

**THE  
MACARONI  
JOURNAL**

**Volume XVI  
Number 12**

**April 15, 1935**

# The Macaroni Journal



Minneapolis, Minn.

APRIL 15, 1935

Vol. XVI No. 12

## President Favors New Food Law

In a special message to Congress on the highly controversial proposal to amend the Federal Food Act, President Roosevelt urges immediate, favorable action thereon, in the belief that it would provide a bulwark of consumer confidence throughout business. He said:

"No honest enterpriser need fear that because of the passage of such a measure, he will be unfairly treated. The great majority of those engaged in the trade in food and drugs do not need regulation. They observe the spirit as well as the letter of existing law. Present legislation ought to be directed primarily toward a small minority of evaders and chiselers, to outlaw bad practices of a few and protect the many from unscrupulous competition."

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

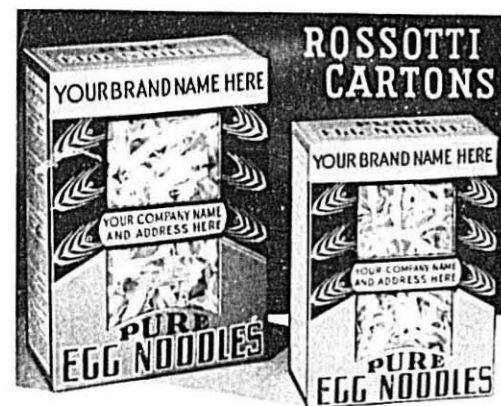
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Operating Under The NRA Code of Fair Competition For The Macaroni Industry  
Approved January 29, 1934, Effective February 8, 1934

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- |   |  |   |
|---|--|---|
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### Durum Wheat and Semolina Price Spread

On April 2, 1935 No. 1 Durum wheat was quoted at from \$1.07 to \$1.22 a bushel, depending on the grade and the purity of the grain offered. This was the lowest price quoted on high grade macaroni wheat since July 17,

1934. The highest point attained by this specialized market was on Nov. 5, 1934 when No. 1 Durum was quoted at from \$1.30 $\frac{1}{2}$  to \$1.44 $\frac{1}{2}$  a bushel.

On No. 2 hard wheat a price of \$1.00 $\frac{1}{2}$  a bushel was quoted on March 15, 1935, the lowest since July 3, 1934. The market high on this grade of wheat was \$1.14 $\frac{1}{4}$  on Sept. 12, 1934.

The spread on semolina prices during the present crop year was from a low of \$7.85 a barrel on July 3, 1934 to a high of \$10 a bushel on Aug. 7, 1934. Hard wheat flour was quoted at \$5.30 a barrel on March 18, 1935, the lowest since May 5, 1934. It reached its highest price on Aug. 10, 1934 when the market quotation was \$6.18 a barrel.



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## Industry Wins More Durum Wheat Drive

Macaroni manufacturers were agreeably surprised last month to hear the announcement of the Agricultural Adjustment Agency making a drastic modification in its acreage control program so as to permit the planting and growing of almost unlimited acres of durum and other spring wheats. It marked the successful culmination of a determined drive by the macaroni industry and allied interests to insure a plentiful supply of American grown macaroni wheat for the new crop year.

The announcement was equally welcome to the durum wheat growers of the northwest in that they would be released from all agreements to seed a reduced acreage in 1935 and for the further fair reason that though planting almost unlimited quantities of durum and other spring wheats they need not fear the loss of any benefit payments guaranteed those who had approved of the AAA crop control program. This 1935 unlimited durum wheat planting privilege is conditional on an understanding that the farmers who take advantage of revised regulations must agree to make the pledged reductions in their 1936 plantings to correspond with the increased plantings permitted, provided such a control program is again put into effect in 1936.

Early last winter observant macaroni manufacturers' officials of the National Macaroni Manufacturers Association, the Macaroni Code Authority, the Spring Wheat Crop Improvement Association, Federal and State officials as well as the equally concerned durum wheat millers foresaw an inevitable dearth of good semolina durum by early summer or fall unless drastic steps were immediately taken to insure an ample supply of good durum in the 1935 crop about to be seeded. By cooperating in a common cause they succeeded in winning over, not only the crop control officials, but the spring wheat growers themselves. That they did a splendid job is evidenced by the official announcement referred to.

Throughout the winter conferences were held with representatives of the milling trade, wheat growers of the northwest and government officials to make them more "durum conscious." Meetings of the growers were addressed by interested officials who pointed out the advantages offered by the planting of larger areas to durum wheat of a high quality. Though a greater production of durum wheat was a public necessity the quality could not and should not be sacrificed. Farmers were asked by State and Federal agricultural authorities to bring in their durum wheat seed for free inspection and cleaning. In this way the stage was set for the momentous announcement withdrawing all spring wheat planting restrictions.

The macaroni manufacturing industry of the United States comprises approximately 400 food factories producing annually in excess of one half billion pounds of one of the most nutritious and economical grain foods that is becoming more and more appreciated by all classes of con-

sumers. Semolina of durum wheat and farina of other hard spring wheats constitute the raw materials chiefly used in this enormous production. According to government and milling authorities the macaroni industry requires from 15 to 20 millions of bushels annually to meet its manufacturing needs. Until the 1934 crop the domestic production of durum and other spring wheats suitable for macaroni making was more than sufficient not only to supply the American macaroni trade but also to fill some export demands from countries that appreciate the high quality of American grown durum.

The 1934 durum wheat crop for instance was less than 8,000,000 bushels, less than one half of the industry's requirements. Fortunately, the carryover from the previous years, augmented by large quantities of Canadian durum imported for the first time in years, enabled the durum millers to offer reasonable quantities of excellent semolina and farina for current needs. Quite naturally the cost of the raw material was slightly higher because of the import duty of 42 cents per bushel paid on all imported spring wheat.

The extremely small crop in 1934 should not be blamed on the government's crop restriction program. Nature took an unexpected hand in the game. Prolonged drouths in the most suitable durum wheat growing section, the ravages of grasshoppers and of rust cut production far below the minimum aimed at in the control program. Because of the small 1934 crop, the need of Canadian wheat importations and the fear that last year's drouth will cut this year's yield, the AAA wisely chose to hear the farmers' and macaroni makers' prayers and raise all planting restrictions.

Leaders in the macaroni industry are justly proud of the part they took the past winter to insure the production of a spring wheat crop this summer that will be ample to meet all of the industry's needs and at the same time greatly increase the income of the wheat farmers. In this country the macaroni industry has grown to be a very important factor in the food field since the World war. It offers a highly specialized market for a special class of wheat grown by durum wheat specialists. For its better grades the industry requires a hard, glutinous wheat and it is to the durum wheat specialists that the industry must look for its needs. Hard spring wheat, especially amber durum wheat, has always commanded a premium which macaroni makers gladly paid in order to get the grade of material best suited for the manufacture of macaroni products that are renowned throughout the world for their high, consistent quality. That such a supply will be guaranteed for the 1935-36 crop year is appreciated by the whole industry and particularly those officials, manufacturers, millers and grain officials who so helpfully cooperated with the macaroni industry in its successful drive for unlimited plantings of good, high grade durum in sections best suited for its cultivation.



# New Wage Legislation Affecting the Macaroni Industry

By CHARLES T. JOHNSON of the Chicago Bar

On Feb. 11, 1935 the Illinois Minimum Wage Law for Women and Minors became effective in the macaroni industry. Although due notice and hearing were accorded the industry by the Illinois Department of Labor, it seems that several of the manufacturers were not fully cognizant of just what was taking place. As a result: (1) not many appeared at the hearing granted them on Jan. 31, 1935; (2) on Feb. 2, 1935 the Director of Labor approved the report of the wage board and issued to each manufacturer Directory Order No. 1, containing the wage rates as determined by the wage board.

Then a number of protests were made, all of which were rather late to be of much effect.

Lack of information and consequent misunderstanding was the cause of most of these objections. One manufacturer, at first very bitter, when informed more fully on the matter, altered his opinion almost one hundred per cent.

The two-fold purpose of this article is to set forth sufficient information on minimum wage laws in general, (1) so that the macaroni men in the state of Illinois may have a better understanding of the act, and (2) that the manufacturers in other states, wherein the minimum wage laws also obtain will know what to expect if the departments of labor take steps to make the act effective in the macaroni industry in their respective states.

## History of Minimum Wage Laws

New Zealand was first to enact such legislation in 1894. The Australian states followed soon thereafter. In 1909-10, Great Britain adopted provisions for minimum wages in certain of its "sweat" trades.

France was next.

In America, Massachusetts was the first state to pass such a law, in 1912, immediately after the legislature received the report of its commission appointed in 1911 to investigate the need of a minimum wage law. The act was difficult to administer as there was no penalty provided in the law and enforcement could not be effected through publication of the name of the offender, the regular means of enforcement used under Directory Orders.

By 1923, California, Colorado, District of Columbia, Massachusetts, Minnesota, North Dakota, Oregon, South Dakota, Washington and Wisconsin all had minimum wage legislation. In that year the United States Supreme Court held the District of Columbia Minimum Wage Law unconstitutional in the case of *Adkins vs. Children's Hospital*. Thereafter no minimum wage legislation was

enacted for 10 years, as it was believed that it would be difficult to pass such laws in the face of that adverse decision.

Early in 1933 the so-called Model Law, sponsored by the Consumers League, was passed in New York state. Following that, on April 12, 1933 President Roosevelt sent a telegram to 13 industrial states, recommending the Model Law, saying:

This represents a great forward step against lowering of wages which constitutes a serious form of unfair competition against other employers, reduces the purchasing power of the workers and threatens the stability of industry. I hope that similar action can be taken by the other states for the protection of the public interest.

Before the year expired, seven states—Connecticut, Illinois, New Hampshire, New Jersey, New York, Ohio, Utah—had passed minimum wage laws for women and minors. All of these laws passed in 1933, except that of Utah, were based upon the standard minimum wage bill sponsored by the National Consumers League, above referred to as the Model Law. In drafting this Model Law the league attempted to meet the constitutional objection to minimum wage legislation raised by the United States Supreme Court in the *Adkins vs. Children's Hospital* case.

## States Having Minimum Wage Laws Today

Today mandatory wage laws prevail in 16 states: California, Colorado, Connecticut, Illinois, Massachusetts, Minnesota, New Hampshire, New Jersey, New York, North Dakota, Ohio, Oregon, South Dakota, Utah, Washington and Wisconsin. The Colorado act, however, has remained inoperative, no appropriation having been made to put it into effect.

## Recent Legislation

In June of 1934 Massachusetts changed its nonmandatory law into a mandatory one.

According to a bulletin published by the Women's Bureau of the United States Department of Labor, February 1935, "Of 43 states whose legislatures met at the beginning of 1935, Maryland, Michigan, Montana and Pennsylvania almost immediately introduced bills providing for a minimum wage. This was in line with efforts that had previously been made in most of these states. Later other states, including Indiana, Maine, and Texas considered or introduced minimum wage bills."

## Purpose of Minimum Wage Laws

The purpose of minimum wage legislation is to protect the health and welfare of the worker. It does not attempt to destroy competition nor to fix wages. It

merely tries to establish the lower limits to both in the interests of society as a whole. By having such limits, however, these laws tend to prevent sweatshops and cutthroat competition.

## Scope of Minimum Wage Laws

In every state having a minimum wage law both women and minors are covered, except in Minnesota, where the law has been applied to minors only.

In seven states women in all occupations come under the law. However in actual practice Wisconsin has been the only state to include domestic workers in the basic rates set. As yet no state has adopted rates for agricultural workers. Of the seven state laws passed in 1933 Utah's is the only one in which all occupations are covered. All the others exclude domestic service in a home and labor on a farm. New Jersey excluded an additional group, namely hotel employees.

## How the Illinois Law Is Administered

The Illinois act provides the State Department of Labor with the power to make an investigation of the wages being paid to women and minors in any occupation, to ascertain whether or not a substantial number of women are receiving oppressive and unreasonable wages.

It also provides that whenever the department finds after investigating a substantial number of women and minors receiving oppressive and unreasonably low wages, the director of labor shall appoint a wage board composed of not more than two representatives of the employers, an equal number of representatives of the employees, and one disinterested person representing the public who shall be the chairman. The wage board with the aid of the report of the department's investigators may then determine and recommend a wage fairly and reasonably commensurate with the value of the services rendered.

When the director accepts the report it is published and notice is given of a public hearing to be held by the department at which all persons in favor of or opposed to the recommendations contained in such report may be heard.

Following the hearing, if the report is approved the director puts the recommended minimum rates into effect. This is done by issuing a Directory Order to each employer defining the minimum fair wage rates in the occupation as recommended in the report of the wage board and including therein such administrative regulations as are deemed appropriate to supplement the report of the wage board and to safeguard the minimum fair wage standards established. For a specified

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period of time the only penalty for non-compliance with such directory order is the publication of the employer's name in a newspaper. After that period if "the persistent nonobservance of such order by one or more employers is a threat to the maintenance of fair minimum wage standards," the director, after a public hearing, may make the order mandatory. A violation of a mandatory order by one or more employers is a violation of the law and is subject to punishment by fine or imprisonment or both. At present the Illinois act is being enforced by Directory Order.

## Determinations of Illinois Wage Board

The macaroni industry in Illinois was the first industry in which the Illinois Minimum Wage Law became effective.

Since no other state has applied its minimum wage law to this industry, it might be well to list the recommendations of the wage board as to minimum fair rates for women and male minors employed in the macaroni industry in Illinois. They are:

1. A minimum rate of not less than 35c an hour for women and male minors under 21 years of age, employed in the industry.
2. If workers paid on a piece rate basis do not yield the minimum basic rate of 35c an hour the basic rate shall be paid.
3. Overtime work in excess of 40 hours a week to be paid for at not less than one and a third times the basic rates, or 46 $\frac{2}{3}$ c an hour.
4. 10% will be added to the basic wage until the weekly wage equals \$14 for a week shorter than 40 hours.

It is noteworthy that these recommendations, with the exception of No. 4, are consistent with those of the Macaroni Code. It was No. 4 that provoked all the objections.

Many of the manufacturers interpreted this 10% addition to the basic wage to mean that the minimum wage of \$14, as required by the NRA, would have to be paid whether or not the employee worked 40 hours in any one week. However such is not the case. 10% of the 35c per hour basic wage or 3 $\frac{1}{2}$ c, is added to the basic wage, making the total rate of pay 38 $\frac{1}{2}$ c per hour for a week shorter than 40 hours.

The two members representing the employers on the wage board wondered if the employees really wanted that provision, because they thought it would tend to decrease rather than increase employment. The employees' representatives, however, stated that the employees preferred to have one person make a living wage, rather than to have two three or more make less than a living wage. That is the reason why it became a part of the wage board's recommendations.

In practice that provision should force the employer to work his employees 40 hours each week, even if he has to lay off a few to do it. If that is what was sought by the representatives of the em-

ployees on the wage board, no one should complain.

## General Effect of Minimum Wage Laws

"It may be confidently stated that in general the effect of the minimum wage has been exactly what it claimed for it—the depressed wages of large numbers of women receiving the lowest pay have been raised, and in the long experience of several states it has been shown that the fixing of a minimum would not have the effect of depressing wages at the higher levels. During a period of depression, all wages naturally show decline."—*Current Information on the Minimum Wage*.

On this subject Lucy R. Mason, executive secretary of the National Consumers League has this to say: "As to the minimum wage becoming the maximum, this has not occurred in any state in this country or in any nation in Europe. In times of widespread unemployment the difference between the highest and lowest wage levels shrinks because minimum wages are pegged and kept from sagging to bottomless depths, while the higher wages are not so controlled and therefore sink under the pressure from the vast reservoir of unemployed. It is important to note that under NRA codes it is in such notoriously sweated branches of industry as cotton textiles and cotton garments that the differential between minimum and maximum wages has shrunk. That the minimum wage has substantially helped workers in even the most substandard industry is obvious when we contrast the average hourly wage of 22 cents for cotton-textile operatives in February 1933 with the average of 37.6c in July 1934."

## Movement for Uniform Minimum Wage Legislation

The United States Department of Labor has sponsored two conferences: attended by representatives of the minimum wage states, called to outline uniform standards and policies.

At the National Conference on Labor Legislation, February 1934, called by the Secretary of Labor, representatives of 39 states went on record as endorsing the standard minimum wage bill drafted by the National Consumers League. It further urged application of such laws to men as well as to women and minors as soon as this should become possible. The following are the uniform standards adopted as a result of these conferences:

1. The minimum wage rates should correspond to those in codes approved under the NRA. (In states where minimum wage rates fixed under state legislature are higher than those in NRA codes, the state rates should be maintained.)
2. There should be no differentials from basic rate for learners and minors.
3. Careful administration of a license system for substandard workers is necessary.

4. Part time workers should receive an hourly rate higher than the regular minimum.
5. All over time work should be paid for at rate of time and a half.
6. Piece workers should be guaranteed a minimum hourly rate.
7. Workers required to be present at a plant should be paid regular rate of pay for all such time, even when not receiving work.
8. There should be no differentials for locality or size of community.

In this connection it is interesting to observe that the minimum wage board of the laundry industry of the state of New York has adopted a regulation identical with that of the Illinois order for the macaroni industry requiring employers to pay all employees whose regular wages total less than \$14 per week an increase in their basic hourly wage up to 10% thereof. Further, considerable agitation prevails for establishment of that provision uniformly throughout all industries where minimum wage laws are in effect.

## Liquidated Damage Agreement in Effect

On March 18, 1935 the Macaroni Code Authority announced to the whole industry and specially to the signers of the Liquidated Damage Agreement that the required volume of production had been signed up to effect. An amendment to the Macaroni Code making such an agreement of self regulation had been approved by NRA on Sept. 21, 1934 but it required that the agreement be signed by manufacturers representing at least 70% of the industry's volume, figured on 1933 production data. With the approval of the agreement by several large firms in the east early in March the required approval made the provisions effective.

Signers of the agreement bind themselves to pay liquidated damages to the treasurer of the Macaroni Code Authority on proof or confession of guilt and set up a basis of fines or penalties to be paid, depending on the provisions of the code that are violated and the amount of damages inflicted by each violation. The macaroni industry is one of the few in this country which have such self regulating privileges and other trades are watching very closely the operations and the effects of this liquidated damage pact.

## GRIN AND GRIM

"This, too, will pass," is good philosophy, but it doesn't hurt to do what we can to push it on to oblivion if it is within our power to do so.

One has a good credit standing only by preferring it to something more than can be bought as money becomes available.

Grim courage is more laudable than the grim variety.

## Code Chairman on Eastern Tour

To feel out the prevailing sentiment in the several regions of the country and to ascertain the views of the macaroni-noodle manufacturers through personal contact, G. G. Hoskins, chairman of the Macaroni Code Authority started on a swing through the east early in April during which he will visit all regions from No. 1 to 7, inclusive.

He first conferred with manufacturers from Regions Nos. 6 and 7 in the Palmer house, Chicago on March 29, 1935. Thirty-one manufacturers attended the joint meeting. The subjects discussed were: (1) The future of the Macaroni Code and of the NRA. (2) Changes, if any, suggested in Macaroni Code under the extended NRA. (3) Changes in its provisions on standards. (4) The best method of correcting violations of the present price provisions. (5) The attitude which the Macaroni Industry is to take toward pending legislation in Con-

gress, including the NRA law, the proposed Food Law, etc.

On his swing through the east, Mr. Hoskins first conferred with the manufacturers of Region No. 4 at the Fort Pitt hotel, Pittsburgh, Pa. on April 1-2. On April 3 he conferred with Deputy Code Executive B. R. Jacobs in Washington, D. C. and with several NRA executives on code enforcement.

He held a meeting with the manufacturers of Region No. 3 in Philadelphia on April 4, in the Ben Franklin hotel.

Three days were spent in getting views and opinions of the members in Region No. 2 at the offices of the Macaroni Regional Code Authority office in New York, April 5-7; then on to Providence on April 8 and to Boston on April 9 to talk with manufacturers in Region No. 1. On his swing back home he conferred with the members of Region No.

5 at the Powers hotel, Rochester on April 11.

Besides discussing the matters outlined in the general program the question of how best to put the newly adopted Liquidated Damage Agreement into effect was considered and the views of the rank and file as well as those of the executives obligated to help enforce its provisions were ascertained.

After spending a few days in the Chicago headquarters, this hard working and fast traveling executive will tie himself to the Pacific coast, using the airways to cover the territory in the least possible time. On the completion of the two trips, Mr. Hoskins should have a good, first hand picture of not only the needs but of the wishes and desires of the manufacturers whom he represents as the member-at-large on the Macaroni Code Authority,—its chairman.

### A Spaghetti Discovery

A complete spaghetti, prepared and served, all within 20 minutes should prove a boon to the business women or the bridge addicts concludes Miss Elizabeth May, food authority for the *New York Herald-Tribune* in one of her most interesting food articles:

"The many requests from business women homemakers for quick dinner menus have proved how keenly interested readers are in dishes that are as easy to prepare as they are appetizing. A spaghetti dinner which we chanced to find in one of the Manhattan stores recently he longs high up on the list of products that, once used, find a welcome place on the emergency shelf. Put up in a compact carton the spaghetti dinner consists of a box of spaghetti, a rich savory sauce with mushrooms and sharp cheese already grated to sprinkle over the dinner just before serving. In less than 20 minutes from the time you open the package, a steaming hot platter of spaghetti dinner can be made ready for the table. Full directions for preparing the dinner are given on the carton. If you choose to make an entire meal of the spaghetti dinner, don't expect it to serve more than two hungry persons. When a more or less hearty and filling soup or appetizer precedes the spaghetti dinner which is followed by a generous serving of mixed green salad and a dessert, the one package contains ample for four persons."

#### BRAIN WHEAT

The fellow who doesn't like his job will soon not be speaking of it possessively.

When, oh when, will some men realize that following instructions in business is quite as important as follow-through is in golf.

There is a difference between getting

hot and having a temperature over things.

The man who finds his job monotonous will shortly have the excitement of being fired.

### Thomas With Amber



E. J. Thomas, for many years associated with the sales department of the Capital Flour Mills company of Minneapolis, Minn. has resigned to become the vice president and treasurer of the Amber Milling company of the same city. He is now associated with President John F. Diefenbach of the latter company.

Mr. Thomas has had many years of semolina and farina selling experience, and is proud of his wide acquaintance with the buyers of these products from coast to coast. He assumed his new duties on April 1, 1935.

### Florentine Sauce

Whether one lives in Florence, Italy or in Florence, Ga. a good sauce is always appreciated to "perk up jaded appetites." What then, could be tastier than a Florentine sauce for macaroni or spaghetti?

The Florentine sauce may have originated in a palatial home in Florence, Italy or it may be merely the pride of some humble housewife anywhere in the world, inheriting a pretty name. But it is a very tasty sauce, and quite inexpensive. Here are the ingredients and the simple method of preparation:

A good-size bunch or two of green onions. (When green onions are not available, use two large, sweet onions.) One leek, and a bunch of parsley. Put all three through a food chopper.

Pour a half cup of olive oil into a frying pan, and when it is sizzling hot add the chopped greens, salt, pepper, some catsup and a little worcestershire or tobasco sauce. Allow this to simmer an hour or so or until thoroughly cooked, adding at the last minute a half bottle of chili sauce to complete one of the best spaghetti-macaroni sauces that will fool the meat eaters and please the vegetarians.

#### A GOOD PHILOSOPHY

A cure—anything a man has enough faith in to make it that.

When things come a man's way it usually is because he is moving toward them.

We haven't confidence at all unless we have it when it is difficult to have it.

Apprehension—an emotion we are ashamed of afterward.

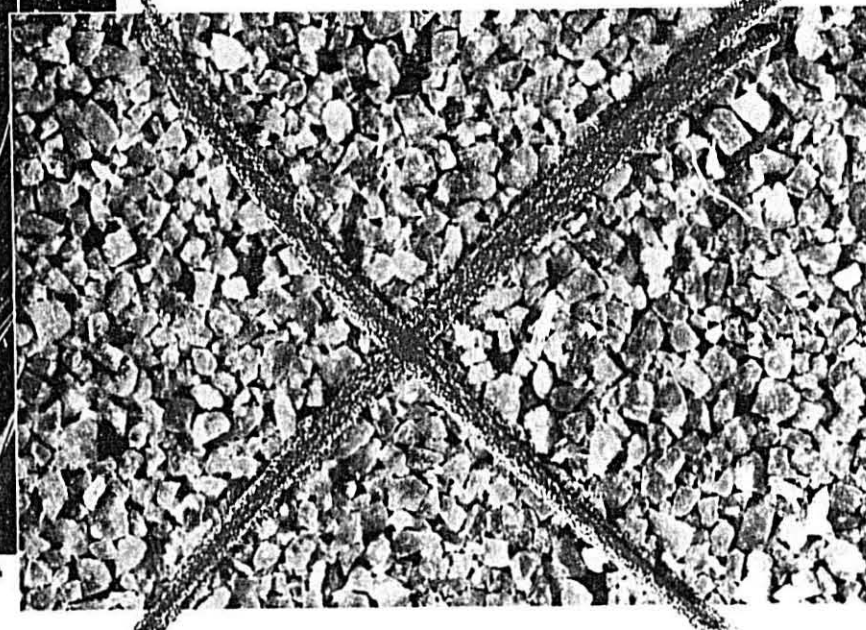
A friend in need is one who is made without thought of ever needing him.

## IF GOLD MEDAL'S PRESS-TEST SAYS



At right: greatly enlarged microphotograph of Semolina granules

“No!”



### THAT "BATCH" NEVER REACHES YOUR PLANT!

The unfailing uniformity of Gold Medal Semolina—the sales and profit-building quality of the macaroni it makes—are the result of extra care in the selection of choice Durum wheats, and of extra precision methods developed for use in Gold Medal's great new Semolina Mill.

Most important to you is the final test—the famous "Press-test"—which determines for you, under working conditions similar to those in your own shop, whether each batch will make macaroni measuring a full 100% by Gold Medal's rigid

standards for color, strength and taste.

Only Semolina that will make quality macaroni can reach your plant under the Washburn Crosby Label. Semolina even slightly below our standards can never get past the practical, macaroni-making "Press-test."

Let Gold Medal eliminate the losses caused by variation in the semolina you use! Let it give your macaroni the constant uniformity in clear golden color, in rich, tender firmness, in delicious, "nutty" flavor that builds repeat sales and repeat profits.

# Gold Medal Semolina

"Press-tested"

# Consumer Education the Solution

By **JOSEPH FRESCHI**, Association Director and Chairman of Regional Group No. 7, St. Louis, Mo.

Would direct or indirect education of users and prospective users of macaroni products solve the industry's problem of checking the downward trend in macaroni consumption? Mr. Freschi recommends such a campaign, based on his wide experience, first as an importer of Italian macaroni and on his many years of plant management and macaroni selling. Elsewhere in this issue are other references to the trend that proves the timeliness of the subject discussed by him in this article and by macaroni men wherever they may chance to meet. Views and recommendations of other experienced and interested manufacturers are invited in the hope of crystallizing coordinated and cooperative action to check the downward trend, irrespective of causes. A frank discussion of this vital trend during the next two months may place the industry in a mood to do something about it when the macaroni-noodle manufacturers meet in annual conference in Brooklyn, next June.—The Editor.



Joseph Freschi

In THE MACARONI JOURNAL of March 15 there appeared an article under the caption "Macaroni Consumption." In this article the assumption is made that macaroni consumption has not been quite up to expectations in recent years, also comparison is made of the United States from four to five pounds per capita with the Italian of fifty pounds and the European average of thirty-eight pounds.

The reasons for so small per capita consumption in the United States are very apparent. First: poor quality products; second: general lack of knowledge in preparing a good sauce; third and most important of all is that the industry is doing nothing to better conditions.

It does not take a great deal of thought to deduce that from existing conditions increased consumption will be a mirage rather than a reality.

If our industry were an old one as in Italy and consumers were connoisseurs of what is a good and a cheap product, the consumption would be greater at this time and gradually on the increase.

Macaroni products were primarily imported into this country for the Italian consumer. With increased immigration there was increased consumption. Prior to the World War there were very few plants in existence. These plants were primarily manufacturing a cheap product which sold locally in small quantities. The World War gave the macaroni industry a tremendous impetus due to the complete extinction of Italian imports. Factories came into existence almost overnight, the millers came to realize that to satisfy the demands of the Italian consumer they must make semolina. This was done. The quality was improved with experience.

The millers did their duty splendidly—not so the macaroni manufacturers who have done nothing to open the eyes of the American consumer to this won-

derful product. On the contrary the consumer is a victim of chiselers which includes a large number of retailers who buy the cheapest product obtainable and sell it with a 200% profit.

Only last week I saw a sign in a country town grocery store—"9 Packages Spaghetti—21c." Upon examination I found the grocer was buying 10 lb. cartons substandard for 60c per box, wrapped it in half pound packages and offered at the above price, which is equal to 14c per pound, making our product a

## Macaroni-Spaghetti Cooking Hints

*Importance of proper cooking is something which all inexperienced housewives should be impressed with by manufacturers in their cooking instructions and demonstration*

Overcooking of all macaroni products must always be avoided, except when preparing these products for feeding to babies it should be cooked soft, preferably in milk.

Therefore the first rule in cooking macaroni products for children and grownups that should be religiously observed, is that overcooking renders the product a soft, shapeless and unappetizing mass. Cook till tender but preferably keep it slightly "chew-y." The amount of water to be used in the cooking of the different shapes of macaroni product is equally important. It requires more water to cook the large shapes than the smaller, more tender ones.

In the cooking of macaroni, the amount of water used is important. Six cups of water are usually sufficient for eight ounces of macaroni or spaghetti, or four ounces of egg noodles. With this amount of water the cooking process should be watched carefully, but

delicacy rather than an economical factor on the table of the consumer.

This practice may not be general but it is not unusual for the city grocer to sell this same product at 10c per pound. This gives a large margin of profit to the retailer and almost nothing to the manufacturer.

With 123 million people in this country there certainly should be a greater consumption. We have at our door the greatest market in the world if we only knew how to take advantage of it.

The road to success is not a mystery to any one. If the durum millers will get together and put on a real advertising campaign for durum semolina products, they will realize in a short time that their problem and that of the manufacturers can easily be solved.

I repeat—it is the consumer whom we must reach direct; we must make him most conscious of the fact that there is such a product as semolina macaroni, which is what he should buy, and we must also supply him with easily made and economical recipes which can be prepared almost within the same time limit that it takes to cook the spaghetti in a pot.

After all, the difference in price between a semolina and a flour product is very small when reduced to five nice plates of cooked macaroni to the pound.

there will be little water to pour off after cooking and the flavor will be better.

Have water rapidly boiling and salted before adding the macaroni, spaghetti or egg noodles. Use a slow flame—only enough to keep water at a boil. If additional water is required, add only boiling water. Drain water off immediately after cooking.

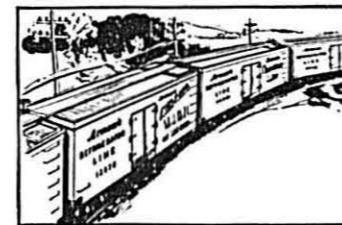
The cooking time required varies. Avoid overcooking. Do not confuse tenderness with flabbiness. Macaroni products that have been cooked too long become soft and shapeless. A little experimenting will show the proper length of time.

Teacher at chapel exercises—"Oh, Lord, bless those who are called on to teach."

Voice from the audience—"And don't forget those called on to recite."

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 yolk (43% or 45% solids) and sugared yolks (48% to 49% solids.) The uniform high solids content makes these eggs especially suited to the use of Macaroni Manufacturers.*

**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

**Baur Flour Mills Co.**  
Flour

**Capital Flour Mills, Inc.**  
Flour and Semolina

**John J. Cavagnaro**  
Brakes, Cutters, Dies, Die Cleaners, Folders, Kneaders, Mixers, Presses and Pumps

**Champion Machinery Co.**  
Brakes, Flour Blenders, Sifters and Weighers, Mixers



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

**Clermont Machine Co.**  
Brakes, Cutters, Driers, Folders, Stamping Machines

**Commander Milling Co.**  
Flour and Semolina

**Consolidated Macaroni Machinery Corp.**  
Brakes, Cutters, Die Cleaners, Driers, Folders, Kneaders, Mixers, Presses and Pumps

**Creditors Service Trust Co.**  
Mercantile Collections

**Duluth-Superior Milling Co.**  
Flour and Semolina

**Charles F. Elmes Engineering Works**  
Brakes, Cutters, Die Cleaners, Driers, Folders, Kneaders, Mixers, Presses and Pumps

**King Midas Mill Co.**  
Flour and Semolina

**Frank Lombardi**  
Dies

**F. Maldari & Bros. Inc.**  
Dies

**Minneapolis Milling Co.**  
Flour and Semolina



**National Carton Co.**  
Cartons

**Peters Machinery Co.**  
Packaging Machines

**Pillsbury Flour Mills Co.**  
Flour and Semolina

**Rossotti Lithographing Co. Inc.**  
Cartons, Labels, Wrappers

**The Star Macaroni Dies Mfg. Co.**  
Dies

**Washburn Crosby Co. Inc.**  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

**Another Macaroni Story**

Many and varied have been the stories told about the origin of the art of converting highly nutritious wheats into the edible shapes known as macaroni products. All agree that it is an ancient art, developed into its present high state of efficiency as handed down from generation to generation. All further agree that its invention probably antedated the history of modern Italy, but none will deny that the Italians have been and are the leading promoters of both the method of manufacture and the best ways of preparing the hundreds of shapes for consumption.

Miss Erma Griffin Gregory, expert food authority and editor of popular food pages in several of the newspapers of the country, gives this somewhat novel history of macaroni making:

"It is interesting to learn how much interest is found in some of the most common foods. Foods which are eaten every day in many instances have most unusual facts regarding their early origin and introduction into this country.

"Macaroni, spaghetti and similar pastes are considered by the general public as a typical Italian food, and Italy is probably entitled to the credit for her early appreciation of these foods. However, history credits their invention to the Chinese and their European introduction to the Germans. Wherever Italy may have learned the art of making macaroni products, by the 14th century it

was the only European country enjoying macaroni, and for hundreds of years she held the secret of its manufacture. Later some enterprising Frenchmen introduced it into France and with much success, for it is on record that King Louis XIII ordered a dish of it from an innkeeper at Tours who had earned a reputation because of the way he used to prepare it.

"The most essential point in the manufacture of these tasty and nutritious pastes is that the meal or semolina from which they are made is obtained from hard, glutinous wheat, the kind known as durum or macaroni wheat in this country.

"The average American consumer has no idea of the number of forms—hundreds of them—into which the products are shaped by Italian manufacturers. They range from the short, flat pieces, one or two inches wide, cut out and sometimes molded by hand, to long thin threads, the finest of which are many times smaller than the fine type generally known here.

"As to ways of preparing macaroni products for consumption, they vary as much as do the shapes or forms this food assumes. The recipes that are the most popular are frequently those most easily prepared. Those who are familiar with the Welsh rarebit will be delighted to learn that macaroni covered with Welsh rarebit makes a dish which will tempt the most particular palate. The two combine easily and most tastily."

**Louisiana's Foreign Corporation Law**

Corporations doing business in Louisiana will be affected by recent state legislation. The new law provides that every domestic and foreign corporation authorized or qualified to do business in that state shall keep and maintain at its principal offices of that state, or at the office of its principal agent therein, adequate and complete records of its Louisiana business, showing a correct account of its properties and business transactions, including accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital and surplus.

Fines for violations range from a minimum of \$500 to a maximum of \$1000, recoverable through action to be taken by the attorney general under the law. Officers or agents who refuse, neglect or fail to keep and maintain, or cause to be kept or maintained a set of books as provided may be subject to fines ranging from \$100 to \$1,000, or to a sentence of not more than 6 months in jail or both, at the discretion of the court.

Macaroni firms doing business in that state, either domestic or foreign would do well to study the new law to avoid legal entanglements and probable fines under what is generally considered rather drastic legislation.

Truth is stranger than fiction. We'll admit that it is with some folks we know.

**Is a Salesman Born or Made?**

By Paul Bielfy, Macaroni Sales Representative

There is much to be said on both sides but the average point of view would probably be that neither the affirmative nor the negative side of the picture is altogether correct. Few, if any of us, are born into a profession: Most of us go through trying periods and find ourselves forced by circumstances to the problem of making good.

Many successful salesmen today, if asked whether they had selected their profession voluntarily would answer "no"; or if they were not so positive would probably say that they really never gave it much thought.

The fact of the matter is, if such a thing as a born salesman is a reality there are many men who are occupying other positions who should be salesmen; and on the other hand, there are many successful salesmen today who, while not exactly born salesmen, make the most of their abilities and develop into the best type of producer.

If a salesman makes the most of his opportunities and takes advantage of the best that is in him, in his willingness to learn, in his outward expression of confidence and good nature, in the manner in which he goes after business, you may say that such a salesman is then born. But it would be equally true to say that

a salesman is made because in the schooling which he applies to himself, he makes the most of what he has and becomes a successful salesman. On such an argumentative question it would be unwise to draw any final conclusions, other than that the average successful salesman is not born with success handed to him on a silver platter, but is successful because he makes use of those qualities which are essentially fundamental to success in salesmanship.

The successful salesman is the inventor, the explorer, the pioneer, the manager and in general the man of vision who prepares, plans and works out the plans, and does not depend upon the theory that he was born to be a salesman, but makes himself the salesman.

**Durum Grower a Specialist**

Durum wheat is ground into semolina—a product distinct from flour—and used in the manufacture of macaroni products. A grower producing this type of wheat serves a special market.

Durum containing a mixture of hard red spring or white wheat produces a low quality semolina. On the market such a mixture usually brings a disappointing price to the farmer and dissatisfaction to the durum miller and the macaroni manufacturer. — *Agricultural Extension Service, North Dakota Agriculture College.*

**The Silent Salesman**

Your star salesman may pride himself on his ability, but truly he is not your best salesman. The label on your product, the silent salesman, if truly emblematic of the quality of your products, is indisputably your star salesman.

The label, if honest and true, colorful and attractive, has an appeal that is almost irresistible. But behind the very best label that man has ever invented must lie quality, because the most attractive label imaginable will not sell inferior grade to any one buyer more than his first order. A good rule to follow:

Produce the highest quality of macaroni, spaghetti, egg noodles of the grade you aim to establish for your brand and then dress it up in a distinctive, attractive and honest label that should be your faithful messenger from manufacturer to consumer.

Consult the "Label Specialists" serving our industry, the best of whom are always considerate of your needs and regularly advertise their services in THE MACARONI JOURNAL, the macaroni industry's spokesman that is itself a potent and efficient silent salesman.

"Buy a trunk, Pat," said the dealer.  
"What for?" said Pat.  
"To put your clothes in," said the dealer.  
"And go naked?" said Pat. "Not on your life!"

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





## United States Macaroni Consumption

If the number and the frequency of questions asked by advertisers, government bureaus and food experts about the per capita consumption of macaroni products by Americans is indicative of wider interest in the future prospects of the industry, the trade is apparently in for better and happier days. Here are some samples of the questions asked:

1—In general, is the consumption trend of macaroni products in the United States upward or declining?

2—How does the per capita consumption of macaroni products in this country during the past year compare with the consumption records immediately before the depression years? In 1920? Before the World war?

3—About five years ago, the National Macaroni Manufacturers association made a survey through a capable agency to find out the frequency with which macaroni products were served in the homes of America and announced the astounding fact that this economical and nutritious food was served only twice a month on the average in all the U. S. homes. Has there ever been made a recheck to determine the truth of that conclusion and from known facts has macaroni dishes found greater favor in American homes since that survey was made?

4—It has been stated that in the old fashioned Italian or Italian-American home even spaghetti is served less frequently and in smaller quantities as the members become more and more acquainted with American customs and eating habits. Has there ever been made a dependable check on this reported trend?

5—Of the many shapes, macaroni, spaghetti, elbows, egg noodles, etc., which are the most popular with Italians? With Americans?

6—How far has the commercial manufacture of egg noodles supplanted the old home-noodle-making process of old grandmother days?

7—What is the average yearly consumption of macaroni products in the urban sections of the nation and how does that rate compare with consumption on farms and in smaller communities?

8—In what states is macaroni consumption per capita highest? Why? Which state has the smallest average consumption rate and why?

9—Is the quantity and the value of macaroni products imported from Italy increasing or diminishing? To what extent, and why?

10—What is the average per capita consumption of macaroni, spaghetti, etc., per year in Italy? Is this food still as popular as ever in that country and why?

11—Granting that Italy enjoys the highest annual per capita consumption of alimentary pastes as Italians prefer to call these paste foods there, or macaroni products as Americans prefer to call them, which country ranks second? What is the United States standing in the macaroni consumption scale?

12—With the wonderful opportunity for increased per capita consumption of these foods in American homes, what are the manufacturers doing or planning to do in an educational way to make Americans better acquainted with the real merits of this nutritious, economical food?

The Dozen Queries about macaroni consumption presents the opportunity for, well, not exactly an intelligence test, but surely an "obligation" test. Study each question, answer it for yourself. Better still, send in your views, your replies and your suggestions to THE MACARONI JOURNAL that is always interested in getting prevailing views and opinions of its readers. Here are facts that may help you in this self test:

The average consumption of macaroni, spaghetti, egg noodles and all the other members of the macaroni family in the United States per capita per year is estimated to be about 4 lbs.

Latest figures released from Italy report that the annual per capita consumption in that country was about 50 lbs.

In Europe, outside Italy, the consumption was about 38 lbs. for every man, woman and child each year.

So far as our records show, no consumption figures have ever been released by China where macaroni making was supposed to have originated, nor from Japan where vermicelli is very popular. At least one if not two South American countries report a greater annual per capita consumption of this food than the United States estimates.

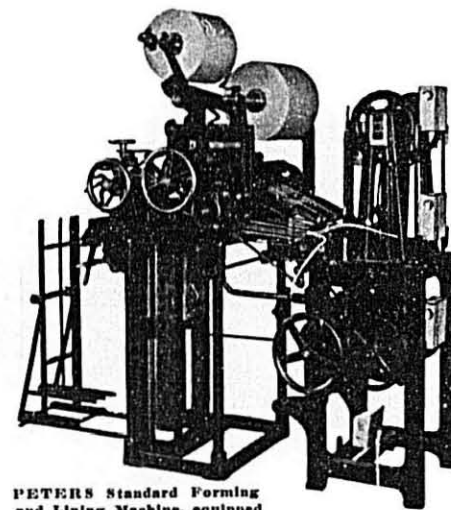
According to the Bureau of Census approximately 500,000,000 lbs. of all grades of macaroni products were manufactured in 353 reporting plants in 1933. In 1935 we imported about 2,000,000 lbs. of foreign made macaroni and spaghetti. Figuring the population of the United States at about 125,000,000, the estimated 4 lbs. per capita per year consumption rate is not far wrong.

April 15, 1935

THE MACARONI JOURNAL

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## There Is A Peters Packager For Every Production



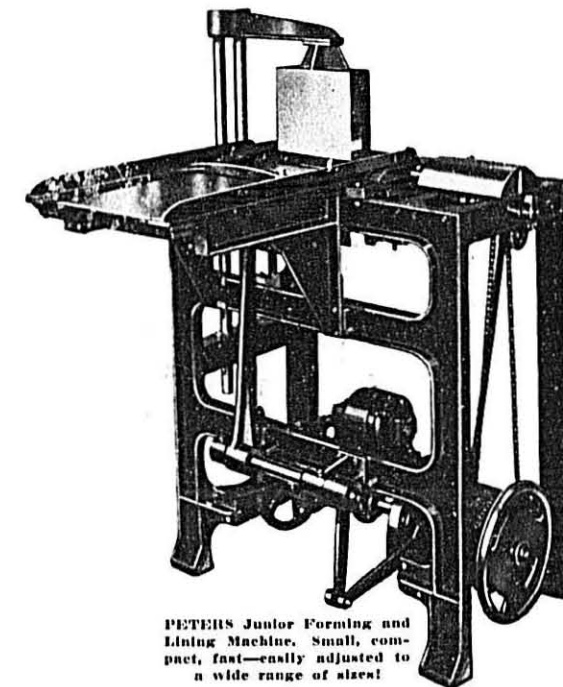
PETERS Standard Forming and Lining Machine, equipped with automatic carton and liner feeding device.

If you use cartons, you will be interested in the multiple savings which Peters Packaging Machines afford. Whether your production is small or large, there are Peters Machines particularly fitted to your needs . . . machines providing (by actual record) savings as high as \$3500.00 a year over hand carton forming and closing operations.

Peters Junior Forming and Lining Machines form and line carton shells automatically, operating at a rate of 2000 to 2400 per hour. In spite of their high speed they require but one operator. Being readily adjusted, they handle a wide range of sizes—the change over from one size to another being made in a few minutes.

The Peters Senior Forming and Lining Machines do the same work as the Junior Models . . . but, with the automatic feed attachments, provide a speed of 3300 to 3600 per hour. In many plants they have released from 5 to 7 hand operators for more productive work.

They are in use today in important plants throughout the country and have everywhere given an unusually fine record of labor saving, trouble-free production at an extremely low operating cost.



PETERS Junior Forming and Lining Machine. Small, compact, fast—easily adjusted to a wide range of sizes!



INVESTIGATE  
THESE  
MACHINES

## PETERS MACHINERY CO.

4700 Ravenswood Avenue

Chicago, Illinois

### Know and Boost

Which sales policy is more proper, and which is the real basis for successful business?

Many executives of small firms and salesmen of large ones make the serious mistake of attempting to impress on their sales force the need of knowing all of the weak points of competitor's products. That is entirely wrong and will result in no permanent good to the firm or individual advocating such a policy.

Why waste all that good time and energy to learn the failings of the goods produced by your competitors when there is so much to learn about the good qualities of your own products? Are your goods above criticism? Are they as good as they might be or as you wish the buyer to think they are?

The much better policy would be to improve the quality of your macaroni products and to teach your sales force to know all the good points of the products it offers for sale. In this way only can one honestly build up a permanent, successful trade.

### JOCOSITIES

#### Another Law Violation

"Any complaints?" asked the landlady.

"Yes," said the teacher of physics, "bread's wrong."

"What's the matter with it?"

"It contradicts the law of gravity, Ma'am. It's as heavy as lead, but it won't go down."—Michigan Education Journal.

#### Impedimenta

"What's a pedestrian, dad?"

"A pedestrian is a person with a wife, daughter, two sons, and a car."—The Oklahoma Teacher.

#### Ask the Dub

A keen golfer had a charming girl on his right at dinner, and gave her graphic descriptions of his achievements with the clubs, hardly allowing

her time to say more than "Really!"

During the dessert he remarked: "I'm afraid I've been monopolizing the conversation and talking nothing but golf."

"Oh, never mind," said the girl. "But you might tell me: What is golf?"—Tit-Bits (London).

#### Retort Courteous

Brown — "Honestly, now, you'd never have thought that this car of mine was one I bought second-hand, would you?"

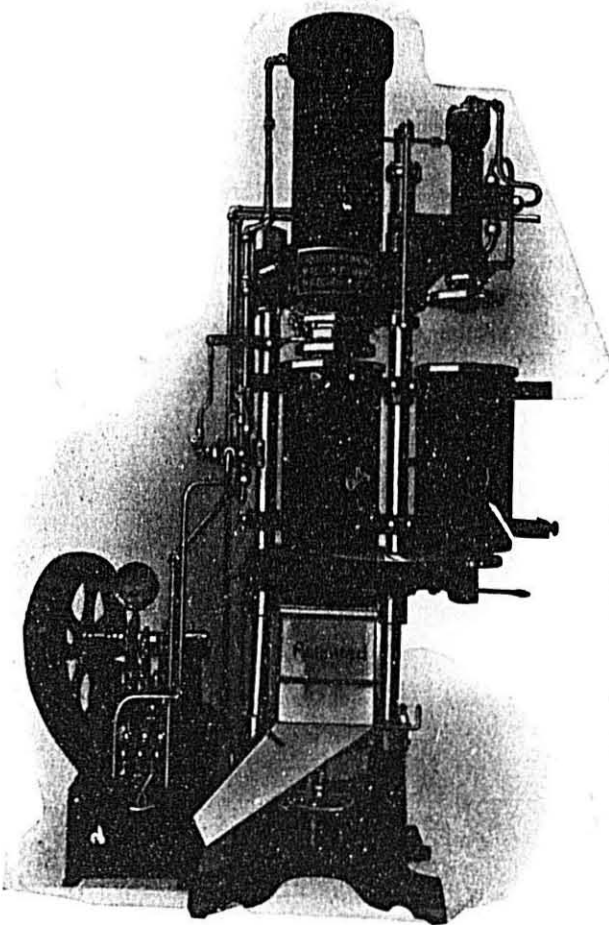
Badger—"Never in the world. I thought you'd made it yourself."

#### Courage and Brawn

Peach—It must have taken a lot of courage to rescue me the way you did.

Sailor—Yes, I had to knock down three other sailors who wanted to do it.—U. S. Saratoga Plane Talk.

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



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.

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.

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.

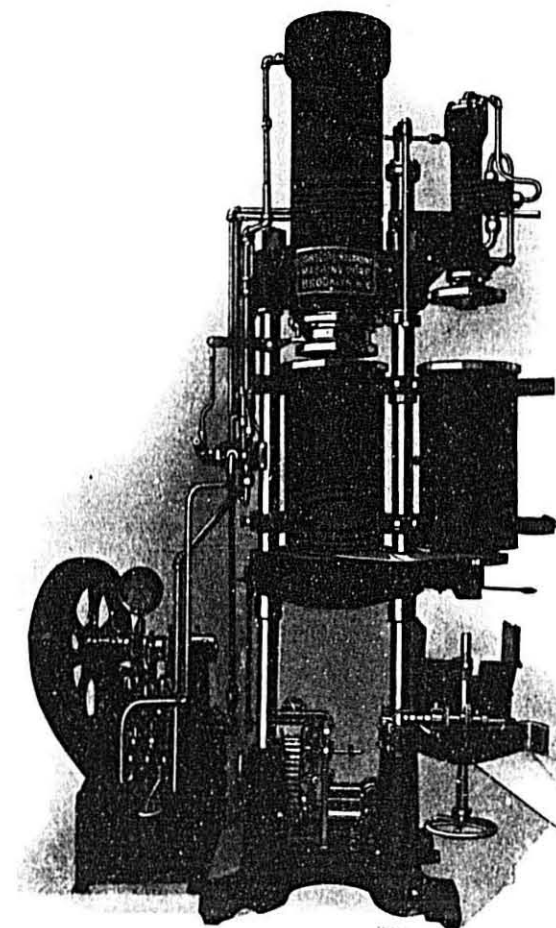
Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

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

# THE ENERGY FOOD

## Old King Noodle

NOODLES—EGG NOODLES—the most delicate of the Energy Trio, the more sturdy companions being Macaroni and Spaghetti, differs little from the other members of the trio, except that eggs are added to the batch of dough from which noodles are shaped. The egg and grain combination makes the noodle not only a highly nutritious but also a true protein or meat equivalent food.

The Chinese may have invented noodles, almost their daily bread, but in modern civilization credit must be given to the German housefrau for development of this food and its universal popularity. The Hebrew is a noodle lover, and noodle desserts have long been a specialty with this nationality, among whom cherished noodle recipes have been handed down from grandmother to mother to daughter, generation after generation. Combinations of good egg noodles with apples, nuts and raisins not only make a delicious change from the more common desserts but offer a variety of necessary bodily elements in a form that is appetizing and healthful.

American housewives have been perhaps a little too fussy about their noodle

dishes, whereas the more simple the recipe the better. What could be easier to prepare, be more tasty and satisfying than just plain boiled noodles, properly sauted in melted butter and piquant cheese! Sounds simple, doesn't it? Yet it is one of the world's greatest food specialties. No visitor of any note has ever gone to Rome without having tasted the buttered noodles of Alfredo, the chef of chefs, the purveyor of food for kings, a dish fit for royalty. The highest point of the pilgrimage of the food expert, the gastronomic epicure when "doing Italy," is to watch the famous Alfredo turn the noodles with his solid gold fork and spoon and to see him smilingly toss them in butter, golden strands of a most delectable food, a simple dish fit for the gods. And every toss, every twist is made to the tune of soft music which adds much to the ceremony but little to the food value of the simple combination of this grain, egg and butter combination.

This simple combination of buttered-egg noodles is strongly recommended for more general and more frequent serving. Any one can duplicate Alfredo's

specialty in the home, minus the gold fork and spoon. If music is considered an essential, try humming a merry tune while gently tossing the boiled noodle strands in melted sweet butter and grated parmesan or other sharp tasting cheese, because they who taste of this "dish of the gods" will cheerfully sing the praises, not only of the food but of the chef or housewife who prepares the treat.

Economical housewives who seek to make their food dollar go as far as it can will find that noodles will not only be easy on their budget but pleasing to all members of the family. There are so many different ways of preparing noodles in soups, desserts, salads and the "piece de resistance" of a meal, that a family rarely tires of eating them. When one stops to consider that the average price per pound for the best grade of egg noodles is less than 20c, and that a pound of egg noodles serves four persons generously, one begins to see what an important place noodles,—and its even more economical brothers—Macaroni and Spaghetti—The Energy Trio, should occupy in the present-day, low-cost budget set up by thrifty housewives.



### U. S. Chamber to Meet

The annual conference of the members of the Chamber of Commerce of the United States of America will begin the last week in April in Washington. The meeting of the National Councilors is set for April 29 and that of the general convention for April 30 to May 2, inclusive.

According to advance announcements of the proposed program, every consideration will be given current government and business problems which will include unlimited discussion of the major questions that now confront the business men and their organizations. Such subjects as "The Achievement of American Business Under Depression," "The Spirit of American Business," "Taxation, Federal and State," "Business Under Codes," "How Red Is America," etc., will be discussed by business leaders especially selected for ability and knowledge of the subjects assigned to them.

"With the recovery program under way and with Congress in session the meeting comes at a time when it will be appropriate to evaluate accomplishments, survey the present situation and chart a course of action with respect to formulating national business posi-

tion regarding national economic policy."

The National Macaroni Manufacturers association is a member of the Chamber and B. R. Jacobs of Washington has been named the National Councilor to represent the macaroni industry at the convention and conference this month.

### Wage Adjustments on Effective Date

Members of the macaroni industry are required to have made or to make an equitable adjustment of the wages of employees who received in excess of the wages provided by the Code as of its effective date, Feb. 8, 1934. This is the interpretation given last month by the National Industrial Recovery Board to the Macaroni Code Authority which had requested an opinion on a subject that has been the source of some discussion among manufacturers.

In submitting the matter for an interpretation, code officials pointed out that though most of the manufacturers had signed the President's Reemployment Agreement in August 1934, the industry had requested and been granted the privilege of substituting the provisions contained in the pro-

posed industry's code presented to AAA. The question was, "To what date does the sentence 'In no case shall hourly wages be reduced' apply?"

The NIRA interpretation is very brief, but pointed. It states the facts presented, repeats the question and makes the following terse interpretation: "The sentence hereinabove mentioned applies to Feb. 8, 1934, the effective date of the code." This means that wage adjustments must be made to employees on the basis of wages being paid Feb. 8, 1934 and not on the date of the PWA agreement in August 1933 as some contended.

### New Deal Alphabets

There seems to be little or no truth in the accusation that the macaroni manufacturers really inspired President Franklin Delano Roosevelt's "New Deal." We admit that the Macaroni Alphabets antedated by generations the "new deal" alphabets. The macaroni makers have for years produced egg and eggless alphabets in endless combinations that were and are as popular with food consumers, experts and ordinary, as was the "new deal" idea with the public voters in the 1932 and 1934 elections.

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# Noodlettes

By Mack SpagNoodle



## The Spirit of Sportsmanship

Don't you enjoy the game much more when it is played in a spirit of sportsmanship?

We like to play with those players we know are always willing to give their opponents the benefit of any doubt. We applaud those who lean backward in their efforts to stand straight on the rules of the game.

Neal and Wrenn were playing off the national championship finals in tennis singles some years ago. The match was all but won by Neal and in the critical game he was leading and the service was his. In the point that should have clinched the match for him, his first service was a fault and the second struck the loose first ball lying in his opponent's court. Of course the service could not be returned and by rule the point was the server's. Neal refused to take it on such a fluke. He served another ball and his opponent won the point and finally took the game, match and championship.

When a man can lay down a national championship rather than take such an advantage even though given him by the rules, he has a spirit of fair play that goes far below the surface.

Perhaps it would be asking too much to expect a business man to pass up a sale because his competitor lost it through sheer bad luck. We don't look at that sort of thing in quite the same way in business, and yet even in business it is a pretty fine thing to be willing to give a competitor a fair chance. A little less dog-eat-dog and a little more live-and-let-live in business would help to keep our industries moving smoothly.

We can fight it out tooth and nail in individual deals, perhaps, and yet refrain from purposely upsetting the other fellow's applecart just because we have a chance to do it when he isn't looking.

## A User's Comment

THE JOHN B. CANEPA COMPANY  
Established 1860  
Manufacturers of  
RED CROSS MACARONI AND SPAGHETTI  
302-310 West Grand Avenue  
CHICAGO

CHAMPION MACHINERY CO.,  
Joliet, Ill.

Atten: Mr. F. A. Motta, Secy.

Dear Mr. Motta:

Appreciating your good service, I have, for some time intended to write you and let you know that the scales and elevator conveyor we purchased from you are giving first class satisfaction.

In fact we have had no trouble whatever with them.

Naturally a manufacturer appreciates real service when he gets it and it is only your due to be made acquainted with the fact that you have given us the kind of service we want, and your machinery has proven to be all that you claimed for it.

Best wishes and every success to you.

Very truly yours,

THE JOHN B. CANEPA COMPANY.  
JVC/ERJ. John V. Canepa.

## 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.

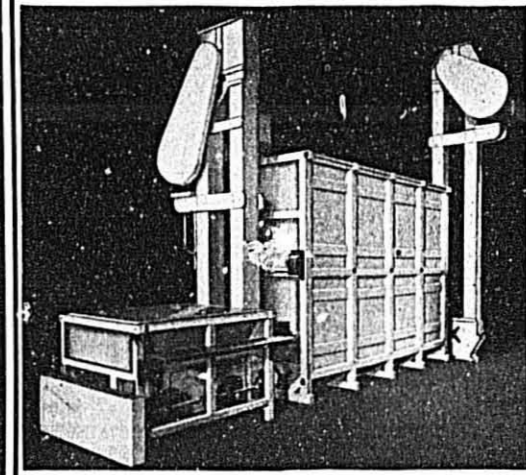
JOLIET - - - - ILLINOIS

Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets

New York, N. Y.



# Secrets of Successful Trade Marking

## Coupons and Contests as Brand Magnifiers

By WALDON FAWCETT

Written Expressly for the Macaroni Journal

It does not tell the whole story to say that trade marks play a large part in the new strategy of merchandise premium practice and promotion of goods by means of consumer-contests. The truth goes further. To a degree never known in the past trade marks are the cause and purpose of much of the latter-day manipulation. All of which supplies yet one more basis of appraisal for brands. One more major factor to be brought into the reckoning in choosing a new trade mark or redesigning an old one.

In order to get the trade mark slant let's have a look at the change in fashions in promotional "baiting" of goods. In father's day and grandfather's, the traditional formula for premiumizing was to "throw something in" at the time of purchase. From that we passed to the trading stamp era and to that orgy of coupon-redemption or certificate-redemption which is yet with us to a considerable extent. All this latter was on the grand scale with some premium users issuing elaborate catalogs of premiums obtainable upon the surrender of specific quantities of certificates packed with the exploited goods or issued at the time of purchase.

The first sign of the new era that is now upon us came with the trend away from expensive premiums requiring a lengthy progressive collection of coupons, to simple, inexpensive souvenirs that changed hands in a closed deal. From this last it has been a logical step to the increasingly popular technique whereby the coupon-redemption idea is adapted to the small time premiumizing, not for purposes of bookkeeping but primarily as a means of impressing upon the consumer the identity of the goods or the identity of the producing house. And here is where the trade mark comes in with a vengeance.

As is becoming a modest byplay in premium distribution there is need for simplicity in method and operation. So instead of the cumbersome arrangements of the old time certificate system (which in some instances required the user's signature on the coupon) we have in the new deal, recourse to the commodity package for a self contained coupon, exchangeable for whatever premium is offered. Aside from conservation of publicity value, use of wrapper or package for premium "currency" has the advantage that it dodges all the old woes that grew out of missing or misplaced coupons.

Once the idea took root of making the specialty package serve an after-use as a premium voucher, various versions were tried out. Some experimenters tried the plan of calling for the surrender of complete cartons or wrappers in exchange for premiums, but that was soon denounced as unworkable. Then came such alternatives as carton flaps or complete labels or panels, bearing the manufacturer's name and address, cut from wrappers. Gradually of late sentiment has been swinging to what must commend itself to a majority of operators as the one best medium, viz, the trade mark reproduction on the individual or unit package.

From the standpoint of memory reinforcement and good will cultivation there is no question but what a macaroni mark is the ideal token to be used as a hostage for a macaroni premium. To begin with it is presumably relatively small and compact and readily recognizable. But more important than that is the circumstance that the trade mark is pre-eminently the detail of package "dress" which it is important shall be indelibly impressed upon the beholder. It is as eminently appropriate that the trade mark should appear on the premium-tender of a macaroni marketer as that the Goddess of Liberty should be portrayed on a United States coin. The trade mark is the sign and symbol of authority and responsibility—as fitting a guaranty in a premium transaction as in the merchandising transaction out of which the premium donation has come.

For all the argument in favor of using trade marks as tickets to the premium show there remained many details of procedure to be worked out. Thus it happens that the routine is but just now being shaken down. The disposition is to call for nothing but the trade mark. Some marketers who like to keep tabs on stock rotation and chart the channels of wholesale and retail distribution have been tempted to demand whole wrappers because that gives them an opportunity to "date" and "code" the covers by means of open or secret markings. But the majority opinion is that this gums up the machinery of premiumizing. That it is better to specify solely the trade mark which is bound always to have a place on every package no matter what adventures may be undertaken in package redesign.

All the same, use of the trade mark on the package as a premium draft has

been found to impose some necessity for rearrangement in certain instances. Certain packers have discovered that it was necessary to give their respective trade marks new positions on the packages in order to make it easy for the coupon clipper to tear off or cut out the ransom unit. Then again, complications have been presented when several reproductions of a trade mark have appeared on different faces of a package. The premium giver does not want to be called upon to give out several premium rebates on the same package. So he must either cut himself down to one trade mark on each package or else make it clear that the premium claimant must produce for redemption one particular expression of the trade mark.

While the trade mark has thus been qualifying as a coupon for one-time and instalment premium stunts, there has been unfolded a second and parallel form of usefulness. Latterday premium practice calls for the physical translation of the trade mark directly into premium form. On certain species of premiums it is possible to do no more than stamp the mark on the gift. But the highest refinement of this ruse invokes premiums that follow the pattern of the trade mark. As an outstanding and ultra clever example take the sponge in the form or outline of the familiar Dutch Girl which is just now being distributed as an extra dividend to users of Old Dutch Cleanser. Who shall say that a macaroni fork or spoon might not take a trade mark twist in the same wise.

While the trade mark has been progressing to a more conspicuous place in the premium picture something of the same exaltation is manifest in respect to contests and prize schemes designed as aids to distribution. Readers of the JOURNAL need not be told that most marketers have lost interest in the old pattern of contest of skill which hung up a few grand prizes to be contested for by users of the promoted article or by the general public. In recent years the post office department has become so strict regarding the conditions which must govern any contest advertised through the mails that a good many business men who do not relish official red tape and bureaucratic regulation have lost their appetite for any prize contest which might conceivably be denounced as smacking of a "lottery."

In avoidance of the pitfalls of the contest governed by luck or chance many

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advertisers have turned latterly to the simple and easy contests in which every participant has an excellent chance to obtain one of the modest rewards hung up. To devise a contest, open on even terms to virtually all comers, is not always easy. And it is just here that the trade mark, or more particularly the brand name, is disclosing a new usefulness and new possibilities in self glorification. Thanks to the vogue for cross word puzzles and like fads the way has been paved for the contest which involves the making of the greatest possible number of words from the letters of a trade name or brand nickname.

Variations of this same recipe for brand magnification call for a show of skill in concocting slogans embodying or featuring the starred product "signature." And last of all, there is the species of contest now coming so strongly into popularity, wherein contestants vie with one another to produce the best letters eulogizing the product or telling why the letter writer uses the brand. This last device is obviously a prime pattern for focusing attention upon a trade mark. Nobody can compose a tabloid-essay on brand-preference without putting down on paper the favored brand and thereby taking it very much to heart as against future use.

### CREAM PUFF OUTLOOK

Maybe things only seem tough because we have come to have a cream puff outlook on life.

No use postponing it to tomorrow. You won't feel like doing it then, either.

### Spaghetti Balances Diet

"People on relief are getting a better selection of the right kinds of food for their health than are many of us who are free to make up our own diets," says Dr. Morris Fishbein, editor of *Journal of the American Medical Association* and of *Hygeia*, the Health Magazine. "The baskets of food distributed to the poor each month generally contain not only the essential food requirements in the way of proteins, carbohydrates, fats, mineral salts and vitamins, but they also meet the varying appetites of the different races or groups of people." Dr. Fishbein continues:

Yet a study of food consumed in restaurants shows that people buy less of meat, potatoes and heavy foods and more of desserts.

Not only do people on relief get a more wholesome selection of food but they get it according to their tastes. Furthermore the mother in each family is urged to get as much extra fruit, vegetables, eggs and milk as she can.

These are necessary for growth and repair of tissue, besides providing energy necessary to keep the body at work.

In Illinois the relief commission has developed four standard dietaries planned for seven in each family. These are divided into general, southern, Italian and Jewish classifications.

A certain amount of spaghetti is included in the dietary for each group, but macaroni appears only in the Italian and general diets, and is eliminated from the

southern and Jewish diets. The Italian group also is allowed much more macaroni as well as vermicelli.

The Jewish diets include two pounds of spaghetti a month whereas the Italian list includes 15 pounds of spaghetti a month.

The general diet provides quantities of navy beans, which do not appear in the southern diet. The Jewish list eliminates pork and beans but does have a good allowance of lima beans. Moreover the Jewish diet list includes four cans of sardines, to three in the Italian list and two in the southern list.

In contrast to these allowances, the southern list includes four pounds of salt pork. Salt pork does not appear at all on any of the other diet lists.

Benefit to our nutrition comes not from the foods that are used or prescribed, or even what is included in the basket delivered at the door, but from what is actually eaten. Money spent for food that is not eaten is of course wasted.

For this reason, it is necessary to consider the appetites of those to whom the food is served.

Caruso was once motoring on Long Island when his car broke down. A farmer came along who asked him his name.

"Caruso," said the singer.

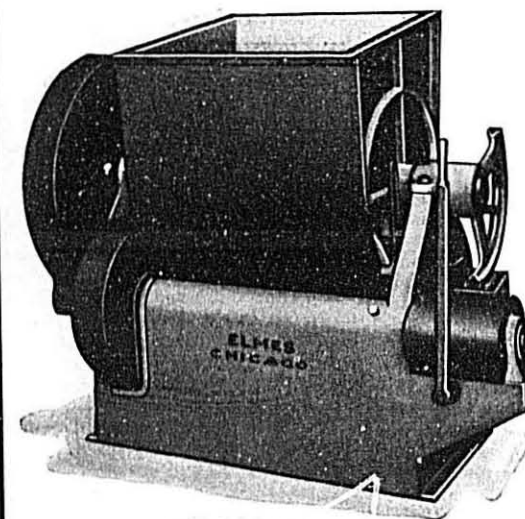
"My gosh!" said the farmer. "Robinson Crusoe the great traveler? Will you shake hands, Robinson?"

# THE MODEL LINE

## THE IMPROVED MIXER ALL SELF-CONTAINED

1 & 1½ Barrel Capacity Power Tilted Mixers  
Built with V Belt Drive Direct from Motor  
or with Tight and Loose Pulleys for Belt Drive  
Cut Gears Are Used Throughout and  
All Gears Are Inclosed  
Main Driving Shaft Is Mounted on  
Self-Oiling Ball Bearings  
Shaft Bearings Are Lined with  
Bronze Bushings

NEW MODELS OF  
PRESSES & MIXERS  
TO MATCH



MODEL No. 3963

THE CHARLES F.  
Telephone: Haymarket 0696

HYDRAULIC MACHINERY  
**ELMES**  
CHICAGO

ENGINEERING WORKS  
213 N. Morgan St., Chicago, U.S.A.

## Lifts Durum Wheat Restrictions

Wheat growers in the section of the northwest best adapted for the growth of high grade durum will not only be permitted to plant more than the limited acreage under the crop restriction plan of the AAA, but will be encouraged to increase the production of spring wheat—durum particularly—through a change in the control plans as announced by Secretary of Agriculture Wallace last month.

"The action is intended for the benefit of both consumers and producers, to anticipate and offset reductions in yield from possible recurrence of drouth in several of the major wheat producing states, where rainfall and subsoil moisture are still subnormal," states the AAA in announcing its sweeping modification.

The leaders in the macaroni industry do not claim all the credit for this action and for the "durum wheat promotion program" that has been underway in the durum wheat states since early winter, but there is no question but the activities of its leaders have influenced the action materially.

### Put in a Good Word for Me

JOHN J. LUTGE

When one aims to sell something, it helps a lot to have a mutual friend put in a good word, if it can be arranged.

This publication is doing that regularly for its advertisers. Here is a magazine which has the interested attention of the people you want to sell. As they open its pages they almost say: "Good friend, what sound advice and counsel have you for me this time?" This paper gives them valuable information, page after page of it; and as they read it, it says again and again in its advertising pages: "By the way, here is a product you should consider."

We have the confidence of our readers. They would not be readers if they didn't feel that confidence. They read our pages to get ideas and suggestions for their businesses. They read it with an openmindedness such as your salesman seldom finds when he calls to sell them. They read it at a time when their minds are free and therefore receptive, and at a time when if a suggestion takes hold they have the leisure to think about it.

Surely a time when your prospect is so situated, and when he is so receptive, is an ideal occasion to call attention to yourself and to your product or products. Mind you, because of the messages in our publication, he is thinking about his business and what he can do to improve it. If you have a better way to do something he wants done, or a more economical way to do it, this is the time of times to bring it to his attention.

We know of no other form of advertising which so positively assures receptiveness as does advertising in a publica-

tion such as ours. A folder or booklet is apt to arrive at an inopportune time. It asks for an audience, and because it usually arrives at a time when the prospect or customer is busy, it seldom gets it. An advertisement in this publication has an audience,—an audience that is comfortably seated and ready to listen. When a reader sits down with this publication he does so as definitely to be informed as he seats himself in a theatre to be entertained. Both time and place are right when you advertise with us.

Your sales story is fully told to only a portion of your prospects, no matter how zealous your sales representatives may be in trying to tell that story. There are some prospects they never get to and there are many who are so distracted at the time they are called on that they only half listen. Why not make sure that every prospect who should buy your product reads your story? You can make certain of that by running an advertisement with us regularly. The small cost of that advertisement will come back to you many times over. You'll get some direct inquiries and after a time your salesmen will notice a greater degree of receptiveness to their sales solicitations.

Selling has to have the support of publication advertising as definitely as the infantry division of an army has to be backed up by the artillery unit. With the support of such advertising your salesmen are immeasurably more effective than they can be without that aid.

Our publication is the influential friend who can put in a good word for you with those whose good will it is important for you to cultivate. Become one of our advertisers and let us render you this valuable service.

Realizing the small 1934 durum harvest, the absorption of the better grades in the carryover from previous crops and the increased cost of semolina made from Canadian durum on which heavy import duties are paid, the industry sponsored a move that made Federal and state officials conscious of the serious situation that would result from another crop failure on a restricted acreage. After a conference in Fargo, N. D., in February a concerted drive for more and better durum was undertaken by the several agencies interested. The radio, newspapers and trade magazines, public meetings and personal contacts were efficiently and successfully utilized in focusing the attention of farmers and government officials on the plight of the durum growers and users with the result referred to.

This is but another instance where the value of a strong organization in a trade is demonstrated. Though some manufacturers have used cheaper flours in recent years by choice all would have been compelled to do so by compulsion, to the great detriment of the trade and the good name of quality macaroni products.

## Sugar Macaroni Would be Cheaper

Macaroni products made out of sugar would be cheaper than either semolina or flour macaroni, for the simple reason that sugar is a cheaper raw material than the ingredients usually used in macaroni making. That is the point stressed by Lloyd M. Skinner, president of the Skinner Manufacturing company, Omaha, Neb., in a bulletin to his salesmen. To emphasize the point he calls attention to two checks recently issued by his firm in payment of the raw materials compared. The bulletin says:

"I have just signed a check for a 60,000-lb. car of sugar for QUICK-ADE (a product also manufactured by this well known macaroni maker); also for a 60,000-lb. car of our best high grade Amber Durum fancy patent flour for macaroni products.

"You will note the weight on each car is the same. The check for the car of flour was \$288.96 more than the check for the car of sugar! In other words, if we could make macaroni out of sugar we could save money!"

This fact, he states, makes it easy for macaroni salesmen to explain to the trade why it costs money to put out a quality macaroni product in view of the present prices of semolina and flour. However, even at the price macaroni products offer more in the way of nutriment than can be purchased in almost any other food with one's food dollar.

Macaroni manufacturers could use profitably the same argument to buyers who are always trying to "shave a nickle" and thus educate them if they need educating, to the fact that good products are always cheaper at fair prices than poor grades at lower prices.

## Family Injured by Sideswipe

E. DeRocco, vice president of the San Diego Macaroni Manufacturing company of San Diego, Cal., and family were injured in a fortunate automobile accident near Los Angeles early last month; fortunate in that they were not all dashed to death.

While enroute to Los Angeles in his car accompanied by his wife and daughter, an approaching car suddenly sideswiped them causing the DeRocco car to careen into the ditch alongside the highway. The driver of the offending automobile evidently lost control of his car just as it was passing the DeRocco car, causing the accident.

Mr. DeRocco, who was driving, got the full shock of the impact, received two cracked ribs and many body bruises that necessitated absence from his duties for several weeks. Mrs. DeRocco was badly bruised and severely shocked, requiring hospital attention for about a week and then for several more weeks' treatment at home. The daughter escaped with minor bruises.

The  
Golden  
Touch

# King Midas Semolina

## A Uniform Dependable Semolina

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

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

**KING MIDAS MILL CO.**  
Minneapolis, Minn.



**Macaroni Men's Annual Dinner**

The macaroni industry's annual dinner and entertainment is scheduled for Tuesday evening, June 18, 1935 in the Grand Ballroom of the Hotel St. George, Brooklyn. The setting for this gala event is in the Colorama Room, "the room of a million moods," with myriads of changing colored lights that reflect a rainbowlike beauty on every affair held therein.

No effort will be spared by the efficient banquet staff to make this social feature of the macaroni men's conference everything that can be desired. A menu that will be satisfying to all tastes and at a surprisingly low cost per plate will be served as only the trained staff of this large hotel knows how to serve its guests.

The entertainment will be equally high class, selected from some of the leading Broadway talent. A special committee of New Yorkers will see to it that this year's entertainment will surpass the memorable affair of seven or eight years ago in Manhattan.

**We Need Horizons**

We need horizons to look out at. We need them to have something that beckons us to look beyond our troubles to future happiness. We need them as a means of seeing past what is to what

may be. We need them to keep life from becoming a dwarfing thing of concern about everyday needs and routine activities.

What is, is all of life only for those who have no treasure ships and magic lands on their horizons. Life hems us in only if a circumscribed vision of life makes it seem that what has happened and is happening is all that can happen.

Having horizons does not at all involve having illusions. There is no suggestion to day-dream here. What we have the power to visualize we can propel our lives to. All great achievements were on men's horizons, and were steadily looked out to before they became actualities. Whatever our mind's eye is capable of picturing we have the power to bring to realization.

Let's put what we want, and what we want to get on to, on our horizons. Let's have it there beckoning to us and encouraging us forward. What if we never come up to it? The richest life is one that is always moving to something ahead. It is keeping the richer treasures of life on our horizons, the longed-for things we have not yet attained, aye which we may never attain, that makes life the ever-unfolding adventure it must be to make the living of it a thrill all through life.

A mother in Massachusetts is so kind-hearted she gives her child chloroform before she whips it.

**St. George Room Rates**

The Hotel St. George, the largest in Greater New York, is conveniently situated on the Brooklyn side of the East river within easy reach of all the business, shopping and amusement centers of America's metropolis. It is one of the best convention hotels in the east and that is why it was selected as headquarters for the 32nd annual convention of the National Macaroni Manufacturers association on June 17-19, 1935.

The hotel has more than 2600 sleeping rooms of sizes and splendor to meet every requirement. For the macaroni men's conference in June the management is quoting the following rates for sleeping rooms:

Single room on the Club plan...\$2 per person  
Single room with bath.....\$3 per person  
Double rooms with bath.....\$4 per person  
Three or more persons in double rooms .....\$2 per person

The hotel boasts of the most palatial swimming pool in the world, a green and gold paradise, 40x100 ft., filled with sparkling natural spring water, open free to all sleeping room guests.

Manufacturers and allied tradesmen planning to attend the National Macaroni Conference in June should make their sleeping room accommodations early. This may be done either direct with the hotel or through M. J. Donna, Secretary-Treasurer of the National Macaroni Manufacturers association.

The management especially invites manufacturers to bring along their families, promising to make every member comfortable during their stay for the convention. It offers every conceivable convenience at rates that are surprisingly low.

Complete your convention plans early.

**HOTEL ST. GEORGE**



The Hotel St. George, Brooklyn—"A City Block of Comfort and Hospitality"—situated within easy reach of all points of interest in Metropolitan New York has been selected as headquarters for the 1935 convention of the National Macaroni Manufacturers association. The management invites every macaroni-noodle manufacturer and every representative of the allied trades interested in the Macaroni Men's conference June 17-19 to make this spacious and comfortable hotel their "home" during the convention. Reservations can be made either direct with the hotel or through the secretary of the sponsoring organization.

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178-180 Grand Street



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

## The Manufacturing of Sales

An "Advertising Talk" to supply firms desirous of obtaining or retaining a share of the macaroni-noodle manufacturers business

By M. J. DEE

The modern manufacturer is not so much the fabricator of goods as he is the manufacturer of sales. The big manufacturer invariably is a skillful manufacturer of sales because it is only by that route that he becomes a big manufacturer of goods. The wise manufacturer realizes that manufacturing desire on a big scale is the essential prelude to manufacturing goods on a grand scale.

Possibly the greatest advance that has been made in business in the last century lies in the recognition that to have sales one must manufacture them, much the same as one does bricks or automobiles. Advertising is of course the machine which has made grand scale sales manufacturing possible. It enables business men to manufacture sales by the thousands as machinery stamps out, weaves and molds products by the thousands.

The manufacturing of sales, like the manufacturing of products, calls for the assembling of elements, or parts that go to make a sale: attention, interest, desire and action. People can't be expected to buy a thing if their attention is not called to the fact that it is available. Having something better than anything else in its field avails the manufacturer or the public little unless attention is called to it. It is the same in the matter of arousing interest. It should be thought of as a thing to be manufactured. The way to sell people by the thousands self-apparently is to interest them by the thousands. Advertising can do this because it has the power of influencing people by the thousands.

Advertising will, likewise, stimulate desire and spur action, not just on the part of one prospect here and another there but in groups of thousands.

When you require a raw product for what you manufacture you get in touch with a firm that sells that particular

raw product and you contract for the quantity of it you require. There are firms that have for sale the raw products necessary to the manufacturing of sales, and they stand ready to deliver those raw products to you on contract just as other firms sell you the raw products of production. As previously stated, the raw products of sales are attention, interest, desire and action. We have those raw products for sale, and they'll make sales as surely as staves and hoops make barrels.

Why not approach the matter of manufacturing sales with the same directness with which you go about the manufacturing of your product? Why not come to us and say: "I want to contract for so much attention, interest, desire and action during the next year? We have those raw products of sales on hand and are ready to do business at reasonable prices. It is as ridiculous to go out and dig them up for yourself as it would be to pan for the gold for fillings if you were a dentist.

Instead of hoping to do a certain amount of business in the next year why not buy the amount of attention, interest, desire and action you require to manufacture the sales necessary to do that volume of business? It is the modern way of developing business and our publication has on hand the particular kind of attention, interest, desire and action which you require to make sales for your special line of products.

Mr. Macaroni-Noodle Manufacturer:

Since all businessmen must advertise more or less, consider the above as a suggested solution of your selling problem. Interest distributors and consumers through such media as appears most suitable for the "manufacture of sales" of your products.—The Editor.

### 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 March 1935 the following were reported by the U. S. Patent Office:

Patents granted—none.

#### TRADE MARKS REGISTERED

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

##### Table Treat

The trade mark of La Premiata Macaroni corporation, Conneltsville, Pa. was registered for use on alimentary pastes. Application was filed May 2, 1934, published Jan. 1, 1935 by the Patent Office and in the Feb. 15, 1935 issue of THE MACARONI JOURNAL. Owner claims use since Oct. 4, 1933. The trade name is in large outline type.

##### La Bella Italia

The trade mark of West Virginia Macaroni company, Clarksburg, W. Va. was registered for use on macaroni products. Application was filed Aug. 6, 1934, published Jan. 8, 1935 by the Patent Office and in the Feb. 15, 1935 issue of THE MACARONI JOURNAL. Owner claims use since Aug. 1, 1934. The trade name is written in outlined type.

#### TRADE MARKS APPLIED FOR

Three applications for registrations of macaroni trade marks were made in March 1935 and published by the Patent Office to permit objections thereto within 30 days of publication.

##### B. G. A.

The private brand trade mark of Market Wholesale Groceries, Inc., Chicago, Ill. for use on alimentary pastes and other groceries. Application was filed April 2, 1934 and published March 5, 1935. Owner claims use since Oct. 17, 1933. The trade mark is in heavy lettering.

##### Quality De Luxe

The trade mark of West Virginia Macaroni company, Clarksburg, W. Va. for use on macaroni and other alimentary paste products. Application was filed Jan. 11, 1935 and published March 19, 1935. Owner claims use since November 1928. The trade mark consists of the name in black type between each word of which appears a diamond shape.

#### TRADE MARK REGISTRATIONS RENEWED

The trade mark registered by Southern Macaroni Mfg. Co., New Orleans, La. was granted renewal privileges effective July 20, 1935.

#### LABEL

##### Golden Grain

The title "Golden Grain" was registered March 12, 1935 by Gragnano Products, Inc., San Francisco, Cal. for use on semolina macaroni. Application was published Dec. 12, 1934 and given registration number 45230.

### Employees 100% for Charity

W. J. Keating, chairman of the campaign to raise funds for the Queens welfare committee of Greater New York expressed his gratification to the officers and employees of the Ronzoni Macaroni company of Long Island for the liberal support given the charity drive. The donation represents contributions of officers and employees on the basis of 2% of their salaries and wages for a period of 15 weeks.

In accepting the gift in the form of a liberal check as first payment Mr. Keating expressed his gratification at the wholehearted support exemplified in the contribution to which Emanuel Ronzoni, president of the firm responded,—"I want to state that the employees have contributed 100%. Each and every man has seen the need for relief funds to support the private agencies of the borough, and they welcome the opportunity to join the campaign by giving it their full support."

What word contains all the vowels in their proper order?  
Answer—Facetiously.

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AMBER-BRIGHT



# HOUR GLASS

UNIFORM  
FANCY NO. 1

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OF STANDARD MILLING CO.

Executive Office

MINNEAPOLIS, MINN.

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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.

**PUBLICATION COMMITTEE**  
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 M. J. DONNA, Editor

**SUBSCRIPTION RATES**  
 United States and Canada . . . \$1.50 per year in advance  
 Foreign Countries . . . \$3.00 per year, in advance  
 Single Copies . . . 15 Cents  
 Back Copies . . . 25 Cents

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

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

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

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**ADVERTISING RATES**  
 Display Advertising . . . Rates on Application  
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Vol. XVI April 15, 1935 No. 12

**From Westerner to Easterner**

In a friendly letter to Henry Mueller, president of the C. F. Mueller company, Jersey City and past president of the National Macaroni Manufacturers association, copy of which was sent to the editor with "suggestion to publish," S. M. Orso, genial executive of the Oregon Macaroni Manufacturing company, Portland, takes a friendly slam at Mr. Mueller's "piscatorial" abilities. As Mr. Mueller was Mr. Orso's guest during a recent visit to the Pacific coast, the latter felt he owed the easterner a letter, and wrote, in part, as follows, on April 4, 1935:

"The fact that I owed you a letter was brought forcibly to my mind when I saw your picture in THE MACARONI JOURNAL of March 15, 1935.

"Since when did a man go sail-fishing attired as sartorially correct as Beau Brummel?

"I note the placard at the bottom which says—'Caught on the fishing boat WAHOO.' In the old days in the cattle country, WAHOO was a slang term that the cowboys used for 'bull.' Was that picture really 'bull' or did youse guys 'buy the fish'?"

"You should come out to this country and get some real fishing. I will guarantee you will not have to buy fish to get your picture taken with a rod in your hand.

"Those little 'minnows' displayed in the picture are what we use out here to bait a hook. Hope that some day you'll come out west and have the pleasure of catching a really big fish."—S. M. Orso.

**Evicted**

A wealthy man was motoring through a remote district in Ireland when he came upon a poor woman seated with all her humble furniture about her in the middle of the road before her little cabin. He was profoundly moved. Here, before his eyes, an eviction—a real Irish eviction—was taking place. He got out of his car and gave the old lady a five-pound note. "Tell me," he said, "what is the trouble, my poor friend?" Bobbing and curtsying her gratitude, the old woman replied: "Sure, sir, me ould man's whitewashing."

**International Trade in Macaroni Products**

The monthly report of foreign commerce published for the month of January 1935 by the U. S. Department of Commerce, Bureau of Foreign & Domestic Commerce, shows a definite drop in importation and an increase in exportation of this foodstuff.

**Imports**  
 January shows a drop in the import business according to the report as compared with December 1934. The imports totaled 88,979 lbs. worth \$7,845 while

the December imports were 135,997 lbs. valued at \$12,001.

**Exports**

The exportation of macaroni products during January totaled 140,957 lbs, with a value of \$12,394 as compared with a total of 129,176 lbs. worth \$10,775.

The list of countries to which American made macaroni products were shipped during January is as shown below with the amounts in pounds shipped to each country:

Country	Pounds
Germany	36
Netherlands	2,400
United Kingdom	31,918
Canada	32,922
British Honduras	1,147
Costa Rica	600
Guatemala	424
Honduras	1,391
Nicaragua	997
Panama	11,032
Salvador	512
Mexico	12,525
Miquelon & St. Pierre Is.	96
Newfoundland & Labrador	1,459
Bermudas	355
Jamaica	35
Trinidad & Tobago	162
Other British West Indies	1,273
Cuba	3,931
Dominican Rep.	7,208
Netherland West Indies	5,547
Haiti, Rep. of.	3,988
Colombia	80
British Guiana	200
Venezuela	144
British India	257
British Malaya	124
China	413
Netherland India	336
Hong Kong	83
Japan	1,340
Palestine	255
Philippine Islands	16,421
Siam	91
British Oceania	192
French Oceania	296
New Zealand	12
Union of South Africa	755
Hawaii	65,109
Virgin Islands	1,870
Puerto Rico	68,911
Total	276,847

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Though Our Salestalk May Fail to Convince You Our Dies Will Not.

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**THE STAR**  
**MACARONI DIES MFG. CO.**  
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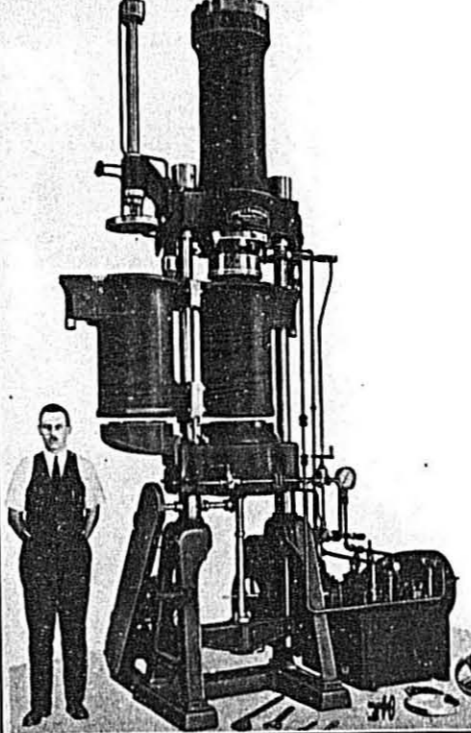
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ORGANIZE  
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First--  
INDUSTRY

Then--  
MANUFACTURER

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## Consumption Decline is Big Industry Problem

Macaroni and noodle manufacturers may have other worries, but the industry's chief problem is to find ways and means to check the decline in the consumption of wheat products, principally macaroni, spaghetti and egg noodles. It is the problem of no individual nor of any group, but that of the whole industry.

Leaders who have been studying the trend in the macaroni eating habits of all classes of people that go to make up our cosmopolitan population were surprised to discover that the annual consumption of macaroni products in recent years has been gradually declining instead of registering the increase hoped for. This trend, if permitted to continue threatens the very existence of many firms in the business, and eventually of the business itself.

Various reasons have been advanced for this decline in the consumption of white wheat products. Some blame it on the food faddists, others to changed living conditions which have greatly reduced the need and quantity of energy foods to maintain a certain bodily strength. Others blame it on the use of inferior raw materials, and indirectly, the millers who encourage the use of the cheaper grades. Irrespective of what may be the cause the industry is suffering the results and it is high time that a determined attempt to check the trend be taken.

The bakers are confronted with a similar problem. While the decline in per capita consumption of all macaroni products has been less than a pound a year over the high consumption rate of the early twenties, there has been a decrease of about 60 pounds per person per year in the use of bread flour. They are planning a concerted fight against every agency that affects bread consumption—an action which the macaroni trade must soon follow to save itself.

When the wheat millers and the bakers discovered that a government bureau was alleged to be showing discrimination against wheat in its balanced diet releases, they sought to counteract that influence by sponsoring research work that bread was not as fattening as some dietitians claimed and attempted to have Congress legislate against the use of propaganda by government bureaus discriminating against perfectly good foods like bread and all wheat products. While it has not gained its objective in having laws passed to that effect, it did gain the ear of the Secretary of Agriculture who has recommended a conference of government officials, wheat millers and nutritional group, to undertake a joint program to arrest the downward trend in wheat consumption.

Any attack on the use of wheat as a food is a direct attack on macaroni, a 100% wheat product. Also any plan to promote the increased use of wheat as a food will directly benefit the industry and all such plans should have the unstinted support of every macaroni and noodle manufacturer in the country.

An opportunity for discussing ways and means of checking the downward trend in the consumption of macaroni is offered at the annual convention of the National Macaroni Manufacturers Association to be held in the St. George Hotel, Brooklyn, N. Y. June 17-19. Give this serious matter serious thought for the next two months and then plan to come to the Macaroni Men's conference determined to do your share,—your part in whatever program may be agreed upon of a cooperative nature.

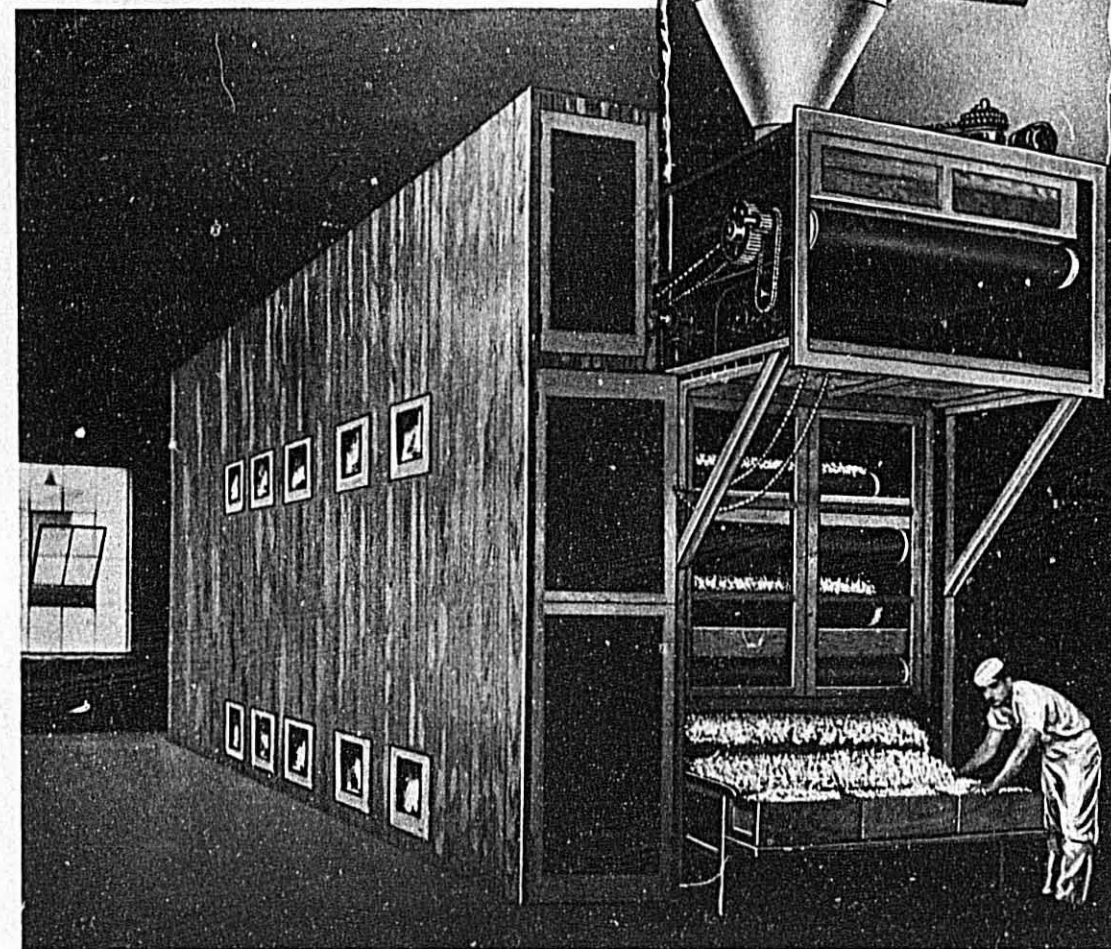


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