

**THE  
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**March 15, 1935**

# *The* Macaroni Journal



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MARCH 15, 1935

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## Predict Food Price Increase

Washington authorities have ventured the forecast that food prices will increase from 10 to 12 per cent in the first half of 1935 compared with the last half of 1934. Observant macaroni manufacturers are prone to agree with this prediction, especially in the macaroni markets and are laying their future plans accordingly.

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Beat Watchman,  
Steal Olive Oil

The V. Viviano & Brothers Macaroni Manufacturing company, St. Louis, Mo. besides for its production of spaghetti products is widely known through the middle west for imported goods, principally olive oil of which it distributes

thousands of gallons yearly. This reputation attracted a gang of thieves who last month entered the warehouse connected with the macaroni plant and after badly beating and binding watchman Samuel Ferrara, stole two truckloads of the finest grades of olive oil.

The watchman had momentarily left the place to mail some letters and on his return was waylaid by the robbers. A

towel was thrown over his head and from the pummeling administered he sustained scalp wounds and face lacerations. Police were notified and they succeeded in tracing and finding the empty trucks. Within a day or two a part of the loot was found in a garage less than a block from the Viviano plant. Sixty-seven cases valued at \$1800 were recovered out of the total loot valued at nearly \$4000.



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## The Competition "Bug-a-boo"

Consider, if you will, the combined effects of five years of history's worst panic, the world's most disastrous business depression, and the more or less unsuccessful attempts by governments to check by legislation the downward trend in business in practically every line. Check carefully the effects of all of these things upon your particular business and on the affairs of those with whom you deal. Do this as deliberately as such a survey deserves, and you must still agree that all of them combined have not been half so harmful, nearly so destructive to the macaroni-noodle manufacturing trade, for instance, as were ruthless, ruinous price cutting and unfair, unnecessary competitive trade practices of the kind that have been so prevalent in recent years in almost every section of our country and more pronounced in sectors where profitable business usually prevailed.

Irrespective of laws, agreements or understandings, codes or other regulations, competition in business will always exist. It has been both rightfully and wrongfully blamed for every ill to which the macaroni trade has ever fallen heir, and competition will continue to be blamed for any condition that may confront the trade in the future, whether fairly or unjustly. But the kind of "competition" which the trade has experienced in the past five years can be blamed most appropriately for the chaotic conditions that now block or greatly retard every move toward recovery that we can make or contemplate.

"Competition is the life of trade." That good, old fashioned definition is the one that is still the best understood and appreciated by business men in every channel of production and distribution. Of course that refers to fair and honorable competition that once prevailed but surely not to the kind that trade everywhere is now combating for its very existence. A new, perhaps more modern definition which has been announced recently may be more in line with trade's new attitude toward competition.

The definition referred to has been advanced by a most successful tradesman, one who has had to contend with competition in all of its known phases throughout a long and glorious business career extending over more than a generation. It reads:

Competition, as a business necessity, is no longer something to be feared and avoided, but rather a thing to be studied and understood. So, don't deplore competition, de-bunk it, and you will have solved immediately and finally practically all of your problems of competition.

In the light of experience by most of the macaroni-noodle manufacturers with so-called competitive practices, especially the sharp tricks too frequently resorted to, despite laws, regulations, codes and even common sense which business men are ordinarily supposed to possess and exercise, most members of this industry, particularly those who wish to compete the "fair and square" way, are convinced that there is much of real merit in the advice of the successful leader referred to. So in these circles there has arisen a very definite tendency to "de-bunk" the competition "bug-

a-boo"—to calmly ignore the offerings, the practices that have so seriously affected business—in short to run one's own business the right way.

Examples of the kind of competition that should be ignored, absolutely avoided are not difficult to find. Deliberate price cutting will probably head the list. At least it has been blamed for every wrong ever committed, actual or fancied, mostly the latter. Well here is how it works: Through a gullible salesman one hears that Mr. Spaghetini is quoting or plans to quote a most ridiculous price to Mr. Baiter Buyer on, say, a twenty pound box of macaroni. Without ado and not even the semblance of an investigation as to the source of story, the truth of the allegation or the quality of the goods offered at said price, competitor after competitor "falls for it," not only by meeting the fictitious price but going it one better, all with the simple objective of saving what at best can be only a profitless order or two. The results—Mr. Baiter gets what he wants and Mr. Cutter exactly what he deserves.

The mess in which the macaroni industry finds itself today as the result of price cutting, quality robbing and other similar competitive practices during the past few years is most regrettable. It is the result of weakness on the part of producers and distributors who for reasons best known to themselves are willing to be drawn irretrievably into the maelstrom of unreasonable and senseless competition, hardly realizing that once you are in it is almost impossible to escape its strangulating tentacles.

Some blame our adverse condition to a laxity of enforcement of the present State and Federal Pure Food laws. If this is the cause then there is hope, because President Roosevelt recently announced at a press conference that he is desirous of having Congress adopt some regulatory legislation that will correct the defects in the law that governs proper labeling of foods. While they are about it, however, the Congressmen should pass a law that is both fair and enforceable.

No one seeks to stifle competition. All fair minded business men, however, wish to properly and effectively penalize the deliberate price wrecker, the quality robber, the business falsifier, especially if done with evil intent. Therefore, they will welcome more stringent pure food laws that will effectively govern proper labeling, truthful statements of the grade of ingredients used and similarly necessary requirements for the protection of the consumer. But if the macaroni industry is to pull itself out of the unfavorable position in which it now finds itself, it must do something more than to wish for the promised legislation. It will have to "de-bunk" practically all of the stories of ridiculous prices that are too often the imagination and the hope of buyers who pit manufacturer against manufacturer, not for their welfare but for immediate gain. Try and forget what the other fellow is doing or proposes to do—run your own business the right way—then the other fellow will pay for his business sins, not you.



# Hearing on Proposed Premium Ban

Two entirely different schools of thought in the macaroni manufacturing industry were represented by able spokesmen at the public hearing held by officers of the National Recovery Administration last month on the advisability of modifying the Macaroni Code to prohibit the giving of premiums. The hearing was held in the Mayflower hotel, Washington, D. C. on Feb. 26 to give all an opportunity to be heard on the proposal. Weld M. Stevens, deputy administrator, presided.

The proposal to amend the code to prohibit the use of premiums was presented to the administration by the Macaroni Code Authority at the urgent request of a group of manufacturers in the east who feel that the practice has been very much abused, but only after a survey of the entire industry convinced the Code Authority of a general desire to have premiums eliminated.

Besides opinions expressed by individual manufacturers by mail direct to NRA three spokesmen for the various interests in the trade presented briefs and extemporaneous comments on the subject matter at the hearing. G. G. Hoskins, chairman of the Macaroni Code Authority presented that body's views and attitude toward the proposed amendment, which reads:

"Amend Article VII, Section 8 to read: 'No member of the industry shall offer or give any prizes or premiums or gifts, directly or indirectly, to any trade buyer, or to any purchaser or to the consuming public. This shall not be deemed to prohibit the giving of advertising pictures, calendars or articles of no less intrinsic value.'"

Charles Wesley Dunn, well known New York attorney, counsel for A.G. M.A. retained by a group of manufacturers opposed to the proposed amendment, represented the opposition, contending that the proper use of premiums is a spur to sales of macaroni rather than a harm to the trade.

As the representative of a group of eastern macaroni manufacturers who from early last fall have demanded elimination of premiums, Aaron Sapiro presented a brief, emphasizing the harm that has been done by the premium giving offers which many of the firms have resorted to in periods of extremely keen competition as experienced during the past year or two. He appeared in behalf of a special committee claiming to represent over 80% of the manufacturers of Region No. 2, said committee consisting of V. Giatti (Chairman) of De Martino Macaroni Co., Andrea Cardinale of Cardinale Macaroni Co., Andrew Pellegrino of Brooklyn Macaroni Co., Vincent Couzou of Westchester Macaroni Co., and Joseph Pellegrino of Roman Macaroni Co.

## NRA Officials Study Divergent Ideas of Different Interests in the Macaroni Trade on the Proposal to Amend Macaroni Code to Prohibit Use of Premiums

The administration has the matter under advisement. To acquaint the trade with the various arguments for and against the proposed amendment, excerpts from the three briefs referred to are given. The government's decision on the proposed amendment is expected the latter part of the month.

### G. G. Hoskins' Brief

The Macaroni Code Authority has proposed an amendment to the Code of Fair Competition for the Macaroni Industry, the request for it coming as the result of a long controversy regarding the use of premiums in connection with the merchandising of macaroni products.

On June 22, 1934 the Macaroni Industry, assembled in convention as the National Macaroni Manufacturers Association approved a premium clause in the proposed Marketing Agreement, for which application was made to the Agricultural Adjustment Administration as follows:

"The following is hereby declared an unfair trade practice and in violation of this Code of Fair Competition: 'Giving premiums, whether or not involving elements of lottery, use of coupons of any kind or so-called free goods to the trade which in any way reduces the net return to the manufacturer below the established minimum selling price.'"

At that time it was understood by the industry that in consideration of cooperation with the Administration in raising wages and shortening hours, that a measure of price control could be insured to the industry. This proposed Code was filed with the Agricultural Adjustment Administration in July 1933. After many revisions, a proposed Code of Fair Competition for the Macaroni Industry was brought to a public hearing before the Agricultural Adjustment Administration and the National Recovery Administration on Oct. 5, 1933. In the Code which was presented at that hearing, it was provided with the support of the industry, the premium clause read:

"The following shall be declared to be an unfair trade practice: 'The giving or paying of rebates, commissions, refunds, advertising or other allowances, credits, commissions, unearned discounts, premiums, whether or not involving elements of lottery, the use of coupons of any kind or so-called free goods to the trade, whether in the form of money or otherwise which will tend to render ineffectual the provisions of this Code.'"

By implication, the phrase: "which will tend to render ineffectual the provisions of this Code" would apply to the then proposed Section 2 which said: "No manufacturer shall sell below a fair and reasonable price resulting in destructive price cutting," and to Section 19 which said, in part: "Each manufacturer shall file with the committee, a base price schedule describing each size package of macaroni and bulk goods packed by him including allowances, terms and conditions of sale, and shall at all times, maintain on file with the committee, such base price schedules for all his packages of macaroni and shall not sell below and shall not make any changes, in such price schedule except as hereafter provided."

In December 1933, the Code, by Executive Order, was transferred to the National Recovery Administration and according to policy the premium clause was limited to:

"No member of the industry shall offer any prizes or premiums or gifts in pursuance of a plan which involves fraud or deception or lottery."

We felt, at that time, that such a clause would only partially solve the premium question, and against considerable opposition from the Administration we finally had a clause adopted in which the words were added: "... or which is an indirect price concession." An indirect price concession was defined in Article VII, Section 6 of the Code which was finally adopted as meaning "... any variation from the member's open price whether by means of rebate, allowance, payment, free gift or by any other means whatsoever."

Later, in the Elements of Cost, approved by the Administrator on July 26, 1934 premiums were approved as an item which should go into a fair and reasonable cost in the following words: "The cost of premiums given with the purchase of macaroni products, shall be the actual cost to the manufacturers, including all handling and transportation charges. Premium cost shall be applied directly to the product in connection with which it is used. Where premiums are offered for the redemption of coupons, package wrappers or by similar methods,

the cost shall be based on the actual cost of such redemption where past experience proves such cost conclusively; or, in the event such experience is lacking, the Code Authority shall establish, based upon the experience of other manufacturers with similar premium deals, a standard percentage of redemption which can be used for determining cost. In the event a manufacturer does not accept the Code Authority's standard, he may appeal to the Administrator for a decision within five (5) days after the Code Authority makes such standard known to him. Failure to make such appeal within five (5) days will constitute acceptance of such standard by the manufacturer."

As early as March 15, 1934, members of the industry began to feel that the Code, as interpreted by the Code Authority, did not properly solve the unfair practices which had developed and were increasing in the industry in connection with the use of premiums. The attitude of some members, which was expressed then and which has become stronger since, is illustrated by a letter received by the Code Authority under date of March 15, 1934: "The proposed amendment leaves you free to continue your lottery schemes, etc., is a great evil for the reason that it creates in the mind of the consumer a false impression of the real value of the article he expects to purchase, and because it has a tendency to create a general hostile public opinion against the industry as a whole."

"It is an unfair method of competition for the reason that the medium and small concerns, even at stabilized and uniform prices, cannot reasonably compete with the large and wealthy ones which can afford to indulge in such practices without impairing their financial resources. It is not fair to the great majority of manufacturers that a few enterprises should avail themselves of this privileged condition to crush their fellow members."

"In substance, it is a monopolistic practice as it diverts the majority of the trade or of the consumers to a handful of establishments. This, in the long run, will work out to the destruction of the medium and small concerns with consequent unemployment of thousands of people."

The controversy grew until it came to a head, in the first place by the citing of eight manufacturers of macaroni, doing business in and around New York city, at a public hearing. One of the statements made was that "wherever premiums were used, either given directly with the goods or redeemed by coupons, package wrappers, cut-outs, or by any other means, they shall be considered as a price concession and the cost must be included in the manufacturer's selling price, and that wherever a coupon, a premium or anything else is used as a spur to the sale of goods, it must appear on the price list. It is a violation of the Code for not filing an order in Article VII, Section 6, Paragraph (4)."

The complainants in this case were not satisfied with this decision, and the State Compliance Office of the National Recovery Administration in New York was asked to review the case, which was done, and on Sept. 24 an opinion was given which said in part: "I have read the memorandum submitted by you and the memorandum by the Code Authority on the question of the interpretation of Article VII, Section 8 of the Macaroni Code. I have interpreted the same so as to permit the offering of premiums in the industry provided the same are regulated by filing the terms of the deal with the Code Authority under the open price provision of the Code."

On Sept. 25 this interpretation was discussed informally before Deputy Administrator Stevens and members of the various advisory boards, and it became apparent that a final interpretation should be secured, which interpretation was issued on Nov. 9, 1934 stating: "It is ruled that the giving of premiums in the manner as illustrated hereinabove set forth under the caption 'Facts,' is not in violation of Article VII, Section 8 of the Code of Fair Competition for the Macaroni Industry."

The illustrations to which the interpretation refers included: (1) The offering of a 10-quart aluminum pot for 400 large roses cut out of a carton, a 6-quart aluminum pot for 200 large roses cut out of a carton. (2) The offering of 2 cans of imported tomatoes for 100 pictures of a factory cut out of a 1-lb. carton. (3) The offering of various premiums out of a list of premiums for coupons cut from the cartons. (4) The offering of one dollar cash in exchange for 200 pictures cut out of a 1-lb. carton.

All of these offers were to the consumer. In the interpretation, no reference was made to the question of whether or not this premium deal constituted an indirect price concession; but since the premium deals of the respondent companies were filed as a part of the open price provisions of the Code, there could be no further questions regarding the Code Authority's original interpretation of the Code.

However, during the period covered by the Code,

in alleged self defense many manufacturers had turned to the use of premiums as a merchandising medium so that the practice had grown to proportions where the sale of macaroni products particularly on the Atlantic seaboard, seemed to be dependent upon the use of various premium devices, ranging from silk stockings and lipsticks to kitchen ware and cash, instead of upon the quality of the merchandise and the service rendered by the manufacturer.

On Dec. 11, 1934 several macaroni manufacturers presented to the Code Authority a petition requesting the Macaroni Code Authority to take action to prohibit the giving and offering of prizes, premiums, and gifts to the consuming public or any buyers in the Macaroni Industry.

On Dec. 14, 1934 a questionnaire was sent to all members of the industry and returns from that questionnaire indicated that a vast majority of the industry favored the complete prohibition of premiums. As a result of that questionnaire and after due consideration of the situation which had developed, the Code Authority authorized me as chairman to request the National Industrial Recovery Board to call a public hearing on the proposed amendment looking toward the complete prohibition of premiums.

An analysis of these figures certainly proves conclusively that the industry, as a whole, feels that the use of premiums is detrimental to the best interests of the Macaroni Industry, and I wish to call your particular attention to the fact that although 21 offer premiums to the public, only 17 out of 21 wish to continue the practice. It will, no doubt, be argued by the opponents to this amendment that those who do not use premiums had no right to have an opinion on the question, but we hold that this questionnaire is a true report of the attitude of the industry and that those who voted for that complete prohibition of premiums did so because they felt that it was an unfair trade practice and should be prohibited. We recognize that there is strong opposition to the prohibition of premiums in any Code. This is evidenced by the statement made in this letter which I will file for your records which says: "I am confident that we can defeat this proposed amendment and leave you free to continue your premium use. I have expected this move and already have laid the foundation for the defeat of the amendment. Signed: F. H. Waggoner, Secretary of the National Premium and Specialty Advertising Association, Inc."

I just want to ask two rhetorical questions: Is the premium industry writing the fair trade practices provisions of the Macaroni Industry or does the Macaroni Industry have a right to express its own desires? Just how has the foundation for the defeat of this amendment been laid as stated in this letter?

We believe that the rehabilitation of the Macaroni Industry depends upon the establishment of certain basic fair trade practices and the enforcement of those fair trade practices after they are established. We have had twelve months of trying to enforce the premium clause which provides that premiums should be a part of the cost of goods sold, but, due to the wide variety of goods by which premiums are used and the inactivity of enforcing the cost of premiums in advance of their long use, we have not been able to enforce the rule that the cost of premiums should be included in the selling price of the macaroni. It is true that some of the companies who have established premiums as a part of their merchandising policy over a long period of time have learned to include sufficient leeway in their selling price to prevent demoralization of the market for macaroni products and to protect themselves against future losses which might come from unexpected redemption of premiums, but this is only true of a handful of manufacturers and in presenting this history we want to appeal to those manufacturers that for the good of the industry and for their own salvation, they should align themselves with the Code Authority and the majority of the industry in prohibiting the use of premiums.

We know that the general policy of the Administration is against the prohibition of premiums. As far as we can learn, that policy is based on the contention that to eliminate premiums would seriously hamper a large industry. We believe that this argument is false because the type of premiums given, particularly in the Macaroni Industry, are of a nature that would naturally find its way into consumption by the regular channels.

However sound the practice of premium giving may be in certain industries for which it constitutes a legitimate advertising appeal, it is not sound when it is applied to the merchandising of macaroni products at low price in small units. Can anyone seriously contradict the statement that from the standpoint of the Macaroni Industry it will be better to have all of the consumer's dollar spent for macaroni distributed to macaroni manufacturers and distributors than to have a sizeable portion of that dollar diverted to manufacturers of the many items which make up the variety of premiums now in common use?

Our industry sought and accepted this Code on the theory that the establishment of maximum hours and minimum wages for labor would increase employment and would improve economic conditions. That quality standards properly drawn and enforced would increase the desire of the consuming public to use macaroni products.

That protection against sales below cost should be given the industry during the period of rehabilitation, and that all buyers of like quality and like quantity in the same competitive area should be treated equally with regard to prices and that that price should be available to competitors and buyers alike. We have found through sad experience that the effect of the use of premiums was to increase the difficulty experienced in bringing about these fundamental things and we earnestly petition the National Industrial Recovery Board to approve this amendment without delay.

### Charles Wesley Dunn's Presentation

I represent at this hearing the following macaroni manufacturers: the Foulds Milling Co., a subsidiary of Grocery Store Products, Inc., New York City; the Skinner Manufacturing Co., Omaha, Neb.; the Creamette Co., Minneapolis, Minn.; the Illinois Macaroni Co., Le Port, Ill.; the Rotomac Macaroni Co., Long Island City, N. Y.; and the Atlantic Macaroni Co., Long Island City, N. Y. All of these manufacturers use and have long used premium advertising, with the exception of the Creamette Co. All of these other manufacturers principally or exclusively use premium advertising to consumers. This with the exception of the Skinner Co., which uses premium advertising to retail grocers and their clerks. The latter company packs profit-sharing certificates in each case of its products, which the retail grocer or his clerk may redeem for valuable premium articles of personal or household use selected by him from a catalog list. The Illinois Co. has also given premiums to dealers, as well as to consumers. The Foulds Co. gives premiums to consumers in connection with the sale of both Foulds and Golden Age macaroni products. The premium given to consumers is an aluminum macaroni and vegetable cooker which the consumer secured in exchange for a stated number of package flaps plus a small payment where a lesser number of flaps is returned. The company has pursued this premium plan for 13 years. During that period it has distributed about 750,000 cookers to consumers of its products.

All of these manufacturers use premium advertising because it benefits their business; they have a more or less large investment in this advertising; and they assert a substantial business loss from its prohibition.

2. Rule 8 of Article VII of the Macaroni Code provides: "No member of the industry shall offer any prize or premium or gift in pursuance of a plan which involves fraud or deception or lottery or which is an indirect price concession." Therefore it permits premium advertising to either the dealer or consumer, provided it is not misused to work a fraud or deception, lottery or indirect price concession. A lottery is judicially defined as a gift scheme involving the element of chance.

3. This hearing is upon the question whether Rule 8 of Article VII of the Macaroni Code prohibits the industry shall offer or give any prizes or premiums or gifts, directly or indirectly, to any trade buyer or to any purchaser or to the consuming public. This shall not be deemed to prohibit the giving of advertising pictures, calendars or articles of no possible intrinsic value." Therefore the amendment of this rule is proposed and effective to comprehensively prohibit premium advertising by macaroni manufacturers to either consumers or dealers.

4. This amendment is submitted by the Macaroni Code Authority. The Authority submits this amendment upon the basis of its extensive questionnaire in December to the macaroni industry and the replies thereto. This questionnaire was directed in terms to ascertain how many macaroni manufacturers (a) used premiums, (b) gave premiums to their trade buyers and (b) want premiums stopped in the macaroni industry. And the replies thereto indicate that relatively few macaroni manufacturers use premiums and that those who do use them a number want them discontinued. For example and according to my advice: 21 give premiums to the consuming public, 147 do not, and 153 want them stopped. It is to be noted that 21 trade dealer trade and 161 do not and most want their use stopped. But the replies to this questionnaire are manifestly not a proper basis for a code which comprehensively prohibiting premiums in the macaroni industry. This is so for several reasons.

In the first place the questionnaire does not ask whether premium giving in this industry is an unfair method of competition, which alone the code can prohibit. It merely asks whether macaroni manufacturer want premiums stopped. This question calls for no more than an expression of personal opinion upon the use of premiums as a merchandising practice. And an affirmative answer thereto is not definite evidence that this practice is an unfair method of competition subject to code prohibition. The same question calls for no more than an expression of personal opinion upon the use of premiums as a merchandising practice. The same question might be asked as to newspaper magazine advertising. Yet no one would contend that an affirmative answer would justify the code prohibition of such advertising. In the second place the replies disclose that premium giving is not such a general trade practice as to amount to a code problem. In the third place the replies adverse to premiums are largely by bulk macaroni manufacturers. They do not constitute premium advertising to the consuming public and if they pursue it to dealers it is relatively insignificant.

In the fourth place the record of these negative replies is not reliable. To establish this it is sufficient to quote from a letter by a Chicago macaroni manufacturer who says: "We, together with practically all manufacturers in this city, have already voted in favor of the premium giving practice. No because we see such action would be advantageous for us but merely because we are not interested in whether or not premiums are used. However, since voicing our approval we have somewhat regretted doing so. etc. And other macaroni manufacturers have indicated the same position. It follows that the merit of this amendment must be determined in the light of the undoubted facts with respect of the premium practice and upon the basis of the declared policy of the National Industrial Recovery Act and the declared policy of the National Recovery Administration upon premiums."

5. The first fact with respect of the premium practice is that it is accepted by the advertising industry of the country as a legitimate form of advertising, per se. The evidence of this fact is that the Advertising Federation of America, representing the whole advertising industry, contains a department of manufacturers who use the premium practice, which is organized to foster and safeguard that practice. The second fact is that the premium practice by the grocery industry, as a whole and broadly speaking, is and always has been widely used by leading and representative manufacturers in that industry. The second evidence of this fact is that the master grocery codes for manufacturers, wholesalers, and retailers permit premium advertising and only prohibit its abuse, which is principally its misuse for deception, fraud, lottery or an indirect price concession. For they contain a substantially identical rule. That in the master code for manufacturers provides: "No grocery manufacturer shall offer or give prizes, premiums, or anything of value by any of the following methods: (a) in any form, substantially and inevitably of value from buyer to buyer of the same quantity and/or distribution class; (b) in ways which involve misrepresentation or fraud or deception in any form, including but without limitation, the use of the word 'gratis' or language of similar import in connection with the giving of premiums for the purpose or with the effect of misleading or deceiving buyers; (c) by giving premiums to any buyers when such premiums are not offered to all customers of the same class in the trade area." In comment upon this rule I may say that when the Recovery Act was enacted and a master code of fair competition in grocery distribution was drafted by a committee representing the entire grocery industry the question of premium advertising was carefully considered and the conclusion was reached that any code rule upon it should be confined to its abuse. In short and broadly speaking, in the advertising and grocery industries this practice has the same status as any form of advertising. It is legitimate advertising, per se, and only objectionable if and to the extent of its unfair abuse.

The third fact is that the premium practice, per se, has always been recognized as a fair method of competition under the basic federal law against unfair methods of competition. That law is contained in Section 5 of the Federal Trade Commission Act which declares that unfair methods of competition in interstate and foreign commerce are unlawful. And it has only been enforced against the premium practice if and to the extent the latter has been unfairly used for fraud, deception, lottery, or some other ulterior purpose. This construction is in accord with that which the Supreme Court placed upon that law in the leading Grate case (253 U. S. 421). For in that case our highest court held in effect that the unfair methods of competition in the case of the Grate case were limited to good business morals because they are characterized by deception, bad faith, fraud, or oppression or which are against the public policy declared by the anti-trust laws because of their dangerous tendency unduly to hinder competition or create monopoly.

6. The purpose of Title 3 of the National Industrial Recovery Act is, as declared in Section 1. It is primarily and principally to promote business and thus to reduce unemployment. Therefore, the amended rule is directly opposed to that purpose. It is a code which is primarily and principally for only one purpose and with only one effect, and that is to promote their business and thus to reduce unemployment. And the code is directly opposed to that purpose. Therefore, the amended rule is directly opposed to that purpose. Therefore, the amended rule is directly opposed to that purpose. Therefore, the amended rule is directly opposed to that purpose.

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8. The National Recovery Administration has carefully investigated the code regulation of premiums. And on May 25, 1934 (Release No. 5428), the Administration announced its final policy with respect thereto. It is summed up in the following paragraph: "In view of the extent of the industry, the widespread use of premiums and the fact that premiums at times lend a desirable flexibility to retail prices, it appears that there should not be a general prohibition against their use. On the other hand, certain uses of premiums may lead to increased cost of selling, deception of buyers, and other abuses which justify a careful regulation of their employment." Therefore, the present Rule is in accordance with the policy of the Administration. The amended rule directly violates it. Any deviation from this policy must be adequately justified by those who propose it. And such justification is wholly wanting here.

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### Brief for Aaron Sapiro, Representing a Special Committee of New York Manufacturers

When the present premium section of the Macaroni Code was adopted in January 1934, the Macaroni Manufacturers, as a whole, believed that there would be no more premiums. They interpreted this section as equivalent to a prohibition of all premiums, because they could not then and do not now conceive of any premiums which are not an indirect concession in price to either the trade or to the purchaser at retail.

Many of the manufacturers who were then using premiums hailed this section as the harbinger of a bad trade practice; and they abandoned their own coupons and premiums and gladly assumed the losses involved therein. A. Cardinale, on this point

mitter, was one such manufacturer and there were many others in the New York district.

A few manufacturers did not reach this interpretation of Section 8 and continued, in good faith, the use of premiums.

- Others were solicited by representatives of the premium business and were persuaded to adopt the use of prizes and premiums.
The result was that, in the New York district, several very large firms began to advertise premiums on a very large scale and offered valuable articles to the consuming public.

One of the small manufacturers filed an objection to such premiums; but, on Nov. 9, 1934 the National Industrial Recovery Board held that the giving of such premiums was not a violation of Article VII, Section 8 of the Code.

But most of the manufacturers believed that prizes and premiums were to have been abolished and prohibited by Section 8; and they therefore sought some other way through which prizes and premiums would be prohibited.

They therefore circulated petitions and urged the Macaroni Code Authority to take steps to secure an amendment to the Code which would clearly and definitely prohibit prizes and premiums.

Thereafter, the Macaroni Code Authority made a survey of the situation and asked for an expression of opinion from the members of the industry, a summary of which will be presented by the Administrator, G. G. Hoskins. Here it is sufficient to state that more than half of the members of the industry responded to the questionnaire; and that over 80% of those manufacturers expressed themselves as against prizes and premiums and in favor of the prohibition of prizes and premiums.

The amendment now comes before the National Industrial Recovery Board as the expression of a desire on the part of a huge majority of the manufacturers within the industry. This of itself must carry weight with the board.

But the amendment does not rest simply on the desire of a majority of the macaroni manufacturers. It rests on the judgment of the men in the industry that the use of prizes and premiums constitutes an unfair trade practice; and prevents fair competition; and tends to develop large firms as against small manufacturers and to oppress and discriminate against small manufacturers; and further tends to develop monopolies and monopolistic practices in the industry.

particularly over radio, other manufacturers are forced to imitate that practice.

Their grocery trade buyers will fear that they will lose business to consumers who demand only the particular brands of macaroni or spaghetti with which such premiums have been advertised.

He sees his business decrease. The salesmen for the premium concerns go after him.

In order to protect his business, every manufacturer is compelled to follow this practice. He knows it is bad for himself and bad for the industry as a whole—but he is afraid to stay out.

All such gifts, premiums, prizes, lotteries involve cost and increase the cost of the product to the macaroni manufacturer without any corresponding commercial return to him.

The exceptions are where a big manufacturer, with large distribution, can secure premiums for unusually cheap prices. He advertises such premiums and takes enough business away from small competitors to more than overcome the slight unit cost of those premiums.

While the offering of premiums and prizes may cost him nothing, compared with the profit he takes by reason of increase in volume, it practically destroys all his small local competitors.

In the case of several very large manufacturers, the premiums (cans of tomatoes) were actually given to them for nothing, so that they could get an advantage for themselves by giving something for nothing to the housewife—and, at the same time, begin a distribution of this certain brand of tomatoes for the manufacturer of the tomatoes.

The vice of premiums is not what it costs the first or second or third big manufacturer who uses premiums. They may be able to absorb the cost easily, by reason of the business they take from other manufacturers.

The thing that makes premiums a "bad trade practice" and constitutes "unfair competition" is that it is a method for increasing business by bribing the consumer. The offer of something for nothing is bound to interest and attract a great many housewives.

It does not increase business in the sense that it builds up new business and new customers. It simply takes the business from a manufacturer who depends on the quality of his product and gives it to a manufacturer who depends primarily on the additional gift to the consumer.

The big manufacturer will always pay less for his premiums than a small manufacturer. Whatever he pays for them, he pays less because of his volume of purchases. Under all circumstances, with his cheaper premiums, he takes away from the small man the little business that the small manufacturer has.

The small manufacturer sees his business dwindle. He has to try desperate measures in order to survive. He frequently does not have enough money to go on the radio or do large scale advertising. So he loses his package business from one store after another. In some cases, the small manufacturer has had to abandon the package business completely.

This is one of the specific things that the National Recovery Administration intended to stop, namely, the building up of great firms that take business from little competitors and make it flow into the big factories by means of commercial gifts, concessions in price, or bribes.

Some manufacturers have been compelled to offer prizes, premiums and gifts, so as to keep their trade and satisfy the demands of consumers and tradesmen.

The housewife asks for those brands which offer alluring prizes. It means ruin for any manufacturer who tries to sell macaroni only on its own merits. We do not want to continue the practice. We believe that premiums, offered in any manner are bad for the industry and bad for the consuming public.

No one person can stop this evil by simply stopping his own practice. One manufacturer may start a bad practice; but after he lies in the whole industry, no one manufacturer dares to stop. This evil can be stopped only by the Code.

This attitude against premiums is not to be interpreted as an attitude against advertising. We believe in advertising. But advertising is an effort to get people to use your product because of the merit of the product. Premiums are an effort to get people to use your product by bribing them to prefer your product.

Advertising convinces the consumer. Premiums simply bribe the consumer. Advertising is fair competition. Premiums constitute unfair competition as far as the consumer is concerned, and, in addition, they are forced upon the manufacturer in a way that is repugnant to high commercial standards.

to the consumer as well as to the manufacturer, without any adequate justification to the industry as a whole.

The use of premiums puts the macaroni manufacturers in the business of distributing aluminum pots, pans and a great many other manufactured articles. The macaroni manufacturers should not be in the business of distributing these products. They should distribute their own products only.

The elimination of premiums will not cause any real damage to manufacturers of other products.

The manufacturers of aluminum pots can reach the housewives in other ways, by their own direct advertising. If the pots are good, the housewives will want them and will buy them.

The aluminum pot business will not be harmed in the least if it is removed from the macaroni business where it does not belong under any circumstances.

We do not know and therefore we do not say that premiums should be eliminated from all businesses. We have been advised that the Federal Trade Commission made rulings against the use of prizes and premiums in many industries. But we are concerned only with the macaroni industry; and we know that, if premiums were abolished and eliminated from this industry, it would not take a very great percentage of its business away from the prize and premium industry itself.

More important than that, we know that it will not take any business away from the actual manufacturers of the products now distributed as prizes and premiums by the macaroni industry. There will be no money lost to manufacturers and there will be no unemployment for labor if prizes and premiums are prohibited in the macaroni industry.

We recognize that the premium manufacturers will attempt to show that the prohibition of premiums will work a hardship to their industry. But we do not believe that premium manufacturers have any right to ask this industry to continue a practice which is good for the premium distributors, but bad for the macaroni manufacturers, and not necessary from any public standpoint.

We believe that the Macaroni Industry should not be sacrificed to the profit of these men in the premium industry—and that not one small macaroni manufacturer should be so destroyed in the interest of maintaining a bad trade practice.

The practice of giving premiums discriminates against the small manufacturer; and it is not in the public interest.

Sooner or later the consumer will be taxed perhaps as much as half a cent to a cent per package, in order to maintain this premium industry.

The consumer likewise is constantly being tricked into a continuation of purchases of one brand, even if the quality of that brand goes down. The housewife buys one or two packages; begins to collect the coupons and then, by reason of a strange weakness of human beings, she does not like to stop. She continues to buy that macaroni wholly on account of the premiums, and she becomes a collector of coupons rather than a buyer of macaroni—and only the premium business profits, while the macaroni industry is hurt.

Sooner or later the consumers pay for all of this; and they pay for the destruction of the small plants and for the maintenance of a huge premium business which has no right whatsoever in the industry.

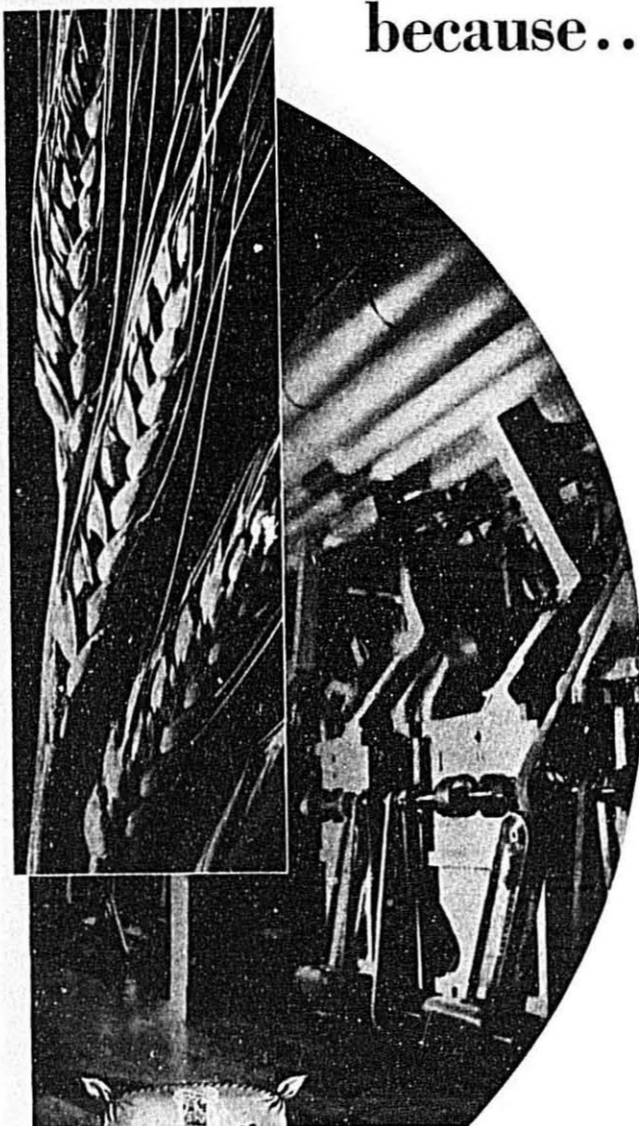
Every little element of cost counts. Food is expensive these days; and every tiny cost that may ultimately be passed on to the consumer should be saved.

Manufacturing is expensive these days; and every small cost that can be saved for the manufacturer should be saved to the manufacturer.

Some one always pays for a bad trade practice—and it finally turns out to be the ultimate consumer who pays in cash, and the small manufacturer who pays by the destruction of his business.

Premiums appeal to a queer kind of greedy desire to get something for nothing. They cannot take the place of intelligent, convincing advertising. Premiums just business from one manufacturer to another by a species of bribe; and the only defense of the losing manufacturer is to go out and buy new and richer premiums. He cannot get his business back by improving the quality of his product. He cannot recover his lost trade by making better macaroni. He has to go into the premium business and offer something better or bigger than his competitor gave when he took his trade away.

double PURIFIED, because... Quality Macaroni Sells Faster!



In the Gold Medal plant there are twice the customary number of these purifiers.

MACARONI that builds repeat sales and repeat profits must have the color—the firmness—the flavor that customers always demand in quality macaroni.

Quality—in macaroni as in everything else—always wins! And the great new Gold Medal Semolina plant is packed with extra equipment to insure the world's highest quality for your macaroni.

For instance, as an extraordinary precaution that is reflected in the quality of your macaroni, Gold Medal Semolina passes through twice the customary number of purifiers.

This double purifying is but one step in the production of Gold Medal Semolina. Other steps—just as important—have brought new standards of precision to semolina milling.

Altogether, they insure macaroni from every batch with that clear, golden color—that rich, tender firmness—that delicious flavor which build repeat sales—and profits—for you.

Gold Medal Semolina "Press-tested"

We respectfully state that this amendment should be approved by the National Industrial Recovery Board on the ground that it will injure no other legitimate industry and that it will tremendously help the macaroni industry to have macaroni advertised and sold on its own merits, without gifts, concessions or bribes; and that it will restore clean and clear competition to the macaroni industry; and that it will remove the greatest single bar that we now have in the macaroni industry to normal business standards and normal profits.

## Increased Proportion of Durum Wheat Desirable for 1935

*A shift to less hard red spring wheats and more durum wheat desirable in northwest spring wheat region*

**J. Allen Clark,**

senior agronomist, bureau of plant industry, U. S. Department of Agriculture

For the first time in 35 years of durum wheat production in the United States there is a serious shortage of this class of wheat. Durum wheat millers and macaroni manufacturers are concerned over the future production of durum wheat because during the past year it has been necessary to import durum wheat from Canada to supply the domestic demands.

The beginning of the durum wheat industry in this country dates from 1898 to 1900, in which years Mark Alfred Carleton, then cerealist of the United States Department of Agriculture, went to Russia in search of drouth resistant cereals for the dry lands of the west. Many varieties of durum wheat were obtained, among them Kubanka, which still is one of those best adapted to the northern great plains area.

Durum wheat soon became popular among the farmers of this section, but the milling trade strongly opposed it because of the difficulty of milling and because it was of value only for the manufacture of macaroni and similar products. Production increased so rapidly, jumping from about 60,000 bus. in 1901 to about 6,000,000 bus. in 1903 and probably 50,000,000 bus. in 1906, that the development of a domestic market did not keep pace with production. During the early days of its cultivation, however, there usually was an active foreign demand for durum wheat. With continued production some mills began grinding durum wheat and gradually large mills were constructed for grinding it exclusively. An important trade in semolina and durum flour developed, and finally a large macaroni industry was developed. The annual domestic consumption of durum wheat is now about 32,000,000 bus., of which about 15,000,000 bus. is milled into semolina.

For many years the durum wheat acreage was around 5,000,000 acres or about 8% of the total wheat acreage of the United States. The acreage varied from year to year owing principally to the relative market price of durum in comparison with hard red spring wheat. Formerly the export demand for durum wheat largely controlled the market price. When this demand slackened the price dropped. A low price for durum, especially at seeding time, usually resulted in a reduced acreage. The largest acreage of durum wheat, 6,836,000 acres, was sown in 1928. Since that year the acreage has been rapidly reducing, until in 1934 it was only 1,061,000 acres.

The successful breeding of hard red spring wheats for resistance to stem rust and drouth and the distribution of Ceres and other varieties has during these re-

cent years been a further factor in the reduction of the durum acreage. This now is a more important factor than the decreasing export market for durum wheat. Ceres is a high yielding variety and has replaced much of the scattered durum wheat acreage. The price of durum wheat in relation to that of hard red spring is now relatively high, and wheat growers in the durum territory should carefully consider increasing their durum wheat acreage.

Durum wheat is produced chiefly in North Dakota, South Dakota and Minnesota. A small acreage also has been grown in Montana, Wyoming, Colorado and Nebraska. The section where the best durum wheat is produced lies just west of the Red River valley in North Dakota and comprises an area from 100 to 250 miles wide, extending from northeastern South Dakota into Canada. During the past 20 years the center of the durum acreage has been moving northward. During the early years northeastern South Dakota was the center of durum production but in recent years it has centered around Langdon, in northeastern North Dakota. During the past year or two more durum wheat has been grown in Manitoba, Canada, than in the United States. If this northward shift in the durum acreage continues, it will be a distinct loss to the spring wheat farmers and millers of the United States.

In the best durum wheat producing section growers could specialize on the standardization of durum in preference to hard red spring wheats and take advantage of high prices for good quality durum. In this territory durum wheat usually develops hard, bright, vitreous, amber colored kernels, best suited for the manufacture of semolina and macaroni.

Because of the resistance of durum wheats to rust and drouth, which occur frequently in the northern spring wheat region, they usually have a higher test weight and grade higher in their class than do hard red spring wheats grown under the same conditions. In former years the increased acre yields of durum wheat over those of hard red spring wheat in the northern spring wheat region have offset a lower price amounting to several cents a bushel. The risk of partial or total loss from rust is still

much less with durum than with most hard red spring wheats other than Ceres. The relative injury by grasshoppers must also be considered. In some sections durum wheats have been injured more than has Ceres.

One of the most important phases of durum wheat production is growing suitable varieties, of which Kubanka and Mindum are the best. Kubanka is still the durum variety most widely adapted. It is high yielding, resistant to rust, of good milling quality and well suited to the manufacture of macaroni. Mindum is the most productive durum wheat in Minnesota and northeastern North Dakota and is somewhat resistant to rust. Macaroni made from Mindum has the best color and millers of durum wheat prefer Mindum.

High quality seed of Kubanka and Mindum has been conserved and is for sale to growers in adapted territory of the drouth area by the Seed Stocks Committee. This is a part of the seed conservation program authorized by Congress and administered by the AAA, United States Department of Agriculture.

Farmers should consider carefully the growing of more durum and less hard red spring wheat this year. The Agriculture Outlook for 1935 summarizes the situation as follows, "While durum wheat supplies will be held down by a very small carryover, average yield on an area of 3,000,000 acres would result in a new crop ample for domestic requirements and carryover. A further increase of acreage, or yield above average, would result in a considerable surplus for export." The return of durum wheat growing to the suggested acreage or not to exceed 40,000,000 bus. a year would meet domestic requirements and still keep the durum price from being controlled by world supply and demand.

### THOUGHT NUGGETS

It isn't an unlucky event so much as it is a natural consequence.

The man who is in a position to do what he feels like doing probably got that way through years of doing things whether he felt like doing them or not.

We're smartest when there is some doubt in our minds as to whether we are so at all.

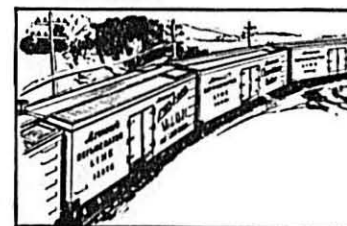
And quite often the under dog is that because he enjoys being that.

When a man says: "I am a man of my word," we wonder!

What we get out of life is quite consistently what we reach for.

For highest quality products—use

## ARMOUR'S CLOVERBLOOM CLARIFIED FROZEN EGGS . . .



**1. THEY RETAIN QUALITIES OF FRESH EGGS**—Armour's eggs are fresh—frozen. Ten Armour plants located in the centers of egg production, pack Cloverbloom Clarified Frozen Eggs in the spring months when eggs are at their best, and then only. Rigid selection, speedy, scientific handling, sharp freezing keep these spring-fresh qualities at their best right up to the moment they are delivered to you.

**2. THEY'RE UNIFORM**—You can depend on every pound of Cloverbloom Clarified Frozen Eggs being like every other pound, in solids content, in freshness. The quick freeze they are given produces small crystals, giving a smooth, even texture. You can count on them to do their part to produce uniform, high quality products for you.

**3. THEY'RE CLARIFIED**—Armour's patented Clarification process removes all shell fragments and grit, all fibrous substances in the egg itself. Cloverbloom Clarified Frozen Eggs are smoother, cleaner, clearer. Liquids and solids won't separate after defrosting.

**4. THEY'RE DELIVERED WHEN YOU NEED THEM**—Whether you want a can or a carload at a time, you can depend on Armour's supply service. Armour refrigerator cars, plus reserve stocks in 300 strategically located cities permit you to limit your supply on hand to current needs.

*Armour's Cloverbloom Clarified Frozen Eggs are packed in 10 and 30 pound cans—whole eggs, whites, regular yolks (43% or 45% solids) and sugared yolks (48% to 49% solids).*

**NOW IS THE TIME TO CONTRACT FOR YOUR YEAR'S SUPPLY. ASK YOUR ARMOUR SALESMAN, OR WRITE TO**

FROZEN EGG DEPARTMENT  
**ARMOUR AND COMPANY**  
CHICAGO, ILLINOIS

WHO SELLS IT **BUYER'S GUIDE** WHERE TO BUY IT



Amber Milling Co.  
Flour and Semolina  
Armour & Co.  
Frozen Eggs  
Bair Flour Mills Co.

Flour Mills, Inc.  
Flour and Semolina  
I. Cavagnaro  
Brakes, Cutters, Dies, Die Cleaners,  
Rollers, Kneaders, Mixers, Presses and  
Pumps  
Champion Machinery Co.  
Rollers, Flour Blenders, Sifters and  
Mixers



Responsible Advertisers of Macaroni-Noodle  
Plant Service, Material, Machinery and other Equip-  
ment recommended by the Publishers.

Clermont Machine Co.  
Brakes, Cutters, Driers, Folders, Stamp-  
ing Machines  
Commander Milling Co.  
Flour and Semolina  
Consolidated Macaroni Machinery Corp.  
Brakes, Cutters, Die Cleaners, Driers,  
Folders, Kneaders, Mixers, Presses and  
Pumps  
Decatur Box & Basket Company  
Shooks and Wooden Boxes  
Duluth-Superior Milling Co.  
Flour and Semolina  
Charles F. Elmes Engineering Works  
Brakes, Cutters, Die Cleaners, Driers,  
Folders, Kneaders, Mixers, Presses and  
Pumps  
Exact Weight Scale Co.  
Scales  
King Midas Mill Co.  
Flour and Semolina  
Frank Lombardi  
Dies  
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Dies  
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Rossotti Lithographing Co. Inc.  
Cartons, Labels, Wrappers  
The Star Macaroni Dies Mfg. Co.  
Dies  
G. Tanzi Mfg. Co. Inc.  
Dies  
Tranin Egg Products Co.  
Frozen Eggs  
Washburn Crosby Co. Inc.  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

## Macaroni for Upside Down Girl

What is to many an ordinary but very good meal, was to Alyce Jane McHenry, aged 10, Omaha, Neb. the famous "upside-down stomach" girl a real feast. Physicians prescribed blood transfusions to restore her vitality following a very serious operation by specialists in Fall River, Mass. She longed for and was given her favorite dish of macaroni and cheese and Dr. George C. King announced that her willingness to take food during the 24 hours following her operation had obviated the necessity of blood transfusions.

Little Alyce Jane was born with an upside-down stomach and during her ten years had to be very careful of her diet. She evidently "loved" macaroni and cheese as that dish was her first request following the operation that has been the talk of the medical profession the past few weeks. Medical authorities have frequently stressed the nutritive value of this tasty combination of two of the world's best foods, and Miss Alyce's longing and resultant reaction to the food has convinced all doubters of the merits of the claims of physicians and food authorities that macaroni is a food of unsurpassed qualities. Macaroni manufacturers should see to it that the renowned patient is supplied with all of this nutritious food that she desires to

aid her speedy recovery from one of the most delicate operations ever performed.

As a result of this press announcement voicing the longing of Miss Alyce for Macaroni and Cheese in preference to a blood transfusion, macaroni products are getting a needed share of publicity. An example of the many articles on the subject appearing in the newspapers and magazines recently is that which appeared in the *Indianapolis Times* of March 1, 1935 which reads:

### Energy Given by Macaroni

While macaroni, spaghetti and noodles are used generally, not a great deal is known about them with regard to their food value. To begin with, macaroni is a quick energy food, rich in protein and carbohydrates. It is quickly and easily digested.

Macaroni, weight for weight, is as valuable for building up the body as the most nutritious meats and is considerably more digestible than meat. It contains a higher percentage of protein than bread and, being made from durum wheat, it is much richer in mineral matter than regular flour.

Because of their high food value, coupled with the ease with which they are digested, macaroni, spaghetti and noodles are an ideal food for children; for in these products, they get the maximum amount of nourishment without taxing their digestive organ. They are also recommended strongly by physicians in cases of rheumatism, lumbago and gout, because they do not cause formation of uric acid.

The incident provides an opportunity for capitalizing the current news interest in macaroni and macaroni manufacturers who should take every advantage of it individually and collectively.—*The Editor*.

That the wideawake macaroni manufacturers of the country, of the world will take every possible advantage of the opportunity for favorable advertising of macaroni as healthful and nutritious is taken for granted. Indeed, the press statement was hardly cold when the Skinner Manufacturing company of Omaha, Neb. broadcast a message to its salesmen and the trade emphasizing the wish of the little girl whose operation is of general interest.

Here's Lloyd Skinner's message that may well be used in a similar or modified form by others interested in educating the consumer as to the real merits of macaroni as a food for the sick as well as the healthy:

Skinner Manufacturing Company Merchandisers Bulletin No. 1716

Subject: Greatest Advertising for Macaroni Products Ever Known!

Alyce Jane Enjoys Her First Solid Food in Many Months  
Fall River, Mass., March 8 (US)—Alyce Jane McHenry continued her progress toward recovery Friday, according to bulletins issued in the Truesdale Hospital, where she was

March 15, 1935

operated upon Monday for an "upside-down" stomach. For the first time in months the ten years old girl was able to eat solid food.

MACARONI, LIGHTLY FLAVORED WITH CHEESE, WAS CHOSEN AS THE FIRST DISH. In a few days, if her progress continues, she will be well enough to experiment with even more substantial items of diet.

So great was her improvement, that plans for a blood transfusion were abandoned, and will not be revived unless she suffers a sudden relapse.

Letters, telegrams and gifts continue to pour in upon the little girl who won the nation's affection by her courage in the face of pain and danger.

just the right kind of food for a disturbed stomach.

In reference to that part of the story that tells of the letters and gifts showered on the young lady, wonder how many macaroni manufacturers were represented in the list of those who congratulated her? Surely the whole industry owes a debt of gratitude for this spontaneous, unsolicited yet invaluable advertising of macaroni that should be more of a prime favorite with Americans in any state of health.—*Editor*.

"It would seem to me" says President L. M. Skinner, "the above is about the best testimony in the world for the food value, and the desirable value of Macaroni Products. Macaroni Products, while a substantial food for grown ups—if properly prepared and served, is one of the best possible foods for children."

THE MACARONI JOURNAL editorial staff would be interested in learning how other manufacturers have capitalized what is unquestionably the best opportunity ever given them to put over the true story of the food value of macaroni. Macaroni and cheese requested by the patient and suggested by those in charge of her recovery, is a most natural suggestion. Here's a tasty combination, appetizing, appealing alike to the senses of sight, smell and taste, easily digested,

### Make Convention Reservation

To a Chicago manufacturer goes the record of having requested the first reservation for rooms during the macaroni men's convention in Brooklyn, N. Y. next June. Second was an allied tradesman from Louisville who writes to say "I want to be sure of a room when I get there and I'll be there with bells on."

Room reservations may be made direct with the hotel management or through the Secretary of the National Macaroni Manufacturers Association, M. J. Donna, Braidwood, Ill.

Old Skinner 'tends church regularly; clasps his hands so tight during prayer time that he can't get them opened when the contribution plate is passed around.

### Blending Outfit Gives Continued Satisfaction

It is expected that a piece of mechanism will give entire satisfaction when new but when it continues to give satisfactory service day in and day out, as emphasized in the spontaneous testimonial volunteered by Sam Viviano of Vivison Macaroni company, Detroit, Mich. the manufacturer cannot be blamed for showing just a little pride in his machine or installation. The Champion Machine company of Joliet, Ill. has for some years specialized in blending and sifting outfits especially adapted to macaroni and noodle plants and has many installations throughout the country giving entire satisfaction. So Mr. Viviano's testimonial given below is but another favorable comment on the utility of such an outfit in a plant.

Detroit, Michigan  
Champion Machinery Company,  
Joliet, Illinois.  
Attention: Mr. Frank A. Motta, Secretary.  
Dear Sir:

We have had one of your Champion Blender and Sifter outfits in our plant for some time and want to state that we are very well satisfied with same. Also, we thank you for the prompt and courteous service, particularly in cases of emergency.

Very truly yours,  
VIVISON MACARONI CO.  
(Signed) SAM VIVIANO

When circumstances force us, it usually is because SOMETHING has to.

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  
COMMAND  
the Best  
When You  
DEMAND





## Grade Labeling of Little Value to Consumer

• *Facts developed by independent survey of the system now used in Canada should convince even the sponsors of the inefficiency of such a system of regulation of American foods*

Canners are not at all convinced that the new labeling law proposed by government officials to apply to grade labeling of canned foods will prove the cure-all that its sponsors imply. This conclusion is reached as a result of an independent survey of the views of Canadian women and the effect of grade labeling on their buying habits. As macaroni-noodle manufacturers are very much interested in all proposed legislation dealing with foods, labeling, grading, etc. the report of the investigators is given to throw light on a controversial subject that will be more and more in the limelight during the present session of Congress.

The NRA and the Department of Agriculture in their crusade to force adoption of grade labeling upon the American canning industry have held up the Canadian grading system as a model that should be adopted in this country for the protection of the consumer. Armin W. Riley, NRA division administrator in charge of the canning code recently said, "An example of what has been done in the field lies before us in the experience of the Dominion of Canada, which for 16 years has successfully demonstrated the practicability of a Federal government grading law." The consumers advisory board recommended to the canning industry that it make an intensive study of the Canadian situation.

Such a study, just completed by General Marketing Counselors, Inc. an impartial economic consulting organization with headquarters in New York city does not support Division Administrator Riley's belief that the Canadian system is highly successful.

"Even though Canadian canners have been required for the last 16 years to show government grades on canned foods," said Jean F. Carroll, president of General Marketing Counselors, "the system has not resulted in making Canadian women familiar with the different grades of canned fruits and vegetables. We are sure that this is the true situation, for we went into all classes of homes and spent enough time interviewing each woman to be sure we knew how much knowledge she had regarding grades. The whole purpose of our organization is to get accurate facts regarding any situation which we study."

"The survey which we have just completed in the provinces of Ontario, Quebec and Manitoba," Mr. Carroll continued, "shows that only one woman out of every four has been made conscious of the fact that there are grades on the labels of the Canadian canned foods that she buys, and this is the situation in spite of an educational campaign that the Canadian government has been conducting to teach women to know grades and to make their purchases by grades. Our survey revealed the further fact that not

all the women who know grades actually use them as a real buying guide, for only one woman out of eight placed more emphasis on the grade than on brand and price.

"The NRA consumers advisory board has made so many favorable comments about the Canadian grading system that we were surprised to find that only 24% of the women knew that there were grades on canned food labels. We sent our own staff members into Ottawa, Toronto, Winnipeg, Quebec and Montreal and had them train local Canadian investigators so that no one could question the validity of the survey that we were making. We even tested out our survey methods in Toronto before starting the final survey in order to be sure that we were going to get an accurate report of the conditions existing up there. It's a good thing we didn't depend either on the people here who think that the grade labeling system gives nearly perfect results in Canada or on the people who condemn grade labeling, for neither side actually knew the facts. I believe this study is the first authentic study made in Canada to determine how much women know about the grading system and how much grades affect their buying."

As part of the study made by General Marketing Counselors canned foods were purchased from Canadian distributors and were graded by experienced Canadian commercial buyers. A wide variation was found between the grades officially shown on the labels and the grades given to the same cans when the labels were removed so that the commercial buyers would not know what official grades had been on the cans. These gradings by Canadian commercial buyers showed that as permitted by the Canadian officials some cans were higher in grade than designated on the label. But they also showed that some cans were below the grade carried on the label, thus revealing a lack of uniformity in grading which has forced Canadian distributors to do their own cutting and grading when making purchases.

A check on the prices charged in retail stores for the various grades showed a wide spread in prices for each grade. A number of officials in Washington have had the feeling that under a government grade labeling system most canned foods of the same product and grade would sell for about the same price, but the survey did not substantiate this belief. For example, "choice" tomatoes in No. 2½ cans sold at 7½¢ to 15¢ in chain stores and at 8½¢ to 13½¢ in

independent stores. The survey also revealed instances where "fancy quality" products (the highest grade) were sold for the same price as "choice quality" products (the next highest grade). For quite a while the Canadian officials tried to get grocers to charge entirely different prices for the different grades, but they finally gave up the effort as being useless.

For these reasons and others, the Canadian law has not stabilized conditions within the canning industry as has been claimed.

### Prices Up 20%

Officials of welfare administrations do not agree with macaroni manufacturers who loudly complain that their business has not been affected in the least by the operation of the Macaroni Code and other agencies aiding in the boosting of macaroni prices. A tabulation recently released by the welfare bureau of Syracuse, N. Y. indicates an increase in the price of macaroni and spaghetti used for relief purposes in excess of 20%. In this tabulation showing the "high cost of eating" in 1935 as compared with February 1934, all figures being taken from the welfare department's wholesale purchases under competitive bidding plus the retailer's 15% markup, macaroni and spaghetti are shown as costing .07¢ a pound in 20-lb. boxes as compared with .057¢ a pound a year ago.

Macaroni is not the only food that is costing the relief agencies more. Of the 51 items that are usually purchased for feeding those on relief, 28 have increased in price from a fraction of one per cent to as high as 130% in certain kinds of meats. So the 20% increase in the price of macaroni and spaghetti, though welcomed by the macaroni manufacturers for whatever reasons one may choose to credit for the increase, is small compared with the increase in meat prices that range from an advance of about 40% in price for inexpensive cuts of beef, lamb, veal, pork and liver to 130% increase in salt pork prices.

### THOUGHTS FOR THE MONTH

The things that bother us are little things made big by noticing them.

Our success ambitions should first and foremost be centered on making successes of our lives.

Let's give with a humble consciousness of what a privilege it is to be in a position to give.

March 15, 1935

THE MACARONI JOURNAL

15

## Semolina Production Low

Despite a poor crop resulting from a most damaging drouth there is plenty of good semolina available for macaroni making purposes, though millers have had to import some Canadian durum during the present crop year to meet the requirements of the domestic macaroni trade. While the production of semolina and durum flour over the first six months of the present crop year is somewhat less than a year ago, the quality of durum wheat available has been exceptionally good, according to the Bureau of Agricultural Economics of the U. S. Department of Agriculture.

From July 1 to Dec. 31, 1934 the total semolina milled was 1,069,131 bbls.; the durum flour output 290,889 bbls. In the corresponding period in 1933 the production was 1,116,337 bbls. and 264,708 bbls. respectively. Sizable imports of durum wheat, principally from Canada, featured the durum wheat situation for the first time. The absence of export trade in durum is also quite noticeable in the period surveyed. The same trend is also seen in the export of macaroni products, this trade having dwindled from a high of over 10,000,000 lbs. in 1930 to a low of 2,000,000 lbs. last year.

Durum wheat markets have displayed independent firmness throughout the current season and possibly for the first time in history sizable durum imports have featured the market situation. Arrivals of Canadian durum at Duluth from August 1934 through December totaled 6,282,000 bus., while receipts of bonded durum which probably comprised unloadings into Duluth elevators were reported at 3,787,000 bus. for the period August through Feb. 7, 1935. Shipments of Canadian durum direct to United States ports as reported by Canadian authorities were placed at 7,041,000 bus. Since United States imports on which the 42¢ tariff duty has been paid during the period July through December amounted to 4,921,000 bus., it would appear that practically all of the imported wheat of milling quality was durum wheat. Trade advices indicate that some durum wheat has been imported for seed purposes, but probably most of the imports moved direct to milling interest.

A feature of the situation this season is the exceptionally high quality of the domestic crop with most of the outturn suitable for milling. Prices in domestic markets have held at high levels throughout the season to date with durums displaying a considerably firmer tone than bread wheats.

Foreign durum crops have exceeded earlier expectations and supplies are now estimated to be above those of a year earlier. International trade in durums remains at a low level with North African durums largely supplying the European markets and surplus Canadian durum moving to the United States. France has had relatively ample supplies from North Africa and Italian factories have operated largely on domestic offerings. The extreme nationalistic policies which are restricting trade in bread wheats are also limiting the free movement of durums into international trade. Prices in foreign markets have been largely determined by local influences and price supporting regulations which have operated in France and Italy have tended to hold prices above a world basis. Since durum is largely a spring sown wheat little information is available as to the prospects for the 1935 crop. The relatively high price levels which have prevailed during the current year may stimulate expansion of acreage particularly should spring seeding conditions be favorable.

### Important Dates!

Macaroni-noodle manufacturers should make both pencil and mental notes of three very important dates—important to every individual interested in the present and future welfare of the industry—June 17, 18 and 19, 1935.

On those three days will be held the annual conference of members of the Macaroni Industry. Brooklyn, N. Y. is the convention place.

## A User's Comment

VIVISON MACARONI COMPANY, INC.  
Manufacturers of  
MACARONI, SPAGHETTI AND FANCY  
NOODLES  
2431-37 Orleans St.  
Detroit, Mich.

Dec. 31, 1934

CHAMPION MACHINERY COMPANY,  
Joliet, Illinois.

Attention Mr. F. A. Motta:

Dear Sir:

We have had one of your Champion Blender and Sifter Outfits in our plant for some time and want to state that we are well satisfied with same.

Also, we wish to thank you for the prompt and courteous service, particularly in the case of emergency.

Yours very truly,  
VIVISON MACARONI COMPANY.  
By Sam Viviano

## 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 and day out. Full details will be sent upon request. Write TODAY!

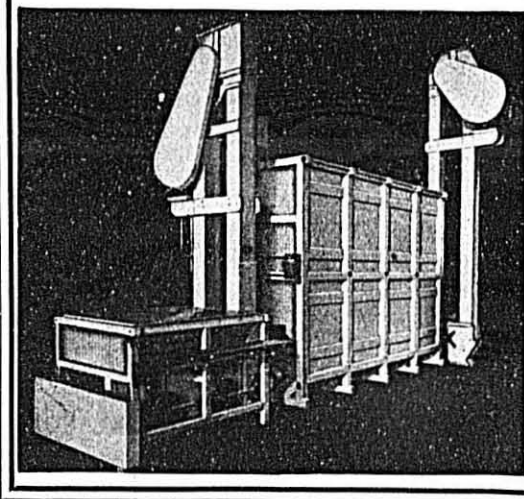
## Champion Machinery Co.

JOLIET - - - - ILLINOIS

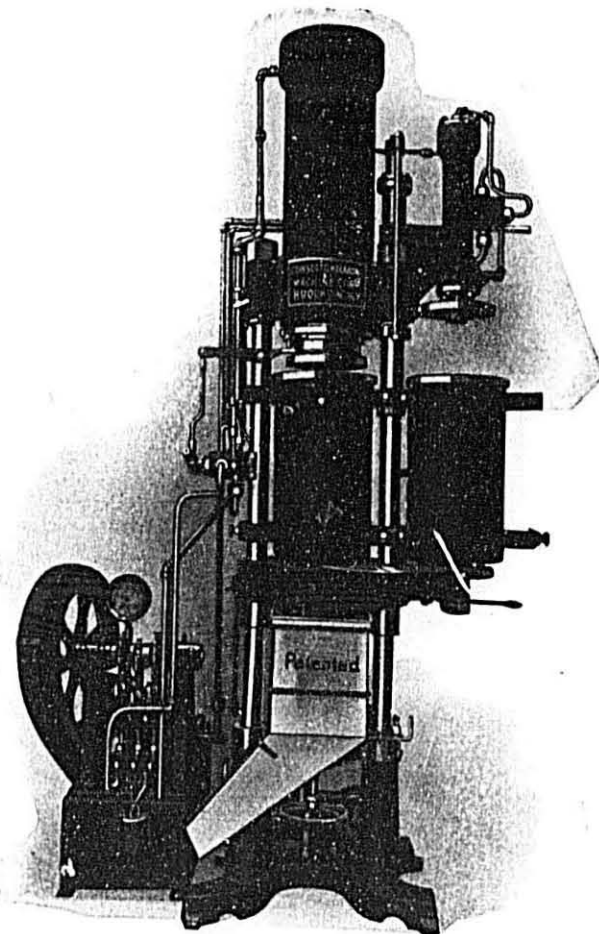
Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets New York, N. Y.



**Consolidated Macaroni Machine Corporation**  
*Designers and Builders*  
*of*  
**High Grade Macaroni Machinery**



This illustration shows the Press with cutting device in position for the production of short pastes. On the opposite page is shown the Press with cutting device swung out of the way and the machine prepared for the production of long pastes.

Another Consolidated Scoop. At Last! A Combination Press which is Practical and Produces both Long and Short Pastes with equal facility.

Our Double-purpose Press meets every requirement.

Has all improvements, many of which can only be obtained on our Press, among which are—

Improved Cutting Device  
 Bronze Lined Pressure Cylinder  
 Speed Control Valve  
 Blow-proof Cap  
 Improved High and Low Pressure Pumps

There are many others. This Press is fully described on our illustrated leaflet.

We invite your inquiries.

156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Address all communications to 156 Sixth Street

**Consolidated Macaroni Machine Corporation**  
*Designers and Builders*  
*of*  
**High Grade Macaroni Machinery**

The 1935 Streamlined 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.

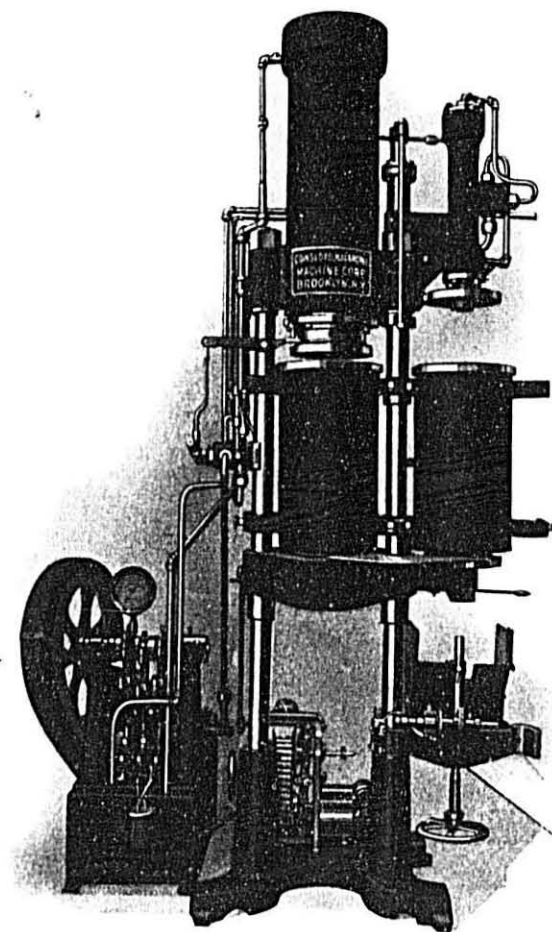
Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

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

## .. Couple Celebrates Golden Anniversary ..



Mr. and Mrs. Gaetano D'Amico of 188 East 22nd st., Chicago Heights, Ill. who celebrated their 50th wedding anniversary with elaborate ceremonies, a high mass, a dinner, a renewal of their marriage vows and a wonderful reception on Jan. 17, 1935. Congratulations.

From behind an elaborate wedding cake containing over 500 pounds of choicest ingredients and standing over six feet tall, Mr. and Mrs. Gaetano L. Amico of Chicago Heights, Ill. beamed their joy and happiness into the hearts of hundreds of relatives and friends that had gathered to help celebrate their 50th wedding or golden anniversary Jan. 17, 1935. Though the celebration lasted throughout the day, it was brought to a fitting climax that evening at one of the largest, most enthusiastic receptions ever held in the spacious dining room of Hotel Southmoor, in its famous Venetian room, where more than 500 invited guests paid homage to this highly respected couple.

The celebration opened with a high mass celebration for the couple by Father Pacifico Bonanni in San Rocco church, where the honored pair re-enacted the service that 50 years before had made them man and wife. During the day they were greeted by friends and bombarded by congratulatory messages from friends at a di-

ance, among them being several friends of their childhood days in Italy.

Following the dinner, speakers stressed the fine qualities of Mr. and Mrs. D'Amico that have enabled them to thoroughly enjoy 50 years of married life and praised them for successfully raising a family that came to mean so much to the business life of their home community. Their sons are well and favorably known to the business interests of northern Illinois, the G. D'Amico Macaroni company at Steger being one of the most successful of the family's business enterprises.

Gaetano D'Amico was born on Aug. 7, 1861 in Castel di Sangro, Provincia Aquila, Italy. Mrs. Giacinta D'Amico was born in the same city on Sept. 11, 1865. In 1886 Mr. D'Amico came to America, settling first in West Virginia, later in Cincinnati, Ohio and finally in Chicago. Mrs. D'Amico came to this country for the Columbian Exposition in Chicago in 1893 and shortly afterward married Mr. D'Amico.

For more than 50 years they have been connected with business of some

sort or other. First they operated a grocery store till 1914 when they began their macaroni manufacturing career. The family now owns and operates the large, modern plant in Steger, Ill. that was formerly a piano factory.

Joining them in the celebration of their golden wedding anniversary were their six children, three sons, Thomas, William and Carl, three daughters, Jennie (Mrs. Guy Petrarca), Caroline (Mrs. Mario Zarosi) and Edith. Helping them in spirit in the celebration were many business friends and acquaintances, including many macaroni-noodle manufacturers who have long known the founder and his able sons.

### Curtis Johnson Dies

Curtis M. Johnson, the man who became nationally famous as "a big town merchant in a small community" because of his merchandising methods while operating a small business in Rush City, Minn., died on Washington's Birthday in Minneapolis. Pneumonia was the cause of his death at the early age of 57.

Macaroni manufacturers will remember him as the after dinner speaker at the banquet for the representatives of the industry and of the allied trades by James T. Williams, of the Creamette company, Minneapolis, former president of the National Macaroni Manufacturers association.

It was at this dinner that Chairman Williams on the night of June 13, 1927 introduced the speaker as "A big town merchant in a small community." On the platform the same evening appeared Hon. W. I. Nolan, then lieutenant governor of Minnesota.

Aside from his business interests, Mr. Johnson was president of the State Fair Board for six years and in 1924 was a candidate for the Republican nomination for governor.

### Brooklyn to Welcome Macaroni Men

For the first time in nearly a generation Brooklyn will have the honor of entertaining the annual gathering of the Macaroni-Noodlemakers of America, and already plans are under way for a royal reception. The dates are June 17-19. Watch for details to be released to the industry later.

## Noodlettes

By Mack SpagNoodle



### As a Man Thinketh

Sometimes we doubt whether mind does have so much influence over matter.

An eminent physician planned a series of experiments with his class of college students. Sixty-two members volunteered to join a poison squad. They were to consume minute quantities of a virulent poison, increasing the dose from day to day, while their symptoms would be carefully noted.

The physician announced that half the squad would be given only sugar of milk, a harmless preparation with no effect. None was to know whether he was getting the poison or the sugar of milk.

He suspected that many of these young men might imagine the symptoms he expected to discover, and in order to make sure of getting real and not imaginary symptoms, without making it known he started by giving the entire squad sugar of milk. Within two or three days many of them reported dizziness, nausea, weakness and other conditions.

It can scarcely be wondered that the physician gave up the whole experiment in disgust.

Here is another illustration. The great New England preacher of a past generation, Channing, was once scheduled to preach at a certain church gathering. The day came and the audience filled the church and waited in vain for him. At last a representative was sent to Channing's house to learn why he had not come. He found Channing wrapped in a flannel dressing gown, his feet in a tub of hot water, suffering as he said because "Whenever the wind gets in the east like this, I have rheumatism so badly I can't do anything."

"Why, the wind isn't in the east," the messenger told him. "It's right in the west."

"Is that so!" ejaculated the great preacher, and he jumped to his feet, threw off his bath robe, donned his clerical garb and rushed to the church where it is said he preached one of the best sermons of his career.

Small wonder, then, that constant talk of a business depression always brings us to the point of believing it is useless for us to try to get any business. And less wonder that confidence in bettered conditions will put us on the up and up.

## A GUARANTEE OF PURITY



The Tranin Egg Products Company, packing and merchandising frozen eggs under the above registered trademark, declare and guarantee that all eggs packed and sold by us in the United States contain no artificial coloring and are free from ALL foreign matters or substances.

They are absolutely pure as broken from the shell.

Tranin Egg Products Co.

*John Tranin*  
President



**Don't Gamble**  
with Moist Soiled Shooks!

**USE**  
**DECATUR SHOOKS**  
**ALWAYS DRY - CLEAN - BRIGHT**

WE SPECIALIZE IN ATTRACTIVE WOODEN BOXES FOR QUALITY FOOD PRODUCTS

**DECATUR BOX AND BASKET COMPANY**  
INCORPORATED

SALES OFFICE: STARKS BUILDING

LOUISVILLE, KENTUCKY

Mill  
and  
Main Office  
Decatur,  
Ala.



# Secrets of Successful Trade Marking

## What Do You Mean, "Shelf Value"?

By WALDON FAWCETT

Written Expressly for the Macaroni Journal

Of course you have noticed the new word which has come into the language of macaroni marketing. Maybe you have been using it yourself, on the strength of the instinct that it "sounds right." All the same and nevertheless, the situation as to "Shelf Value" isn't so clear and lucid and easy of understanding. Our British cousins are in somewhat the same plight. Over there they talk of S.A., meaning blessing their souls, not Sex Appeal but "Shelf Appeal." Even so the English strategists do not seem to have a concrete definition for their fresh patter.

At first glance we might, any of us or all of us, assume that Shelf Value as a quality or property of a consumer package of macaroni has reference to display resources or advertising potentialities. So it does. Only, and here's the rub, this newly isolated element rightfully deals only with a certain phase of commodity display—one species of advertising. To come forthwith to brass tacks let's get it on the record that there is a sharp distinction (which some of us have failed to make) between Shelf Value taken literally and that version of display value which is reckoned in terms of window showmanship. It is a distinction which is all the more in contrast, too, under the latter-day fashions in store arrangement and shelf layout.

The nub of our news is that the new doctrine of Shelf Value spells specialization in Package Display. The deeper sinks this truth the more surely we are going to realize that it is, after all, a most fortunate circumstance that an issue has been made. Analysis of Shelf Value has brought to the foremost marketing specialists the conviction that we are indeed at the parting of the ways in package display technique. Given the widening environments of package display and it will no longer be possible to infallibly evolve at command a universal, all-purposes display package. It is falling out that the macaroni marketer who longs to sell by love-at-first-sight must dress his product for a killing under certain condition of visibility, illumination, etc.

To grasp what we are getting at in this splitting of the hairs of package-display power, the reader has only to turn over in his mind the changes that have taken place this past few years in the physical setup of store display. On the one hand we have had the improvement of the parade possibilities of modern store windows—unobstructed planes, high power artificial lighting, betterments

in display fixtures, etc. In short, the plant has been primed for a glare of publicity calculated to get the last ounce of color value and typographical value out of any package.

On the other hand behold the ups and downs of the display revolution within the store. In one quarter we have the invasion of tables, bins and "island" displays that cultivate close range contacts with packages and that, incidentally, put over such freakish transformations as to give the small end of a carton more effective display exposure than the larger surface which tradition had always held to be the face of the parcel. In another quarter, though, we are confronted with the spirit of change sung to another tune. The old time conditions of shelf arrangement are in the discard. To begin with the counters stole a large part of the erstwhile shelf-show and now the dictates of modern merchandising have completed the shakeup. Skyscraper shelves are on the way out and open shelves are supplanting the thick glass-doored affairs of yesteryear. But set over against these blessings is the restriction in the amount of space allowed to the average stock item in the limited area of the modern tier of shelves.

Here's hoping that this makes the point, carries conviction, that is to say, of the necessity of henceforth breaking down all plots for store display into terms of package calculation, keyed to the particular species of store display that is most important to the fate of the product. But this store slant isn't by any means all there is to this complex of Shelf Value. The doctors of distribution, when they think in this competitive age of the equation of Shelf Value, are reckoning only in part in customer reactions in stores. In other part they have an eye to consumer reactions in the family kitchen or pantry.

Just possibly some members of the macaroni circle have never pursued the subject so far as to realize that there is operation of shelf appeal or shelf suggestion in the everyday home quite as potently as in the store. Even in the two-by-four apartment in the city, no less than in the pantry of the isolated country estate, the average American householder keeps to the deeply ingrained habit of storing a reserve of package goods as insurance against stress and storm and the sudden descent of unexpected guests. Alternative food items are in rivalry with one another in the pantry huddle just as much as in the free for all of urban store shelves. And

no general inventory of Shelf Value is anyway complete which does not appraise package dress with due allowance for shelf expression in the private home, the club, hotel, boarding school or other commissary.

That it will not do either to glibly dismiss Shelf Value in the home as the automatic echo of Shelf Value in the store has been indicated by a recent discovery. Field men making a canvass for first hand information on package preferences unearthed the fact that among the mistresses of kitchenette apartments, motor caravans, etc., there is incipient prejudice against the broad, squat packages which have ridden to trade favor on the wave of "open display." The broad based containers may catch the fancy of dealers but it seems that the housewives with cramped shelves are passing them by for tall, slender packages that require minimum footage. With such a cleavage of tastes, plainly the situation with respect to Shelf Value gives pause to the packager, once he faces the grim fact that no package can qualify as a man-of-all-work.

One outstanding secret has been exposed by the closer scrutiny of Shelf Value that has followed our latter-day self-consciousness. The revelation is that Shelf Value is bound up with, and to a great extent controlled by, package tenure or package-duration-of-life. That is to say, maintenance of shelf value is dependent upon continuance of eternal youth or as near to it as possible. Premature aging of a package, or indeed normal aging, is fatal to shelf appeal. That is why the package planners, who are keen to catch and hold the elusive quality of Shelf Value, are plotting in every way possible to prevent or postpone fading or discoloration of package dress due to intense sunlight, dampness or any other destructive agent. To retain shelf charm, packages must retain that school girl complexion.

It goes without saying that it will not do in fortifying a package against the attacks of sunlight and humidity to go to the other extreme, at the risk of rendering the package dull and drab. To score 100 in Shelf Value a package must be qualified to arrest attention in artificial light as well as in daylight. And it must be primed to deliver its message in the poor illumination that is sometimes encountered in certain store interiors. If you must know, this is why silver and some other selections are falling out of favor for package clothes. They change in appearance under differ-

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ent lighting conditions and thus hazard consumer recognition.

Speaking of recognition, it may be added that the highest rating in Shelf Value is given to the package which has the power of what the experts term "single shot recognition." Which means of course the sort of package individuality that impresses the beholder at a glance no matter whether the package is "skied" on a top shelf or is viewed at eye level. Along with the conjuring of instantaneous reaction in the package the cultivators of Shelf Value are striving to turn the trick of repetition value. To that end they attempt to work up a unit package design in such form that the personality of the shelf sitter will not only be retained but will be emphasized when the packages are ranged in a row on the shelf or piled in pyramids. It is, you see, a case of drawing compound interest on Shelf Value.

### Former Sheriff Acquires Plant

Joseph P. Napoli, well known former deputy sheriff, resident of San Jose, Cal. has acquired control of the Napoli Macaroni Manufacturing company plant at 455 Willow st. in his home city and is giving his full time to converting semolina into tasty macaroni of 35 different varieties instead of reforming criminals as was his aim while connected with the

sheriff's office. The plant is doing a thriving business under his direction, principally because of business connections made during his 30 years residence in the San Jose valley.

Mr. Napoli served as deputy from 1916 to 1919 under one sheriff and again from 1931 to 1935 under another. He first went to San Jose in 1904. In the other years he was engaged in the wholesale business, specializing in fruits. He chose the macaroni business because he feels that macaroni made from a semolina of the highest quality of durum wheat contains double the quantity of vitamins of other grain foods. The products of the Napoli plant are sold principally through retail stores in central California.

### Decides Brooklyn Macaroni Is Best

Among the old style Italians there still persists the old fashioned idea that macaroni or spaghetti to be really good, superfine, stupendous, must hail from this town or that province in Italy. Such a controversy means little to Americans who know that this country produces some of the best macaroni products that the world knows because we surely have some of the highest quality raw materials to manufacture it from, but the question is still causing heated debates in some quarters. Residents of Brooklyn, N. Y. recently

staged a debate that is interesting. The question at issue was and probably still is: "Where is the best macaroni in the world made?" The result of the latest debate was a 9-stitch cut on the head of one of the debaters and an assault charge against the opponent.

Jerry Bonamo, a building contractor at 120 Manhattan av., Brooklyn and Antonio Gioia, a macaroni salesman at 397 Chauncey st., Brooklyn were the principals in the debate. They met at Montrose and Manhattan aves., Brooklyn and stopped for a chat. The question of good macaroni came up.

"The best in the world," declared Gioia, who is a native of that island, "is made in Sicily."

"You're all wet," Bonamo, who is a native Neapolitan, replied, "Naples stands supreme in making macaroni."

That started the argument, police said, which ended when Gioia picking up a length of iron pipe half buried in the snow tried to bury it in Bonamo's head. Bonamo went down and out. He was taken to St. Catherine's hospital where nine stitches were necessary to close a deep cut in his head. Physicians reported that as he came out of the haze he shouted,

"I still maintain Naples has the best macaroni."

"You're both wrong," Magistrate Casey ruled. "As a loyal native of Brooklyn, I hold the Brooklyn macaroni is the best in the world."

THIS IS THE TREE WHERE ALL THE FAMOUS MACARONI NOVELTIES GROW!

GIANZI MFG. CO. INC.

ACCURATE MACARONI DIES  
7307 NEW UTRICHT AVE.  
BROOKLYN, N.Y.

I SHALL FEEL REWARDED IF I CAN HELP MORE MANUFACTURERS TO MAKE BETTER MACARONIS

GUIDO TANZI

The advertisement features a man in a suit pointing towards a large tree. The tree's branches are laden with various shapes of macaroni, including shells, tubes, and spirals. A circular portrait of a man, identified as Guido Tanzi, is positioned in the lower center of the tree. The background is dark, making the white macaroni and text stand out.

## 131 Bushels Wheat Per Acre

If reports emanating from Italy are true, that nation has won its "Battle of the Wheat" in a fashion that has astonished the whole world. Premier Benito Mussolini was determined to make Italy independent of the wheat growing countries and set machinery in motion that has resulted in something like an earthquake in the agriculture balance of power that heretofore existed.

Any future reference to Italian macaroni and spaghetti being made from Russian wheat must presumably be in error. That was old stuff, as a few years ago Italy did get much of its wheat for bread and noodles from Odessa, South Russia. In fact it was one of the points of the Italian-Soviet entente when that treaty was concluded a few years ago that the former procession of grain ships out of the Black sea to Italy should be renewed. These today are presumably only half laden, or are idle at the dock.

It seems that Mussolini has been working through a staff of agricultural experts to produce improved strains of wheat. His objective was to make Italy self supporting as regards breadstuffs. After ten years of intensive effort, his scientists have succeeded in creating a seed wheat that is producing the unbelievable yield of 131 bus. per acre. True this yield has not been grown on any large area but in experimental plots that would indicate such an acreage yield. Just what it means to grow 131 bus. of wheat per acre of ground may be imagined if one compares this figure with the average yield in the United States of only 14 bus. per acre. In other words, Professor Mussolini is showing Italian farmers how to get a crop almost ten times as great as that of the average American wheat grower.

Despatches tell of the extraordinary success which the Italian Agricultural department, headed by Professor Nazario Strampelli, has had in increasing wheat production at home. Italy grew last year 300,000,000 bus., substantially enough to feed the nation. Average production stood at 24 bus. an acre. Consider what that means. The United States has some of the most efficient large-scale wheat farms in the world, and our Department of Agriculture has done a wonderful work in popularizing prolific and drouth resisting wheats. Yet our average production is not over 15 bus. to the acre. On a semi barren old peninsula, with not too copious a rainfall, where the soil is supposed to have been exhausted centuries ago by the wasteful methods of the Roman latifundia, this miracle of applied science has been achieved under Mussolini. Italy, though heavily populated, can now grow its own food. Here is a lesson for the American farmer, not necessarily advising him to raise wheat, of which we have more than enough; but reminding him that skill and knowledge can work wonders even on acres supposed to have been worn out many years ago.

With these new wheats Italy is already self supporting, and within a year

or two the existing wheat farms of Italy seem destined to produce a surplus that will wreck the agricultural statistics of the world.

Doubts as to the complete veracity of the reports which have been coming through to America regarding the Mussolini experiments have just been set aside by the enterprise of an American farm journal the Country Home, which sent a representative to Rome to see for himself. His report just received by the Department of Agriculture makes absolutely certain the success of Mussolini's endeavors.

"Mussolini is not talking through his hat," reports the Country Home representative. "His chief wheat expert Professor Strampelli is the greatest agricultural scientist in Italy if not in the entire world, and he has actually attained this result of 131 bus. on test farms only a few miles from Rome. He has raised the average yield of wheat in Italy from 15 to 24 bus. per acre, and has lifted the country from a wheat importing nation into one that is completely self sustaining. Strampelli in his experimental farms has made more progress in the past decade than mankind was able to make in the previous 50 centuries. Seventy per cent of Italy's wheat land will be seeded this year with Strampelli varieties of seed. The result will be stupendous, with an exportable surplus inevitable."

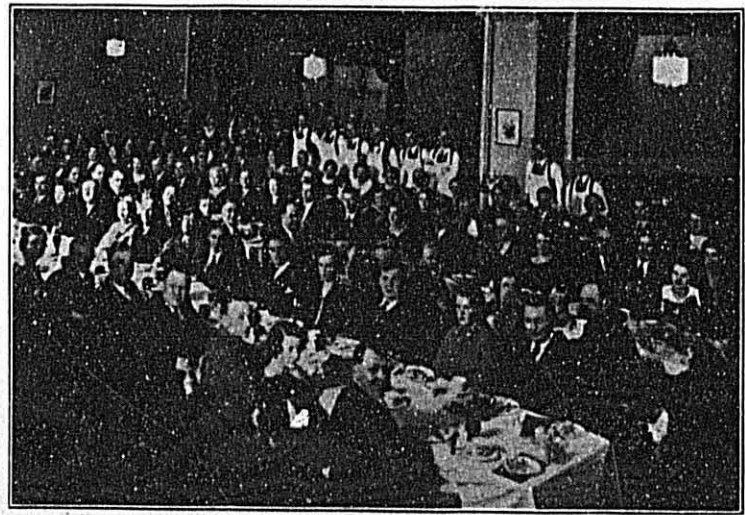
### Macaroni Consumption

The consumption of macaroni products has not been up to expectations during recent years according to observant macaroni and spaghetti manufacturers who are seeking reasons for this state of affairs. Several years ago it was estimated that the consumption of both domestic and foreign macaroni was slightly

in excess of 5 lbs. per capita in the United States, with heaviest consumption in the thickly populated centers. Those in the position to know are of the opinion that the present consumption is somewhat less than 5 lbs., some even placing it as low as 4 lbs.—a ridiculously small quantity per person per year when compared with 50 lbs. per capita in Italy and 38 lbs. in Europe, including Italy.

While many are prone to blame the poor quality of the goods being offered the prospective American buyer, others feel that the lack of knowledge or proper cooking or the unwillingness to take the time and the care necessary in concocting a good macaroni or spaghetti dish is the real reason why American consumption is not now at least 10 lbs. per person per year. That there is altogether too much low grade macaroni offered the public goes without question. We are also in full accord with the claim of the general lack of knowledge of proper preparation. Perhaps no one class is more to blame for this than are the general run of hotel and restaurant chefs who feel that they must prepare their macaroni and spaghetti many hours in advance of its serving—an eminently erroneous presumption. To be at its best a dish of macaroni or spaghetti must be prepared "special." When permitted to become cold or when necessary to reheat spaghetti, it becomes flabby and almost tasteless. Here's a story that illustrates the point that the usual hotel spaghetti dish is not a good consumption spur:

A columnist in the *Marquette Tribune* tells this one. A young collegian took his date to dinner. She pondered over the menu and finally ordered spaghetti. Enter waiter with bowl of spaghetti which he sets before her. Imagine the young man's amazement when she began to massage her hair and scalp vigorously with it. "Hey, wait, what are you doing with that spaghetti?" he cried. "Spaghetti?" said she, "I thought it was mashed potatoes!"



Annual Dinner of the Officers and Employees of Capital Flour Mills Co., Minneapolis.

### THE GOLDEN TOUCH

# King Midas Semolina

A better semolina, even in granulation and rich in color, for macaroni manufacturers who realize that quality is the surest and most permanent foundation on which to build a bigger and better business.



King Midas Mill Co.

MINNEAPOLIS, MINNESOTA

## Balanced Diet of Staple Foods

The need of a more flexible business policy that can be changed quickly to meet the needs of a rapidly changing business world was emphasized by Roy Norr, a public relations counsel in a recent talk to business executives. It will be fatal in his opinion to ignore public sentiment, and to gain public good will for any product it will be necessary to have educational programs that will be free of all prejudice, founded deep in truth; to center attention upon all efforts that are now being made to spread employment, and to keep step with sound change and reform.

He pointed out that publicity will produce results in the months ahead but that it must be of the kind that takes off its coat, spits on its hands and goes to work earnestly and methodically. The business executive must make sure first of all that his policy is right. No program of public education or food advertising can build permanent good will or favorable public opinion for an obviously bad policy or an undeserving product.

He predicts an early end for the present confusion of slogans and believes that we must eliminate the huge waste entailed in competitive campaigns among the different branches of various basic industries, especially of the food industry. It is in this particular angle that the macaroni industry is especially concerned. Here's how he thinks it goes, referring to competitive, useless slogans:

"Eat more *Meat*," say the packer and butcher.

"No, *Bread* is the staff of life," declares the miller and baker.

"Bread? Eat more *Potatoes* and you will need less bread," broadcast the growers of "spuds."

"Potatoes? Substitute *Macaroni* for potatoes, as a change in your diet and for pocketbook economy," recommend the macaroni-spaghetti makers.

"But why eat at all? Drink more milk, the concentrated food," suggests the milk faddists.

Thus each branch of the food industry, says Mr. Norr, has bombarded the public from its narrow platform. Each class or group has tried to crowd the others out, instead of all of them uniting to expose the great harm done by diet bugaboos. This applies to the macaroni industry in that several "windy" faddists have continuously and insidiously proscribed all foods that contain starch, aimed particularly at people who wish to avoid putting on weight.

The whole food industry has been missing its chance to encourage a balanced diet in the interest of all staple foods, of which macaroni is one of the leaders. The opportunity to line up the medical societies, women's clubs and legislators against the food fakers has, according to this same authority, been completely overlooked. Macaroni is a staple, economical and most nutritious food that

should find its rightful place in any balanced diet which food purveyors should unite in recommending and advertising to counteract the harmful attacks on all foods by faddists who are usually prompted by selfish motives and whose only aim is to reach their objective without any concern of whom or what they may harm by their actions or recommendations.

### Florida Firm Chartered

The Ferlita Macaroni Company, Inc. of Tampa, Florida, has applied for and been granted a charter by the state to manufacture and distribute macaroni and kindred products. According to the application the charter members of the firm that has long been doing business in that state as a nonincorporated organization are G. A. Ferlita, Rosario Ferlita and Mary Ferlita.

### WHERE COPYING PAYS

It's too bad we don't copy "the masters" in business as assiduously as artists do in their field.

The man who continually detours around work never arrives.

Most of us are so much in pursuit of baubles that we run right past the most precious values of life.

The man who is discouraged because he can't get to the top can get consolation out of the fact that the chaps who are up there are looking back regretfully to their happy, humble beginning.

### Ash Limit Still 75%

Macaroni manufacturers have been advised by Chairman G. G. Hoskins that there is absolutely no foundation to the story to the effect that the new amendment to the macaroni code has abolished the minimum ash content in standard flour for macaroni making. He says:

"Some members have interpreted new definition (o) of flour to mean that .75% limit on ash content in standard flour has been removed. This is not the case.

"FLOUR IS DEFINED IN NEW AMENDMENT (o) TO PREVENT THE USE OF ANY PRODUCT IN MACARONI HAVING MORE THAN 1% ASH.

"There are no changes in the below standard provisions. Any durum product containing more than .75% ash and any hard wheat product containing more than .48% ash must be labeled "BELOW STANDARD BUT NOT ILLEGAL."

### St. George Hotel Convention Headquarters

The St. George hotel, one of the outstanding hotels in the country has been named as headquarters for the 3-day convention of the National Macaroni Manufacturers association June 17-19, 1935. Manufacturers are asked to lay their plans now for an eastern trip that will include this, probably the most important gathering of macaroni-noodle makers. It, as usual will be open to everyone interested in the advancement of the industry in the United States.

**BAUR FLOUR** has power.

It will pay you, like others, to use

**ROMEIO**

Unbleached Hard Wheat Flour.

Telegraph for price today

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

## CAPITAL QUALITY PRODUCTS

Mean--

1. High quality Semolina
2. Choice Selected Amber Durum Wheat
3. Repeat orders for Macaroni Makers



Specify CAPITAL Products . . .  
It's Your Insurance. They represent exceptional quality and the finest milling skill.

## CAPITAL FLOUR MILLS

INCORPORATED  
OFFICES  
Corn Exchange Building  
MINNEAPOLIS, MINN.

MILLS  
ST. PAUL, MINN.



## KNOW THE DIES YOU BUY

However attractive an offer may be, beware of false representations. A guarantee is worth its face value only when backed by a dependable responsible firm.

**MALDARI BROS.** invites your inquiries on any subject pertaining to Dies; old style, modern or such newly designed dies as may find their way into the market.

Their information is based on honest opinion, sound judgment, years of experience and extensive research and experimental work.

You assume no obligation, WRITE  
To:

**F. MALDARI & BROS., INC.**

178-180 Grand Street



New York, New York

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

### A Fisher of Fish

If the size of one's catch is the measure of one's enjoyment of a Florida vacation, then Henry Mueller, president of the C. F. Mueller company, Jersey City, N. J. former president of the Na-

sail fish is the wish of every deep sea angler but a comparatively few of the variety caught by Mr. Mueller are taken annually."

A study of the photograph shows that Mr. Mueller believes in doing even his



Macaroni Manufacturer Goes After the Big Ones in Florida

tional Macaroni Manufacturers association and present member of the Macaroni Code Authority has a really enjoyable and profitable one in that state of sunshine in February. For visible proof see accompanying cut of an actual photograph wherein are prominently displayed the trophies.

Mr. Mueller spent a month in Florida, most of the time as the guest of Howard S. Pearlstone (Flour Broker) and wife at their home in Miami. His fishing expedition in the Gulf stream off the Florida coast is one that will long be remembered for he was one of the very few who were fortunate enough this season to snag a sail fish. "Fishing for sail fish in the Gulf stream," writes Mr. Pearlstone, "is no child play. To get a

fishing in style. While the others are in the accepted fisherman's garb, the successful angler is wearing his business suit. Just an every day occurrence with Henry. "Perhaps he lulls even the fish with his sales talk" opines one of his friends, "as it can be noted that he is flanked by his general sales manager, even in his fishing business." The man referred to is H. E. Minard, general sales manager of the C. F. Mueller company, shown with coat over his arm.

The host, Mr. Pearlstone is shown standing at right with pole in hand. Near Mr. Mueller is C. L. Miller, vice president of Helwig Advertising Agency, New York and seated at the right is Charles Padgett, Mueller's southeastern sales manager.

### Die Maker to Los Angeles

Frank Lombardi, proprietor of a macaroni die making and repairing plant in Chicago at 1150 West Grand av. and who recently opened a branch office in St. Louis, is enroute west, destination Los Angeles, Cal. where he hopes to open a branch die shop to replace the St. Louis branch. All of the business in the central states will be taken care of through the Chicago office, while the Pacific coast business will be handled through the Los Angeles branch.

Mr. Lombardi is making the trip by automobile and enroute will call on macaroni manufacturers in Memphis, New Orleans, Beaumont, Dallas, Fort Worth, Houston, San Antonio, Brownsville, Laredo, El Paso, San Diego.

### FOUR ACES

Too bad the chronic pessimist can't be deported as an undesirable alien.

Let's not center so much thought on how hard life is that we neglect to realize how interesting it is.

It isn't so much that some people have less trouble than others. It is that one hears less of some people's troubles than one does of the troubles of others.

Why don't we concede that the new generation is simply more honest and frank about things than we are, and stop being critical.

Judge—"Prisoner, why did you follow this man and kick him so shamefully?" Prisoner—"I'm sorry, your honor. I was a little drunk and I thought he was my wife."

### Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In February 1935 the following were reported by the U. S. Patent Office:

#### PATENTS

A design for macaroni or similar article was granted to Frederick Penza, Brooklyn, N. Y. Application was filed May 23, 1934 and given serial number 51895. The official description in the Feb. 26, 1935 issue of the Patent Office Gazette is as follows: "The ornamental design for a macaroni or similar article, as shown."

#### TRADE MARKS REGISTERED

The trade marks affecting macaroni products or raw materials registered were as follows:

##### Kaufman's

The private brand trade mark of Kaufman, Inc., New York, N. Y. was registered for use on egg noodles. Application was filed May 24, 1934, published by the Patent Office Dec. 4, 1934 and in the Jan. 15, 1935 issue of THE MACARONI JOURNAL. Owner claims use since July 22, 1932. The trade name is in heavy type.

##### Peppy Boy

The trade mark of Peppy Boy Noodle company, Ellwood City, Pa. was registered for use on noodles. Application was filed Oct. 2, 1934, published by the Patent Office Dec. 18, 1934 and in the Jan. 15, 1935 issue of THE MACARONI JOURNAL. Owner claims use since Aug. 27, 1934. The trade mark is a peppy boy and the trade name in long-hand lettering.

#### TRADE MARKS REGISTERED WITHOUT OPPOSITION

##### Florentini

The trade mark of V. LaRosa & Sons, Inc., Brooklyn, N. Y. was registered without opposition for use on macaroni. Application was filed Jan. 9, 1934 and published Feb. 19, 1935. Owner claims use since Nov. 15, 1933. The trade name is in large type.

#### TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in February 1935 and published by the Patent Office to permit objections thereto within 30 days of publication.

##### Tesoro

The private brand trade mark of Sam Tesoro, doing business as Chicago Spice & Flavor Co., Chicago, Ill. for use on macaroni, spaghetti and other groceries. Application was filed Dec. 6, 1934 and published Feb. 26, 1935. Owner claims use since March 9, 1927. The trade name is in open lettering above which appears a shield and an eagle.

##### LABEL

##### White Pearl

The title "White Pearl" was registered Feb. 5, 1935 by Tharinger Macaroni company, Milwaukee, Wis. for use on cooked spaghetti in tomato sauce. Application was published July 7, 1934 and given registration number 45087.

#### POINT OF VIEW

We'd wish less for what the other fellow has if we thought more of wishing it or not wishing it at the price he had to pay for it.

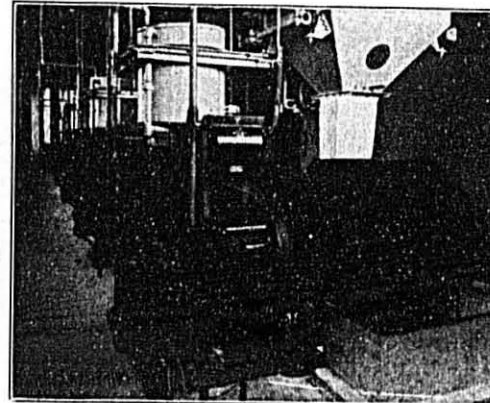
We failed to inquire how the other half of the world lived, which is the main reason we are faced with doing something about the fact that the other half of the world can't make a living.

## A Good Mixer Makes Good Dough

Preliminary Driers  
Mostaccioli Cutters  
Die Washers--Dies  
Egg Barley Machines  
Accumulators



MIXERS



An Installation of Elmes 2 1/2 Bbl. Mixers

Calibrating Rolls  
Dough Breakers  
Trimmers  
Pressure Pumps  
Fittings--Valves



KNEADERS

Noodle Cutting and Folding Machines  
"Tortellini" (Stuffed Paste) Machines



Long and Short Goods Driers  
Fancy Stamping Machines

#### PRESSES

THE CHARLES F. ELMES ENGINEERING WORKS  
213 N. Morgan St. CHICAGO, U. S. A.

## STOP THIEF!

"Overweight" is a thief that may be stealing your profits . . . He is at work in every plant that uses slow, inaccurate weighing equipment.

Don't force your employees to guess at fractional ounces when weighing packages in fast production. Install Exact Weight Scales and KNOW that EVERY package will be absolutely accurate . . . no underweight . . . no overweight . . . just

## EXACT WEIGHT

The leading Macaroni Packages all use Exact Weight Scales . . . That's one of the reasons they are leaders.

Let us tell you the whole story . . . Let us send descriptive literature about the Exact Weight Scales that have been especially designed for use with macaroni products . . . No obligation.

THE EXACT WEIGHT SCALE CO.

1403 W. 5th Avenue

Columbus, Ohio



**The MACARONI JOURNAL**

Successor to the Old Journal—Founded by Fred Becker 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.

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Want Ads . . . 50 Cents Per Line

Vol. XVI March 15, 1935 No. 11

**Manufacturer's Daughter Wed**

Mr. and Mrs. Gaetano La Marca of Boston, Mass. have announced the marriage of their daughter Miss Lucy Rita to A. John Serino, also of Boston. The wedding took place at high noon in the Sacred Heart church, North Square, Boston on Feb. 28, 1935 and was witnessed by hundreds of relatives and friends of the two popular young Bostonians.

Mr. La Marca is president of the Prince Macaroni Manufacturing company, Boston, a director of the National Macaroni Manufacturers association and chairman of Region No. 1 under the Macaroni Code. The bride was employed in the office of the macaroni company. She is well known in the trade having frequently attended the conventions of the macaroni industry in company with her parents. The bridegroom is a popular young man of promise. Following a honeymoon in the southland Mr. and Mrs. A. John Serino will make their home in Dorchester, a Boston suburb where live the bride's parents.

**Foreign Exchange of Macaroni Products**

According to the report compiled by the U. S. Department of Commerce, Bureau of Foreign and Domestic Commerce, D. C., the importation of macaroni products increased while the export business dropped during December 1934.

**Imports**

For December 1934 there was imported a total of 135,997 lbs. of macaroni products with a value of \$12,001 as compared with 81,774 lbs. imported during November 1934 worth \$7,340. During the 12 months of 1934 there

was imported a total of 1,989,105 lbs. of this foodstuff costing American importers \$704,875.

**Exports**

The exportation of this foodstuff continued to fall off during December 1934, there being a total of 129,176 lbs. exported bringing to American exporters \$10,775 as compared with the figures for November 1934, 165,326 lbs. valued at \$13,842.

During 1934 the total exportation of American made macaroni products was 1,906,097 lbs. bringing to American exporters a total value of \$156,227.

Below is a list of the countries to which American manufacturers shipped their macaroni products during December with the total amount exported to each:

| Countries               | Pounds  |
|-------------------------|---------|
| United Kingdom          | 576     |
| Canada                  | 11,169  |
| Br. Honduras            | 1,670   |
| Costa Rica              | 575     |
| Guatemala               | 959     |
| Honduras                | 11,681  |
| Nicaragua               | 2,722   |
| Panama                  | 12,073  |
| Salvador                | 5,884   |
| Mexico                  | 9,632   |
| Bermuda                 | 1,927   |
| Barbados                | 48      |
| Jamaica                 | 204     |
| Other British W. Indies | 1,151   |
| Cuba                    | 21,696  |
| Dominion Republic       | 11,500  |
| Netherland W. Indies    | 5,761   |
| Haiti, Republic of      | 3,522   |
| Virgin Is. of U. S.     | 2,532   |
| Colombia                | 47      |
| British Guiana          | 300     |
| Venezuela               | 405     |
| Arabia                  | 93      |
| British India           | 539     |
| China                   | 1,436   |
| Hong Kong               | 546     |
| Japan                   | 600     |
| Philippine Islands      | 10,644  |
| Australia               | 74      |
| French Oceania          | 506     |
| New Zealand             | 27      |
| Union of S. Africa      | 6,785   |
| Gold Coast              | 288     |
| Liberia                 | 24      |
| Mozambique              | 1,580   |
| Hawaii                  | 47,045  |
| Puerto Rico             | 68,819  |
| Total                   | 245,040 |

The quantities exported in December

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Quality Dies  
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1150 W. Grand Ave., Chicago, Ill.

FOR QUALITY AND SERVICE  
GIVE US A TRIAL  
**CARTONS**  
NATIONAL CARTON CO.  
JOLIET, ILLINOIS.

1934 from the different customs districts in continental United States were:

| Customs Districts | Pounds  |
|-------------------|---------|
| St. Lawrence      | 270     |
| Buffalo           | 7,831   |
| New York          | 40,369  |
| Florida           | 357     |
| New Orleans       | 46,777  |
| San Antonio       | 50      |
| San Diego         | 9,540   |
| San Francisco     | 18,958  |
| Washington        | 2,628   |
| Michigan          | 140     |
| Puerto Rico       | 2,256   |
| Total             | 129,176 |

**Worry Never Accomplished Anything**

One doesn't run a business with worry. One only worries a business with worry. What worry does to a man it does to his affairs. It upsets him; it disrupts his business. It creates inharmonious in him; it creates discord in his affairs.

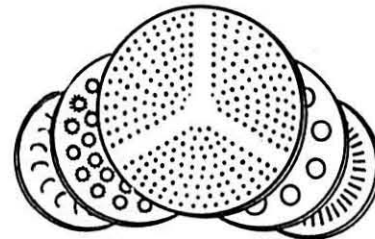
If worrying about it has come to be a man's idea of running his business it is no wonder that the business has come to the pass where he regards it as something to worry about rather than as a project to be managed. The man with whom worrying has become such an obsession that he does not feel that he is conscientiously on the job unless he is worrying, should pull himself off the job for a time, both for his own good and for the good of the business. It is a distorted sense of duty that deliberately includes worry as one of its obligations to self and self-interest. Worry never was the ally of anything but failure and sickness. The qualities that are needed in a situation which seems to legitimize worry are confidence, energy, faith, hope and poise. They can't breathe the same air with worry. Worry is death to the very forces which are most needed in a crisis.

When we worry from a sense of duty, we just aren't showing good sense.

**WANT ADVERTISEMENTS**

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ELEVATE

ORGANIZE  
HARMONIZE

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*National Macaroni Manufacturers  
Association*  
*Local and Sectional Macaroni Clubs*

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
MANUFACTURER

**OFFICERS AND DIRECTORS 1934-1935**

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M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

**Your Trade Association Stands Ready**

Recognizing that the trade association can perform valuable services to a trade and achieve certain wholesome and desirable results which the single individual cannot, and furthermore recognizing the fact that the trade association may be and is indispensable to the survival of the individual, macaroni-noodle manufacturers have demanded that there be maintained the National Macaroni Manufacturers Association, which for over a generation has carried on cautiously yet beneficially for the macaroni trade in this country. So the National Association will ever be ready to assist macaroni-noodle manufacturers in solving their own problems by methods of their own choosing—by voluntary group action.

Once a year at least, members of the industry are invited to conferences for a general study of conditions and the solution of trade problems that are too big for the single individual. In 1935 this nationwide conference will be held in Brooklyn next June. In this open forum there will and should meet representatives of every macaroni-noodle manufacturing firm in the country, irrespective of size, method of distribution or other distinguishing characteristics. The National Association should be looked upon as your mouthpiece, your spokesman, your delegated representative to act in matters and along general lines in which the trade is in accord.

Trade associations are specifically recognized under the New Deal as interpreted by its sponsor, President Roosevelt. A careful study of Section 7 of the National Industrial Recovery Act which gives labor the right to organize, a right it has always had, also says very plainly that industry must also organize into strong trade associations.

Under the NRA there is need for an organization to administer codes developed for and by members of trades and industries. Under trade associations there is a need for an organization that will promote the present and future welfare of the trade by means of well directed beneficial activities. The functions of those authorized to administer codes and those promoting beneficial trade association activities are such that they need never be at cross purposes. Each doing its duty in its legitimate channel will bring to members unlimited benefits, each in its own way. While giving the fullest possible support to codes, macaroni-noodle manufacturers can and should also give every possible encouragement to the program of trade betterment to which the National Association is dedicated.

One student of trade associations recently said: "It is doubtful if at any time within the memory of this generation, or for that matter the generation preceeding, trade association membership was more vital or necessary than it is at this very moment. With conditions as they are it becomes more and more one's individual duty, yes obligation, to protect the industry by means of which one gains his livelihood. To you as individuals the task before your industry may seem a hopeless one, but when members of a trade or industry are properly and honestly banded together for each others' and the industry's welfare the problem becomes merely another task; with earnest coöperation it can be successfully completed. All have noticed that those industries which were strongly organized were the ones that gained most under every effort to get relief from existing adverse conditions. Those that were not took what they could get and had to be satisfied."

Plan now to give your fullest coöperation to your trade association by doing your part in the national conference next June. It is not a bit too early to start planning on how best you can help your trade and yourself, but coöperating with others equally interested in its welfare.

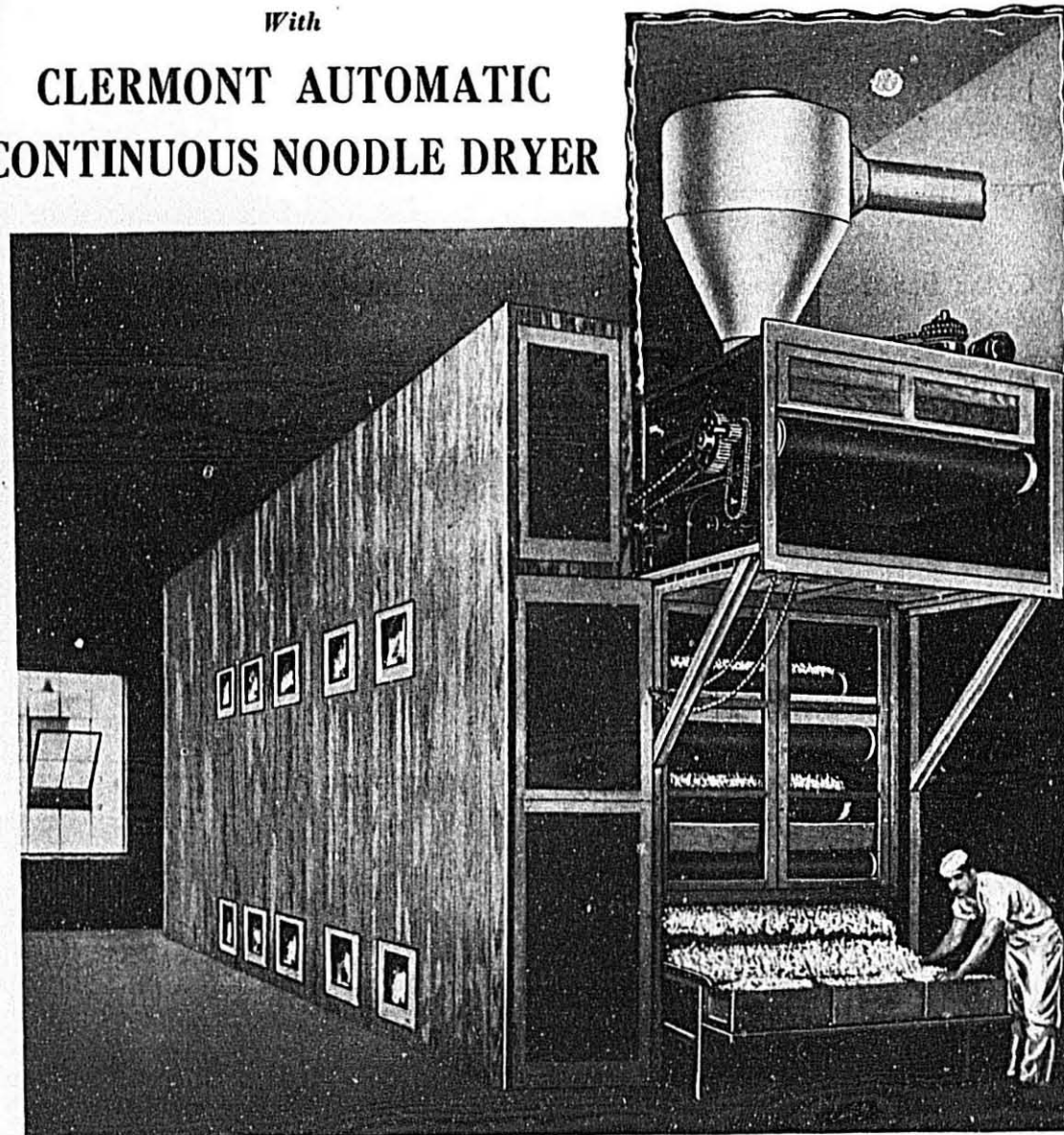


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**NO TRAYS**

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is the woman who comes back again and again to ask for your  
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qualities of your macaroni are sufficiently outstanding to impress her.  
Color, flavor and cooking qualities depend entirely on the color and  
strength of the semolina you use.

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**PILLSBURY'S LUSTER SEMOLINA**  
**PILLSBURY'S PALISADE (STANDARD) SEMOLINA**  
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**DESIRABLE COLOR AND STRENGTH**  
**... IN WHATEVER GRADE YOU CHOOSE!**

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