Federal Savings and Loan Associations.  
FSHC—Federal Subsistence Homesteads Corporation.  
FSRC—Federal Surplus Relief Corporation.  
HOLC—Home Owners' Loan Corporation.  
NEC—National Emergency Council.  
NLB—National Labor Board.  
NRA—National Recovery Administration.  
NRRB—National Recovery Review Board.  
EHC—Public Works Emergency Housing Corporation.  
RFC—Reconstruction Finance Corporation.  
SAB—Science Advisory Board.  
SEIB—Second Export-Import Bank.  
TVAC—Tennessee Valley Associated Cooperatives.  
TVA—Tennessee Valley Authority.

The number of employees in the various new organizations ranges from a few dozen to many thousands.

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GOOD DIES ARE  
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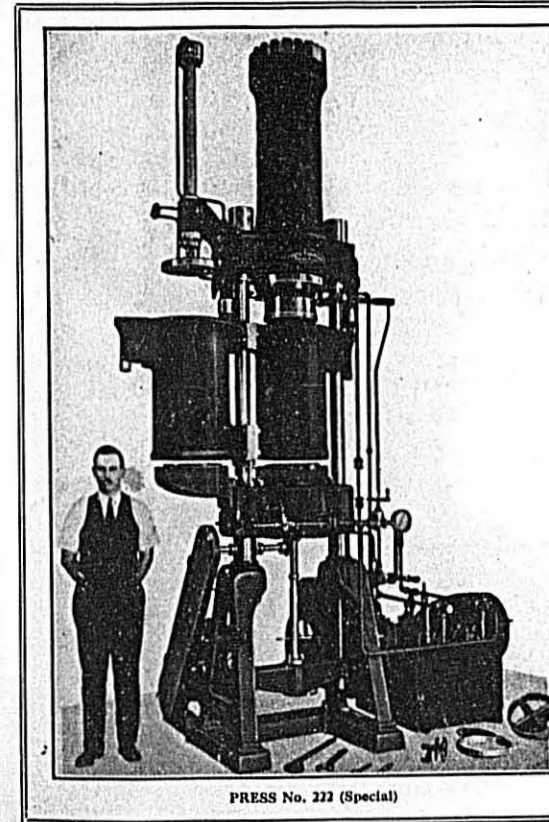
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FOR  
**QUALITY AND SERVICE**  
GIVE US A TRIAL  
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WE are hopeful that the enforcement of the Macaroni code will prove helpful to you and your industry, also that the Millers' Code which will soon become effective will enable both industries to overcome the obstacles which have hindered prosperous progress and recovery.

CAPITAL FLOUR MILLS, Inc.  
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PRESS No. 222 (Special)

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**OUR PURPOSE:**

EDUCATE  
ELEVATE

—  
ORGANIZE  
HARMONIZE

**OUR OWN PAGE**  
*National Macaroni Manufacturers  
Association*  
*Local and Sectional Macaroni Clubs*

**OUR MOTTO:**

First--  
INDUSTRY

—  
Then--  
MANUFACTURER

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## Cast Your Eye

over the program elsewhere in this issue, of the Macaroni Industry's Thirty-first Annual Convention and the Timely Macaroni Code Conference.

Note that it provides for a calm, considerate and deliberate discussion of all the major problems confronting OUR BUSINESS.

Business could be better. That's the motive behind this convention. Yes, it costs money to attend national conventions, but has it not always been recognized as a good business practice to spend a reasonable amount of money in improving one's business?

We are firmly of the opinion that immeasurable good will come from a well-attended conference, from deliberate discussions of vital questions, and from a mingling of manufacturers in heart-to-heart talks that will be possible in this three-day conference.

We trust that you have made plans to attend this conference and to take part in its activities. If not, it is not too late to change

your mind because, with the Macaroni Industry's Recovery Program well under way, Convention Time will be the Opportune, the Appropriate Time to evaluate the program's accomplishments to date, to survey its prospects, present and future, and to plan ways and means of taking the fullest possible advantage of the opportunity presented by the New Deal.

Because of the 1934 renewal of the Chicago Century of Progress Exposition which opened last week, the railroads are offering very attractive, reasonable rates. The Hotel is making a special rate for Macaroni-Noodle Manufacturers and we have arranged a program that will keep you interested throughout the whole three days.

We—all your friends—will be looking for you in Chicago June 12 to 14 without fail. Why? Well, you know!

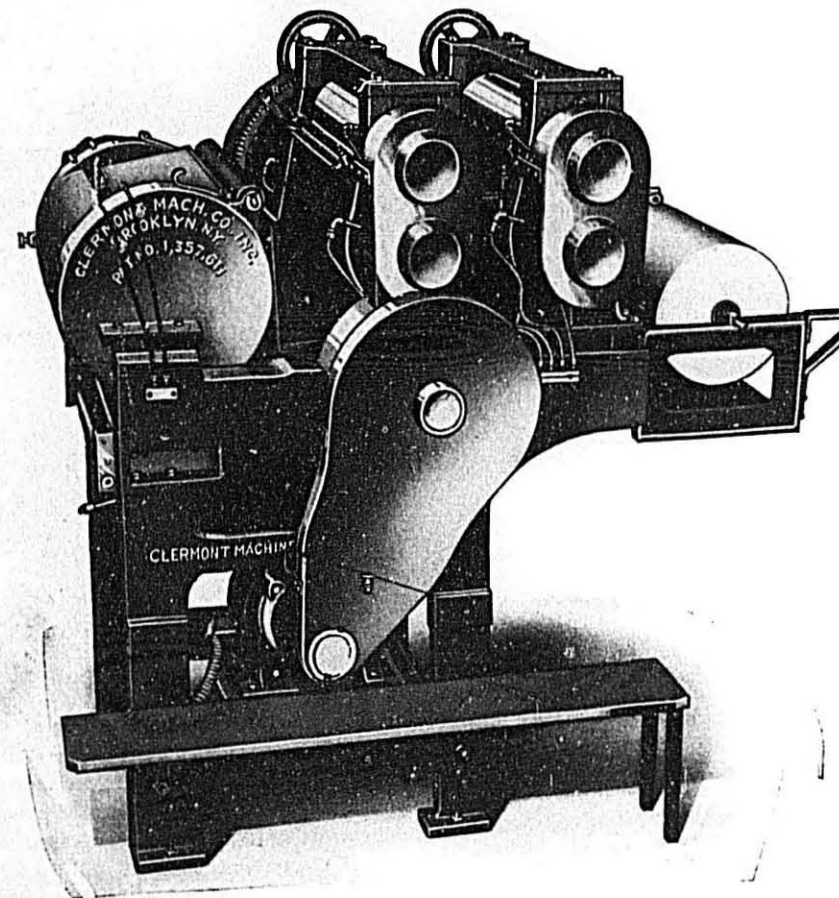
Very truly yours,

M. J. Donna, Sec'y-Treas.

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**HAS NO EQUAL**



**Produces from 1000 to 1200 pounds an hour**

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**WATCH FOR OUR NEW DEVELOPMENTS**

'LISTEN, DEAR! I'M BRINGING DAD HOME FOR DINNER TONIGHT SO BE SURE AND HAVE MY FAVORITE MACARONI.'



• WHEN the *men* in a family show a preference for any product you can be sure that *that* is the product the *women* will *buy*.

So the important question in creating a demand for your product is: "How can I make men *ask* for my brand so the women will *buy* it?" The answer is "quality". Men seldom see your package. But they recognize the quality of your product whenever it is served to them. To help win this profitable consumer preference for your brand, Pillsbury's Best Semolina and Durum Flours are milled with rich amber color, uniform strength, and a pleasing flavor as the important consideration.

Only the best of each year's crop of durum is selected for these Pillsbury products. Test millings of every car we buy are run to make sure it is of the highest quality. It is then milled under the most carefully controlled conditions. Color tests are made each hour. Protein tests are made constantly during the milling. And, as a final grand check-up for you, we actually make macaroni in our own plant under the same working conditions found in commercial plants.

That is why Pillsbury's Best Semolina and Durum Flours are favorites with macaroni manufacturers, and the products made from them are favorites with consumers. Why not try them in your own plant?

PILLSBURY'S *Semolina*