

**THE
MACARONI
JOURNAL**

**Volume XIV
Number 12**

April 15, 1933

The Macaroni Journal



Minneapolis, Minn.

April 15, 1933

Vol. XIV No. 12

HEADS UPI

From the nation's capital comes an inspiring example of what can be done by determined leadership.

Confidence has been restored. Greater cheerfulness generally prevails. Every movement will now be upward and forward.

Let's arrange to attend the 1933 Conference of the Macaroni Manufacturing Industry in Chicago, June 19, 20 and 21 with "heads up", determined to put it in step with the progress that is in prospect all along the business front.

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121 Varick Street . . . New York City

April 15, 1933

THE MACARONI JOURNAL

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Favorable Change in Macaroni Market

Price Quotations Appear More Sane--Quality Offerings Predominate--General Tone of Business More Cheerful

For the first time in many months the outlook of the macaroni manufacturer appears cheerful. Market indications are that the "new deal" of the new administration is being favorably reflected in a new trend upward in the macaroni trade as reported from many of the country's leading trade centers.

The seemingly unending decline has been stopped. Saner prices are being quoted and once more the buyer is giving some thought to quality and grades. With the revival of confidence in America by Americans there has been renewed increased confidence of the macaroni makers in their industry. The tone of cheerfulness generally prevails.

The change is welcome. Still there is much to be desired before the macaroni industry can be said to be once more prosperous. Crazy, uneconomic quotations are still being reported, though they are steadily decreasing in number and force. Substitutes for high grade raw materials are becoming more and more a drag on the market. Price seemingly is no longer a lodestone and buyers of low grade flours for macaroni making are growing fewer and scarcer.

There is no use reviewing the disastrous past or of bewailing the sins of the trade—sins of commission or omission. The industry and the individual manufacturer have paid the fullest penalty. Both are ready to make amends and to restore the prosperity of the trade that once more faces the future in good cheer.

"Chasing the gloom" has not been the work of one firm, one organization or even of one industry. The whole country sensed the need of determined, united efforts, of individual and general sacrifices, to help banish the depressed spirit that has too long prevailed in the whole world. Together they have acted, the big business man and the little fellow, the individual and the trade association, the politician and the taxpayer with the result that faith in the country, in one's trade and in our own little business has been remarkably restored.

Faith in the macaroni industry's future is shared by nearly a half thousand firms throughout the country. Steps to bring about the restoration of confidence have already been taken, leaders being those who have always proved the backbone of the industry. Others are slowly falling in line.

In the vanguard are found firms whose loyalty to their trade association is staunchest. Through the lean, trying years of depression they have stood shoulder to shoulder with their fellow manufacturers in battling every element that threatened ruin to the trade. Together they fought the price racketeer; unitedly they opposed the tendency to feature low grade products and determinedly they sought every fair means of relief, internal and external. In their gallant endeavors they had the moral and financial support of a few macaroni makers outside the pale of the association membership and of all of the leading durum millers, machine and equipment builders.

This favorable trend forward and upward will be given an added impetus when the leaders of the craft meet in their annual conference in June. The 1933 convention of the National Macaroni Manufacturers Association—of the Macaroni Manufacturing Industry of America—will be held in Chicago June 19-21, and everyone having the interest of his business at heart and the welfare of the industry in mind should now lay plans to attend and to contribute his mite and his influence toward the permanent upbuilding of the trade. Such action would cheer the leaders, renew faith and increase confidence that appears to be so providentially restored by the "New Deal" now being tested.



QUALITY
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MINNEAPOLIS MILLING CO.
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THE MACARONI JOURNAL

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Invest in Association Dues

Somehow or other business always seems to be in a mess. It seems that there has never been a time when men of like interests could not have profitably cooperated for their own and their trade's betterment. Even in the boom days of the middle twenties our burdens appeared heavy and numerous.

But severe indeed have been the trials of business and rough the road which the macaroni manufacturer has had to travel since the Halcyon Days of 1929. Volume has fallen lower and lower; overhead has mounted, despite every effort of economy; quality has become degraded in meeting unheard-of competition; profits have practically vanished. On the other hand taxes, ordinary ones, have increased alarmingly and new and unexpected ones assessed or threatened. Verily the macaroni maker seems to be caught between two mill stones and is slowly being ground into profitless oblivion.

Never has this industry been confronted with a greater multiplicity of grave, serious and puzzling problems as now concerns those who have so far survived the rigors of the worst depression in the history of America. Never has there been greater or more urgent need for united action in overcoming the difficulties that are impeding the natural course of the business.

Added to the many old worries inherited in the early days of the macaroni industry's struggle for existence and to the others accumulated during the period of development and the boom days of pleasant memory, are the many new and more serious ones that grew out of the backward business conditions of the past three years. They, together, create an almost unbearable burden. However, the trials and tribulations of the past three years have had the good effect of convincing all that the solution of the industry's problems that are ever with us, whatever may be the conditions, good, bad or indifferent, is not a one-man job, but a herculean task that the progressive manufacturers should tackle in unison.

Confronted by the new problems, products of despair and uncertainty brought on by the general depression that has affected practically everybody everywhere, some of the macaroni men have been inclined to over-economize to the detriment of their business. A few, happily only a few, have gone so far as to blindly cut out their association dues, handicapping the only agency that can best help them out of some of their difficulties, at least. In doing so they lose entirely the benefits of cooperative efforts made ready for just such an occasion, fostered and created at a great expense of time, money and energy.

In their economy crazed moments they ignore the fact that

if cooperative endeavor means anything at any time, it should and does mean most to members under existing conditions. But the real, live business man will see to it that while he is practicing sensible economy, his program will stop short of eliminating the small amount of dues which he is called upon to pay annually for the upkeep of the trade association that works so unceasingly for trade betterment. He looks upon this small outgo as an investment—an insurance. In times like these he will make greater and more frequent use of the association's many facilities to bolster a common cause.

On the need of a trade association for an industry and its value under the serious conditions now confronting us, Frederick M. Feiker, well known business authority recently said: "The trade association has the power for collective action if its members will treat it as a force for constructive accomplishment, and not continue to look upon it as an instrument of defense, alone, as has long been the practice. Most trade associations have their roots in defense; most of them were first conceived to protect a group against some wrong, real or fancied. It is time now to throw overboard this defense mechanism of our association and to think of it in the terms of power for promoting advantageous conditions, rather than a force for preventing disadvantageous ones."

The trade association, of which the National Macaroni Manufacturers Association is an excellent example, presents today the soundest organized approach in a democracy to a solution of group problems in an industry. Manufacturers of all kinds are on an equal footing, be they large or small, far or near. The National Association voices the prevailing views of its members, operates according to their wishes and directs its combined energy and force in solving the industry's problems and in improving trade and trade practices.

Nothing is to be lost and everything is to be gained by sustained membership in your trade association. Invest a little money annually for your industry's welfare and upon you will fall some of the benefits that will accrue to you. Non-members are again invited to help bear a little of the burden of maintaining a central organization that will continue to watch with even greater watchfulness, the industry's interests, fight the industry's battles and promote unselfishly for the general welfare of the macaroni business.

Join and support the National Macaroni Manufacturers Association whose task can be lightened in proportion to the number of supporting members. Work with, rather than independently of your fellow tradesmen.

Macaroni Educational Section

By BENJAMIN R. JACOBS, Washington Representative

Continuing our discussion of the proposed changes in the Macaroni Standards it is desirable to keep the members of the industry advised of the developments of the last month on this subject.

Through our secretary, Mr. Donna, we sent out a questionnaire to all manufacturers irrespective of their membership in the association. This questionnaire asked 2 questions, one was whether or not they made egg macaroni products and the other as to whether or not they were in favor of eliminating the term "plain noodles" as now used for products made in the shape of noodles but containing less than 5.5% of egg solids, or no egg solids at all. There were 76 answers received. Sixty-nine manufacturers approved the changes which eliminated plain noodles and 7 manufacturers disapproved. Of the 69 manufacturers who approved there were 16 who do not make egg macaroni products but who are mostly "bulk" manufacturers. Many of these make Bologna Style Macaroni which in a measure competes with the so-called plain noodles.

Of the 7 manufacturers who opposed, 2 do not make egg noodles but do make a so-called plain noodle and one of these labels his product "Bologna Style Plain Noodles." Another one of the manufacturers who objects to the proposed standards makes 3 types of noodles (a) a so-called plain noodle without eggs, (b) a so-called "special plain noodle" containing 2% or 3% of egg solids and (c) a regular standard egg noodle.

During March the Illinois state authorities, at the request of manufacturers in the Chicago territory held a hearing on this subject at which practically all of the manufacturers present agreed to the elimination of the so-called plain noodle. On March 22 the superintendent of the Division of Foods and Dairies of the Illinois State Department of Agriculture issued the following letter which was sent to all manufacturers in Illinois:

March 22, 1933.

It has become a practice among noodle manufacturers to manufacture a substandard egg noodle and label it with one of several different phrases, similar to the following:

Plain Noodles Made With Egg Yolk and Durum Flour

We have secured samples from several of these manufacturers and asked them to discontinue the use of this type of label. The grounds for this is that a label of this type leads the purchasers to believe that they are buying egg noodles. The very fact that the manufacturers resist the discontinuance of this type of label would indicate that the public misunderstand what these noodles are. The Supreme Court of the United States has rendered opinions which we will be glad to furnish any manufacturer or his attorney hearing on the above interpretation.

For the sake of uniformity, we suggest to all noodle manufacturers that they discontinue this type of label, avoiding the necessity of this department taking samples of each and every manufacturer and going to the trouble of calling them in for hearings.

We would be interested to hear your views on this subject.

Yours truly,
Horace I. Lepinan,
Superintendent,
Division of Foods and Dairies,
By C. K. Beebe.

The Illinois state food authorities have also issued the following interpretation concerning the above referred to decision of the U. S. Supreme Court. There also follows decisions under the Federal Food and Drugs Act which bear particularly on this subject:

These opinions, while they may not involve the specific product under consideration, have a direct bearing on the labeling of any food product. They point out that any food law containing a section, such as Section 9 of the Illinois Dairy and Food Law, should be interpreted strictly and that any false, ambiguous or misleading statement or subterfuge whatsoever can be considered a violation.

Sections 9 and 34 of the Illinois Law are as follows:

Misbranded—Defined Section 9—The term "misbranded" as used herein, shall apply to all articles of food or drink, the packages or labels of which bear any statement, design or device regarding such article, or the ingredients or substance contained therein which shall be false or misleading in any particular; and to any such products which are falsely branded as to manufacturer, packer or dealer who sells the same, or as to the state, territory or country in which it is manufactured or produced. That for the purpose of this act an article shall also be deemed to be misbranded. **Using Shift or Device—Defined Section 34**—The use of any shift or device to evade any of the provisions of this act shall be deemed a violation of such provisions and punishable as herein provided.

The phrases in these sections, such as "any statement, design or device" which shall be false or misleading in any particular" and "the use of any shift or device" are plainly such phrases as the Supreme Court had in mind when making the following opinion:

The following is taken from the opinion of the Court delivered by Justice Butler in Case No. 599, October term, 1923:

The statute is plain and direct. Its comprehensive terms condemn every statement, design, and device which may mislead or deceive. Deception may result from the use of statements not technically false or which may be literally true. The aim of the statute is to prevent that resulting from the indirection and ambiguity as well as from statements which are false. It is not difficult to choose statements, designs, and devices which will not deceive. Those which are ambiguous and liable to mislead should be read favorably to the accomplishment of the purpose of the act. The statute applies to food and the ingredients and substances contained therein. It was enacted to enable purchasers to buy food for what it really is.

Even the laymen will immediately recognize that the above statement, coming from the Supreme Court of the United States, is of the greatest importance, since it will assist materially in determining whether or not the act is being violated when vague and ambiguous statements which are liable to mislead are made on the labels of beverages, beverage materials and other food.

The lower courts have taken cognizance of the above quoted statement emanating from the Supreme Court as indicated by the Court's ruling in the case United States of America

vs. Mellvaine Brothers, a corporation. In this ruling Judge Dickinson made the following statements, among others:

Fortunately, the Supreme Court of the United States in the Apple Cider Vinegar case (No. 599, October Term, 1923), has charted the course to be followed. The general rule is that the Act of Congress should be so read as to further the accomplishment of its purposes, and that not only any branding which is misleading or liable to mislead but also any which is ambiguous should be visited with the condemnation of the Act. Following the course thus indicated, we encounter the fact finding now made that the branding first given this product has the vice of ambiguity in that although it is not expressly stated that the product is what is known to the trade as powder colocynt and it is stated that it is powdered colocynt apple, yet it is none the less true that the difference in the product is not so stated as to command attention to the fact that there is a difference but is so stated that the difference may be overlooked and the purchaser be buying one product with the thought in his mind that he is buying another. As we interpret the spirit and true meaning of the ruling cited, it is that a branding which is misleading because of its ambiguity is as much within the inhibition of the statute as if it was misleading in statement.

"The last opinion is certainly very strict, as it holds that an article can be sold for what it actually is (Powered Colocynt Apple), but because it is of no specific value and can be and probably was mistaken by purchasers for another product of value (Powered Colocynt) it is sold in violation of the Food and Drug Law."

The hearing of the committee of Definitions and Standards of the United States Department of Agriculture scheduled for about April 7, as announced in the March issue of the JOURNAL, was held on April 4. The views as expressed by the vote taken by the association were presented by Vice President G. G. Hoskins. Those manufacturers opposing the proposed changes were represented by Wm. Culman of the Atlantic Macaroni company of Long Island City, N. Y. Five of the 7 opposing manufacturers have their plants in the Metropolitan district of New York city, one is in Minnesota and the other in Maryland, while those favoring the changes were represented by plants all over the United States from Boston to Seattle, San Francisco and Los Angeles.

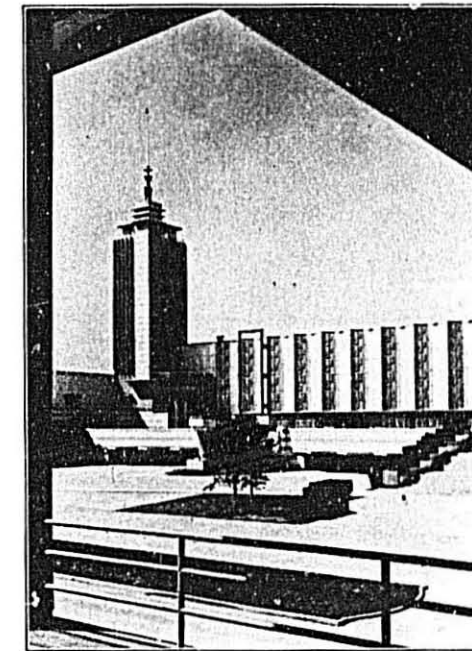
Most of the argument by those opposing the changes was to the effect that under present economic conditions there is considerable demand for a so-called plain noodle that can be sold within the means of the poorer class of people, especially those who are out of a job. Another argument was to the effect that there seemed to be too much government in business and too much interference by the government through regulation by business. Of course we have the food law and it must be enforced and there must be therefore regulations for its enforcement. It was stated by the chairman of the committee that the department cannot prohibit the manufacture of products made in the shape of noodles whether or not they contain eggs or

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"Century of Progress" Macaroni Convention Will Be Held at the Edgewater Beach Hotel, Chicago, Ill. June 19-21, 1933



Macaroni Manufacturers are deeply interested in the progress being made by science in industry, and the Hall of Science shown above will be one of the chief attractions during convention week and all through the fair season.

Notice the carillon equipped tower, the rostrum at the right, the decorated cloth banner which serves as a background for the speaker, the three levels on which the structure is built and the entrance to the medical exhibit at the lower level. Colored flood lights will add much to its attractiveness at night time.

whether or not they are made of a wheat product, provided, of course, the product is wholesome and provided it is not deleterious to health. It CAN, however, require proper labeling of food products if these products do not comply with the consumer's understanding and do not conform to what is considered good commercial practice. It is not the function of the standards committee to find new names for substandard products. It is, however, its function to see that only well recognized terms are used and the composition of the product is what the consumer understands it to be. It has been suggested that these products which are made in the form of noodles but which are deficient in eggs should take their original name or names, depending on their particular shapes. They are in fact Bologna Style Macaroni products and they should be labeled as such with additional names depending on their shape such for example as Fettuce, Fettuccine, Tagliatelle, Tagliatelline, etc. These names are all well known to the Italian trade. It is true that they are not known to the American trade but it is also true that the American trade does not understand that the "plain noodle" is necessarily one in which either part or all of the eggs have been substituted by water. It has been suggested that this product be labeled "Ribbon Macaroni" and to this may be added the words "Fine," "Medium" or "Broad," depending on their width.

The views of the association as expressed by Mr. Hoskins were well illustrated in a group of samples he presented. These showed that it was becoming a universal practice among manufacturers, particularly those who put up macaroni products in cellophane packages to place the word "plain" in smaller type in an inconspicuous place on the label and to emphasize the egg content of the so-called plain noodles. This practice was admitted by all, including Mr. Culman, to be deceptive and misleading. Mr. Culman suggested that this should be stopped without necessarily stopping the use of the term "plain noodles."

The committee gave considerable consideration to the meaning of the term noodles. There seemed to be a prevailing opinion that noodles were a product consisting of egg and flour. There also seemed to prevail the thought within the committee that the present standard for egg noodles is too low and that the remedy might lie in raising the standard for this product.

Going back through the original hearing that was held some years ago when the present standard was established, I find that it was based on a compromise between the Department of Agriculture that contended that noodles were made from flour and eggs and what the manufacturer considered being a good merchantable product. It was contended at that time that to make a noodle it would require between 3 and 4 eggs per pound of flour. The committee finally compromised on 2 eggs per pound of flour and this is the basis of the present standard of 5.5% egg solids in noodles. It was arrived at as follows: on the basis

of 2 eggs per lb. it would require 200 eggs to 100 lbs. of flour. Two hundred eggs weigh about 20 lbs. Since whole eggs contain 75% moisture and 25% solids 20 lbs. of eggs would represent 5 lbs. of egg solids. Therefore 100 lbs. of flour would contain 5 lbs. of egg solids. As noodles contain approximately 10% moisture there would be approximately an increase of 10% in the amount of egg solids based on the moisture-free product, therefore the standard was changed to 5.5% egg solids on a moisture-free basis. It will be remembered that at that time the standards did not permit the use of egg yolks. This was not permitted until several years after the standards went into effect and those manufacturers who used dried yolks will recall that they were required to add a certain percentage of dried albumen to make their formulas conform with the standard. Now however, since practically all manufacturers use yolks or mixture of yolks and whole eggs we have lost the original basis for the standard.

I have emphasized to the committee that the present egg requirement is suffi-

ciently high and that any increase may render the product susceptible to rancidity and to spoilage by infestation by insects. The product now contains sufficient eggs to give it distinctive character if manufacturers will only comply with the present standard. Most of them are complying and are even doing a little better than that but there are always those in the industry who are willing to "cut corners" so as to cut prices and this is in the final analysis one of the reasons for the substandard products which are now flooding the market and demoralizing the trade.

Nickel Cigaretts

Cigaretts at 5c a package are soon to be marketed by a firm recently organized to manufacture "Eagles." It will at first concentrate sales efforts in the southern states, later to advertise them nationally. The manufacturing concern is incorporated under the laws of Delaware and has a capital of \$1,000,000. The executive offices will be in New York city.

Fight Against Special Tax Continues

Having succeeded in company with other industries in getting the old Congress to defeat the proposed Domestic Allotment Plan, macaroni and noodle manufacturers joined in a combined attack against the new proposal in the 73rd Congress to place wheat processors under an excessive tax burden.

In urging a general protest to Congress by individual macaroni men and friendly and interested allies the National association emphasized the fact that it did not wish to appear as blocking or impeding the program of relief offered by President Roosevelt, but felt that a 1% tax on wheat processing was entirely out of line with taxes proposed on competitive products and if passed would prove a disastrous handicap to the macaroni industry.

In the messages to the Senators and Representatives it was emphasized that the macaroni manufacturers were friends of the farmers, particularly the wheat growers because they produced the basic raw material from which macaroni and noodles are manufactured. The whole industry is in favor of fair relief for the farming group. It also wishes to give the new administration every help in put-

ting into effect a progressive program of relief and budget balancing, realizing that both are absolutely necessary if business is to be revived and confidence restored.

Leading operators while protesting the special tax feature of the proposal, which has been approved by the House and which is now (April 5) before the Senate have taken the attitude of watchful waiting, just a little less skeptical than when the plan was first proposed during the winter. This changed attitude is attributable to the form which the new bill has taken, in giving to the administration much latitude in amount of tax to be assessed and how it is to be applied.

In asking leading manufacturers to join in a general protest against the tax bill the National association suggested that they stress these facts in their messages to Congress: (1) That the macaroni industry is in favor of fair farm relief. (2) That the allotment as understood was unfair because it singles out a few products among them macaroni and noodles, to be taxed 100%. (3) That macaroni products are the food of the workers—the masses, and that an unduly heavy tax thereon would deprive millions of this nutritious food just at a time when they found it most necessary to economize. (4) That it is entirely unfair to tax processors of wheat and leave un-

taxed such competitive foods as beans, potatoes and rice.

From headquarters went the following message of protest to the leading Congressmen: "As friends of the wheat growers of the country and of the farmers generally and as producers of a 100% food we favor fair and reasonable farm relief measures. But we strongly oppose the allotment plan to place a 100% tax on processed wheat foods and no tax on such competitive foods as potatoes, rice, beans, etc. Representing an industry that converts annually 20 to 25 million bushels of wheat into a nutritious, economical good food we urge a vote against this unfair, almost confiscatory feature of the proposed farm relief bill that will not relieve the farmers or wheat growers to the extent expected but will merely serve to make consumers turn to untaxed foods, thus penalizing and destroying wheat growers and processors."

The protest in March was not nearly as unanimous as was the protest last January on the part of the macaroni manufacturers of the country because many expressed the view that they were now inclined to trust to the judgment of the new president.

The macaroni industry awaits with much interest the decision of Congress and more particularly the action of the administration.

Completes \$75,000 Addition

Noodle Company Doubles Floor Space to Meet Production Demands . . .

Plant constructions and extensive remodeling have been very rare during the past 3 years, these being quite generally confined to replacing plants destroyed or

Business has been so good for the past two years that the F. L. Klein Noodle company found it necessary and practical to put on a second story on its plant at



F. L. Klein Noodle Company's enlarged factory—remodeled and rearranged.

damaged by fire. From Chicago, however, comes a story of a plant enlargement that is real news, representing one of the few plant expansion projects in that city in 1933.

4567-65 South State st. Chicago. Construction operations were started last December and were completed early in April at a cost of \$75,000. The factory is completely remodeled

and rearranged to get the utmost efficiency from available floor space and most modern equipment. New driers have been installed and a modern tile finish given the interior to insure the maximum in sanitation.

In anticipation of the legalization of beer the firm installed a new automatic machine for making the famous pretzels and now expects to ride in on the wave of increased pretzel consumption. Potato chips are also manufactured by the firm.

However the company is primarily and principally a noodle manufacturing firm and the plant enlargement was made to take care of the greatly increased demand for egg noodles. At times last fall it was found necessary to employ the double shift plan to fill orders which now can be taken care of in the regulation day with the additional space and equipment and with the additional 50 to 75 employees that will be added to the regular force.

Alex S. Klein is general manager of the plant. He usually represents his firm at meetings of the N. M. M. A. having long been a member thereof.

The way to fame is like the way to heaven, through much tribulation.

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Exact color



THE unvarying rich amber color of every sack is but one evidence of the rigid uniformity of Gold Medal Semolina. Always the same rich color, always the same strength, always the same taste . . . this uniformity proves itself in your mixers, kneaders, and presses . . . and in the finished macaroni.

Inflexible adherence to an absolute standard of color, strength, and taste is not secured by short cuts—it is the

inescapable result of a searching selection of the finest amber durum wheat, a relentless check-up throughout the milling process and a final examination by making parts of every batch into macaroni under actual working conditions.

That is why Gold Medal Semolina is uniform . . . and the advantages of such uniformity show up in your shop and in growing sales.

Gold Medal Semolina

"Press-tested"

Greater New York Italian-American Market

Metropolitan New York, which encompasses the thickly settled region in southwestern Connecticut, southeastern New York and northeastern New Jersey, comprising over 10,000,000 inhabitants, ranging in caste from the common laborer to the millionaire, presents one of the most lucrative fields for food marketing in the United States. In a well written article in "Sales Management" Lawrence M. Hughes, emphasized the wide sales opportunities offered by the Italian-American population in that district—a market which is in many respects the most attractive of all foreign language markets in the country.

The Italian-American market in the United States, according to this authority comprises some 4,000,000 people, about two fifths of whom were born in the old country. The rest are children of the Italian born parents on whom the influence not only of the Italian language but of the Italian heritage and habits is still strong. Six sevenths of the entire Italian-American market is in 8 states, New York state accounting for more than one third of the total.

In New York city alone there are 1,070,355 Italian-Americans—more than Naples, more than Milan or Rome. New York is now the largest Italian city in the world.

The Italian-American population, though speaking the Italian language or one of its numerous dialects in the homes and at work, and reading Italian news-

papers, is gradually being influenced by its new environment and slowly swayed from old habits by the conditions and forces of the new world—not the least of which is advertising.

The Italian-American likes good things to eat and as a rule has money with which to satisfy his wants—perhaps more money on the average than other large foreign language or even native born groups. Consider the New York Italian as a prospect, suggests Mr. Hughes. He is typical of his compatriots in Philadelphia, Boston and San Francisco but he is available in New York in vastly larger numbers. He is a rather under-rated individual supposedly jammed into squalid living quarters in the lower East side. Now it is true that many Italians still live in the lower East side but living conditions have greatly improved since this prejudice got started. This hard working provident and economical group has gradually improved its living conditions, and the movement from congested quarters to the new suburban centers has been steady until today there are twice as many Italian-American residents in the borough of Brooklyn as in the borough of Manhattan. And nearly one third of a million more are living in the Bronx, Queens, and Richmond. They are all New Yorkers still, but they have more room to live and grow, to increase their earning power and to enjoy their heritage and habits in the more spacious homes in the suburbs.

With the migration have gone Italian stores, restaurants and banks, newspapers and artists, and as the group prospered and its living conditions improved the Italian-American market widened until it is now one of the most important from the viewpoint of the national advertiser and distributor.

At least 85% of New York city's Italians are in Italian locations. In the Bronx there are 7 of these locations, clearly definable; in Brooklyn 26 of them, in lower Manhattan 7, in midtown 3, with another big district north of 100th st. and east of Lexington av. Queens has about 8 of them, the biggest in Astoria and Corona.

Manhattan's population of 260,702 Italians is served by 497 grocers, 202 drug stores, 204 butchers and 409 restaurants. The coverage of Brooklyn's 487,344 is not relatively so complete there being 747 grocers, 215 drug stores, 362 butchers and only 204 restaurants. The Bronx has nearly 500 of these establishments all told, and Queens about 350.

Three Italian dailies in this district together with the many American newspapers keep these millions in touch with the news of the world and gives advertisers the beneficial connection with this great buying group.

The author concludes that the New York Italian-American market is one which manufacturers and advertisers of food products would well and profitably develop, and many recognizing this relatively prosperous market have recently directed their advertising to this group.

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Three Italian dailies in this district together with the many American newspapers keep these millions in touch with the news of the world and gives advertisers the beneficial connection with this great buying group.

Semolina Sales Increase

The Buffalo sales departments of the various durum mills experienced an active trade in semolina, reports the March 21, 1933 issue of *The Southwestern Miller*. The week opened with none of the mills willing to sell for more than prompt shipment. Tuesday it was decided that they would take sales for 120 days but with no protection in the event of an advance. Thursday, when the durum market at Duluth advanced 8c a bu., prices of semolina were marked up 40c a bbl. This was the second 40c advance since the closing of the grain markets March 3. A good quantity of semolina was booked by mills Thursday, prior to the 40c upturn. With Friday's market dropping on cash durum, a decline of 35c a bbl. occurred in semolina which made a net gain of 5c in prices or 45c per bbl. since March 3.

The consensus of opinion among many macaroni manufacturers pointed toward prospect of higher semolina prices as the end of the crop approaches.

Consumption of macaroni products by

the American public increased considerably during the winter.

Bring Your Friends

As soon as you read this, why not make a friendly call on your nearby manufacturers of macaroni products either in person or by telephone, asking them to accompany you to the annual conference of the industry where macaroni business from your angle, his angle and from everybody's angle will be considered?

Chicago, the city of the 1933 convention of the macaroni industry is conven-



iently situated within 24 hours ride of more than 75% of the industry. There is an added attraction there this year in the form of the most stupendous exposition of modern times, the "Century of Progress" exposition that opens in June and will be on in full swing when the macaroni men meet in the Edgewater Beach hotel on June 19-21.

You, your friends and neighbors are cordially invited to make the convention this year your own conference. Your views on the various subjects under discussion are invited, as well as your cooperation in putting into effect the decisions of the meeting. It's your business; make the most of it.

Anyway, You Don't Need Gold

The President has invoked the law against those who have been hoarding gold. Any piece of paper money with Uncle Sam's mark on it is as good as gold. Most hoarders are merely nervous persons—the kind that lie down with their clothes on, so they will be all dressed when they wake up.

Noodles at Packaging Exposition

Have macaroni manufacturers kept step with modern development in packaging of foods? Is it true that egg noodles have far outstripped the sister products, macaroni, spaghetti and short cuts in following the popular trend in attractive, appealing and suggestive packages?

Promoters of the Third Packaging, Packing and Shipping Exposition held at the Hotel Pennsylvania, New York attempted to answer these and other packaging questions last month, and judging from the number and variety of egg noodle packages displayed as against spaghetti and macaroni, it will seem that the former has received by far most of the attention of the manufacturers and package designers. Because of the natural attractiveness of egg noodles, their golden, appetizing tint, macaroni manufacturers have been more prone to market that product in transparent packages than the more dull and plainer macaroni.

The display of egg noodles was quite extensive, and along with other foods shown they presented a valuable lesson on the modern trend in packaging which is becoming more and more recognized as an important selling factor. There were shown many shapes and varieties in cellophane, in window cartons and in highly decorated containers, presenting a valuable and interesting study of the packaging problems.

Speaking on the modern trend in packages and particularly of their selling appeal, D. E. A. Charlton, editor of *Modern Packaging* said:

"Contrary to opinion packaging is not a new form of legerdemain to produce sales. Its principles have been developed soundly, and when properly applied have proved successful.

Proper Use of Color

"In recent years, however, due to a growing interest in the package because of the belief that it can serve as a panacea for flagging sales there has been a tendency to overlook certain of those principles, to overemphasize the importance of some of the features of a package at the expense of others fully as important; in short, to establish certain fetishes which, while not always harmful

to those who seek to obtain the full benefit from the use of packages serve as a handicap in that they create conflicting and often wrong impressions. To be specific, in some of these 'illusions' I might mention the incorrect use of color as well as the use of improper colors, overdressing the package, incomplete protection, disregard of convenience in size and shape and in materials used, lack of economy as applied to production, unsuitability of the package or its assembly to the contained merchandise.

Purpose of Redesigned Package

"The buying public is decidedly package conscious, and is daily becoming more so. The manufacturer of today is faced not only with that competition which he can expect from goods of equivalent quality and similar merchandise which sells for less, but his sales may be in many cases actually jeopardized through a comparison of his package with those of manufacturers of dissimilar products. For under our present plan of selling the prospective customer is faced in the store and in the shop window with an almost confusing display of packages of every shape, size and design.

"In determining what changes are necessary in a package a manufacturer must consider the objectives he is seeking. Primarily of course, he is interested in but one thing and that is in improving or maintaining sales, and—lest we forget—with a weather eye out for the expense of so doing. His purpose then in redesigning his package is to make it more attractive and desirable. Often a change has been made at considerable expense only to find that important considerations have been overlooked, and these act as deterrents or handicaps to an otherwise successful package. In checking the expected accomplishments of his new package, the manufacturer may ask the following:

"Has my new package individuality? Has it up-to-dateness? Has it the necessary shelf appeal? Does it express my product to advantage? Does it afford customer convenience?"

Decreased Durum Planting

According to the Bureau of Agricultural Economics the prospects are that during the 1933-1934 season a cut of 23% in seedings of durum wheats will be made in the leading durum growing centers of this country. This would indicate a much smaller durum wheat crop next summer.

Stocks of durum wheat in the United States are still slightly larger than the quantities on hand a year ago despite the 52,500,000 bu. produced during 1932.

are somewhat under those of a year ago.

Crop conditions are generally satisfactory but the crops have still to pass through the critical period. Spring seedings in Russia will probably be about the same as last year, with the Russian plan placing more emphasis upon increased yields than upon acreage expansion. In Canada the acreage in recent years has been relatively constant with no appreciable increase in durum exports. Argentina, although still relatively unimportant as an exporter of durum wheat, has steadily increased offerings during recent years and present indications suggest seedings for the new crop year about equal to those of a year ago.

The competitive position of Canadian, Russian and Argentine durum will be largely influenced by fluctuations in exchange values. National currencies of these countries at present are quoted at substantial discounts under the American dollar.

New Advertising Quarters

In these backward times when a report comes that a firm has found it necessary to move into larger quarters to enable it to take better care of a rapidly expanding business, that is news of interest to all business men.

Such an announcement was made last month by Andrew Luotto, chief executive of the Commercial Radio Service, New York city. Mr. Luotto has long been identified with the macaroni manufacturers of the United States metropolis and recently planned and supervised the radio advertising program being sponsored by a large group in New York city.

The firm has moved into larger and more conveniently situated offices at 8 W. 40th st. where they feel that they will be better able to serve the growing clientele. "We feel," says Mr. Luotto, "that we are now equipped better than ever, to stage and produce radio programs, compile commercial continuities, make proper contacts with all radio stations, furnish suitable talent, and in general organize merchandising and advertising campaigns for those who desire to take full advantage of better and better days which are just ahead."

In his firm he is assisted by his brother Stefano Luotto, who has served as an announcer over Station WOV, New York city.

In Praise of Perkins

"Miss Frances Perkins is the first woman to be a cabinet member. And," declares William L. Cheney, editor of *Collier's*, "she is unquestionably the ablest secretary of labor since the office was created." A favorite Washington epigram nowadays is to the effect that "the best man in Roosevelt's cabinet is a woman." It is generally agreed that Miss Perkins has a great opportunity for leadership, and that never before has there been a greater need for trained intelligence and broad human sympathy in the department she heads.

In Father's Footsteps

Junior Executives Carry On Business Established by the Founder of Rossotti Lithographing Company, With No Change in Policies of Deceased Father

Two sons, specially trained and acquainted with every detail of their father's business took charge of an established and going concern without even a ripple of disturbance—a fond hope of all proud fathers. When after years of struggle and disappointments one man has succeeded in building up a prosperous enterprise and then is suddenly removed from his sphere of business activities by death, quite often his business is left much in the position of a ship without a rudder. Happily that was not so in the case of the Rossotti Lithographing Company, 121 Varion St., New York City, which specializes in labels, cartons and containers for most products, especially macaroni, noodles and spaghetti.

When the father and founder died on Nov. 18, 1932 (last year the Alford and Charles were made vice presidents), change of plans or policies because it had been brought up in the business quickly proved that the respective parts of the organization that this mechanical enterprise presented, such as an excellent design department, the best of the best, had a true business pattern.

The transfer of the business was completed with the assistance of several of the company's employees and the agreement was made that the company should continue to operate in the same combination of policy that will build on

the policy of the father, the business to which they will heir.

Alford Rossotti, the elder son, was always mechanically inclined. He went to Cornell University, specializing in engineering. Charles Rossotti was more naturally minded. So, while attending Columbia University in his home city, he studied sales management. Their special training fitted them fully for the heavy business responsibility they would sooner or later be called upon to assume.

Immediately on completing their education, the young boys entered the father's business working in every department of the business and became thoroughly acquainted with every angle of its operation. In a very short time each was given charge of a department in which each was best suited. Alford was made vice president of the company in charge of production, Charles was made vice president in charge of sales. Long before the company's financial success had increased tenfold. It was not long as the sons were given possible opportunities to apply their special knowledge. He made Charles vice president and Alford vice president of the business.

Alford, the elder, has long been in charge of the production of the company's products. It is the same as vice president of the business. He is in charge of the production of the company's products.

the policy of the father. Rossotti to carry a business on the basis of quality rather than price, a sound policy as manifested by the growth of the business despite unfavorable conditions of the past two years. In lithography the Rossottis have been creators rather than followers of trends and customs. This firm was a pioneer in the manufacture of display cartons using cellulose apertures, and designed a machine especially for the manufacture.

Alford, the production manager, has continually striven to develop improved methods of production and new types labels and containers. He recently developed something new in the form of a cellophane window package for spaghetti, macaroni and noodles and for which patent rights have been applied. As a result of this executive it is something that no other manufacturer has been able to develop, but one that will fill the needs of hundreds of progressive food manufacturers who are looking for a window package. It is claimed that the new type of package will not in any way disturb present packaging operations and entitle to change in machinery.

Charles, the sales manager, has made a practice to serve his customers' pleasure and profit alike, not only delivering the goods but suggesting and advising as to most practical types of packages for certain purposes. He has made a special study of the food packaging problem and has led to customers along this line has built for the firm a fine good will.

There is an old adage that the present is the past is in the future. 1932 was the best year in the history of the Rossotti Lithographing Company. While Alford, the new president is busy turning out high class work, Charles, the vice president is busy expanding the business which now has branches in Philadelphia, Boston, San Francisco and Los Angeles. The latter has traveled all over the country using airplanes on many trips and frequently represented his company at the conventions of the National Macaroni Manufacturers Association.



Alford Rossotti
Vice President
EXECUTIVES OF ROSSOTTI LITHOGRAPHING CO., INC.



Charles Rossotti
Vice President
EXECUTIVES OF ROSSOTTI LITHOGRAPHING CO., INC.

Consolidated Macaroni Machine Corporation

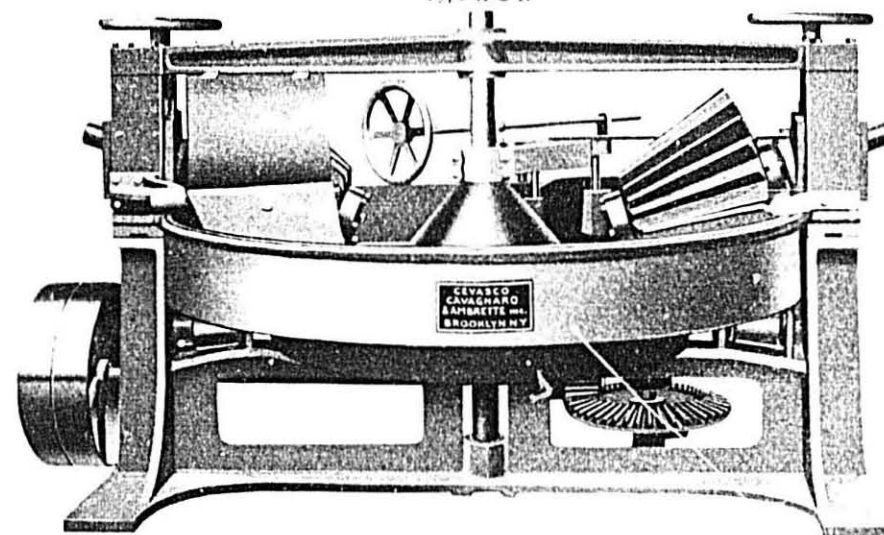
FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery

Type K G R



The Kneader is a machine of considerable importance in the production of quality macaroni. Many macaroni manufacturers ask the question, "Why don't my macaroni look as good as Mr. _____?" mentioning the name of some other manufacturer. The explanation is very simple. Mr. _____ is using a properly designed kneader.

Aware of the requirements of this industry, we have designed the Kneader shown above. The proper operation of a kneading machine depends almost entirely on the proper design of the two corrugated cones used for kneading the dough to the proper consistency. After many experiments, we designed the machine shown herewith, which meets the exacting requirements for properly preparing the dough.

This kneader is fitted with an apron to prevent the operator from coming in contact with the revolving pan. Also with a guard to eliminate the possibility of the operator being drawn underneath the cone. Unguarded kneaders have often been the cause of serious injury and sometimes the death of the operator. Both cones are equipped with scraper attachments to prevent the dough from sticking to the cones and revolving with the same, thereby causing much annoyance.

The pan is supported by adjustable rolls which revolve on Timken roller bearings. These supporting rolls are set immediately under the corrugated cones, which is the point of highest pressure. Each cone is independently adjustable and revolves on roller bearings. Due to elimination of unnecessary friction, very little power is required for the operation of this machine.

Built in various sizes up to 76 inches in diameter. Send for our catalogue for further details.

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

Secrets of Successful Trade Marking

By Waldon Fawcett

Written Expressly for The Macaroni Journal

Keeping the Macaroni Mark Alive in a Merchandising Moratorium

During the business disturbances of the past 3 years some members of the industry have been faced with a problem of brand custody that they never expected to encounter. Nor is it unlikely that yet other members of the macaroni and noodle group will meet up with the same contingency in the course of the readjustments yet to be made. A very real problem for all its comparative rarity, is this challenge to ingenuity. Keeping a macaroni mark alive during a merchandising moratorium looms as the more of a job because there are no hard-and-fast rules to go by.

Before we turn to how-and-when recipes let us have a closer look at the compelling circumstances and their causes. Ordinarily no marketer of identified food specialties has any worry to keep life in his mark during a period of suspended distribution animation. Under normal conditions a trade mark is a going institution. Or it is a dead one. That is to say, either a trade mark is doing day-to-day duty in interstate commerce or it is definitely in the discard, the relic of a defunct business or a superannuated brand sent to the cemetery by change of fashions or modifications in the commodity lines.

Even in the best of times though, there are occasional exceptions to this rule of activity or passivity for a trade mark. Now and again it happens that a trade mark must be given a more or less lengthy furlough with full expectation that in due course it will be again summoned to service. What is in normal times an extreme exception has become a much more frequent occurrence when business has to take an enforced "holiday" or accommodate itself to all manner of emergency economies, pending restoration of consumer demand.

Any number of different species of derangements can bring about trade mark unemployment. Contraction of sales volume may make it advisable to snuggle a marketer's line—summon him to concentrate on certain of his brands and lay off the others for the time being. Business mergers and consolidations often result in suspension of brands, at least until a composite policy may be worked out in detail. Sometimes price conditions necessitate interruption of brand existence, as happened for example, in so many instances during the World war. Then again, behold the plight of the manu-

facturer who owns a number of private brands which ordinarily, he rents or lends to customers but who suddenly finds himself, in dark days, with a number of such brands on his hands—deserted temporarily, at least, by private brand sellers who have been caught in the economic toils.

If a brand owner is not to short-sightedly throw away valuable intangible assets of his business, something must be done to keep the brand fires burning. Oddly enough, this is a job that requires actions rather than words. At first glance the reader would say that there must be some way in which an embarrassed brand owner could publicly "declare his intentions." Some gesture he could make say at Washington, which would serve notice upon all parties that his lapse in trade mark use does not constitute a waiver of his rights. Sad to relate there is no Federal machinery for attesting the vitality of a trade mark that is slumbering. On several occasions it has been suggested that Congress approve such a scheme for periodically "giving notice" but nothing has come of it to date.

So it is up to the trade mark owner, by his own efforts to keep a place at the table for the absentee trade mark and do it via activities in trade mark salvage that will speak louder than words. The owner of a trade mark which is in danger of being accused of truancy gets a little lefthanded help from Uncle Sam. The government goes so far in presumption of trade mark survival as to make it incumbent upon any person who says that a specific trade mark has been "orphanned" to find proof of his assertion. Or to put it differently, a trade mark is assumed to be alive until it is proved dead, except of course in those circumstances in which a trade mark registration has not been renewed after 20 years use.

If we have established the fact that a pedigreed trade mark cannot be kidnapped when it is taking a nap, let us see what the trade mark owner may do to manifest his intention to ultimately resume the use of a brand that has been given limited leave of absence. Documentary proof may sometimes be summoned to prove an intention to carry out an ultimate resurrection. As examples of the paper proof referred to I may cite circular letters to dealers, bulletins to the sales force, etc., carrying announcement

that interruption to brand marketing is but temporary and that the withdrawn number will be restored to the line in due course.

The experience of trade mark owners who have been summoned to court on this issue seems to show, however, that the most effective alibi is to be found in what might be termed circumstantial evidence. Even when trade marks have been out of commission for several years Federal judges have been moved to accept the intentions of the owners when it could be shown that these owners kept on hand in their stock rooms supplies of containers, wrappers, labels, etc., bearing the suspended brand. It was in several different instances acknowledged to be a fair assumption that if a marketer kept on hand packaging materials, display material, etc., embodying a discontinued brand name, he must be credited with an intention to, sooner or later, reenter the brand in the market.

And this reference to long gaps in brand usage brings us to the very interesting question of how long a producer may hold a trade mark in voluntary retirement with the privilege of restoring the brand to all its old privileges of monopoly in its commodity classification. Here again there is no rule of thumb to guide us. Much depends upon the circumstances which have dictated or influenced the "silencing" of the trade mark. The force of this factor was illustrated during and after the World war. Certain producers of food specialties were so completely shut off from foreign sources of essential supplies that they had either to compromise the quality of their wares or drop the items. Most of the producers chose the latter course, and when all the circumstances were proved in court there was no difficulty in obtaining confirmation of ownership of the trade marks which had been war prisoners. Trade marks have come back after 3, 4 and even 5 years under conditions which enabled the originator to show a good reason for the long recess.

There are not many actual incidents to prove the logic, but trade mark experts believe that something of the same spirit of latitude recounted above would prevail in respect to a local or regional trade mark which was compelled to temporarily withdraw from sales territory that had been occupied for a time. This angle of the subject is pat at this time

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because during the past few years a number of food firms operating in groups of contiguous states instead of nationally, have found it expedient to withdraw from districts where trade had not attained profitable volume and concentrate in their older market areas where volume was heaviest and best sustained. There is good reason for faith that if any economizing brand owner decides in years to come to go back into neighboring markets where he was just getting a foothold when overtaken by bad business weather, he will have no difficulty in reestablishing whatever trade mark rights he acquired by his early occupancy.

Catelli Macaroni Prosperous

Despite adverse business conditions that affected all lines of trade during the past year and despite low prices at which vegetables especially potatoes have been sold, the Catelli Macaroni Products Corporation of Canada has been able to report a profit, states Aime Geoffrion, president. Combined with the above mentioned unfavorable factors were the activities of competitors who were anxious to dispose of their production regardless of profit, forcing down retail and wholesale prices almost 50% on macaroni prices during the last 2 years.

Net profits of \$92,626 are reported in the annual statement of Catelli for the year ended Nov. 30, 1932. This company has plants in leading Canadian cities, including Vancouver. This amount com-

pared with \$154,430 in the previous year, and was sufficient to permit reserves for depreciation and income taxes of \$90,111 and transfer to deficit account of \$2,515, reducing the total deficit shown in the balance sheet to \$8,774, from \$11,289 at the end of the preceding year.

An improvement in working capital position is reported. This is accounted for chiefly by increase in cash of approximately \$40,000, holdings of \$73,558 comparing with \$33,538. The gain in this respect is partly offset by a decrease in accounts receivable to \$125,970, from \$143,377, and inventories are also down at \$205,665, compared with \$218,003. Total current assets of \$422,064 are up from \$405,156, while current liabilities are slightly lower at \$23,044 against \$26,517, leaving net working capital of \$399,020 up from \$378,636.

Complete Reconstruction

The noodle plant owned and operated by the Mrs. C. H. Smith Noodle company of Ellwood City, Pa. has been completely remodeled, practically reconstructed according to advice of officials. The work has been under way for several months, without seriously interrupting operations, and it was planned with a view of coordinating the several production, drying and shipping problems to eliminate every possible loss of motion and time.

The drying department has been doubled by the construction of a new drying

unit equipped with the most modern and approved drying apparatus, and a preliminary dryer, something new that has just been recently put on the market by the Clermont Machine company. A new packing room, a new shipping room and a modern furnace room for heating the plant and supplying treated air to the drying units have been built also, making the plant one of the most up-to-date in the state. In addition, Mrs. Smith, the active executive of the organization has had the whole plant painted white, making it as she terms it, "attractive and immaculate." "My plant is always open to the public for inspection" says Mrs. Smith, "even my competitors being welcome."

Fire Destroys Plant

The macaroni factory at 65-73 LaFayette st., New Britain, Ct. was destroyed by fire of unknown origin early in March, causing a property loss estimated from \$10,000 to \$15,000. The plant was operated by DeMauro & Co. and the building was owned by Cassarino & Carpenter. The fire threatened to spread to nearby buildings which are exceedingly closely grouped in that section of the city and only the gallant fight by firemen for 2 hours prevented greater damage and loss. The plant is destroyed and the equipment wholly wrecked.

If all the persons who died because of carelessness were laid end to end, they'd still be dead.

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



Sunshine and War

By FRANK S. BONNO
Dallas, Texas

THE WISE ASSES

A little leaflet that preaches a big sermon came to my desk a few days ago. It voices my views so fully, but differently, that I will make it part of this little message to the macaroni industry.—Frank S. Bonno.

Many years ago the Prophet, while traveling in the Far East, was told of a herd of asses famed throughout the length and breadth of the land for their wisdom.

Accordingly, he visited in the tent of the man who owned the herd of wise asses. He asked to be taken to view them and, in order to test their wisdom, had them assembled for questioning.

"I have," he said, "a four day journey for an ass. For how much will one of ye undertake this journey?"

The asses thereupon took counsel among themselves and eventually one stepped forth and said: "For four bags of grain and four bundles of hay will I undertake the journey."

Whereupon the owner, delighted with this evidence of their sagacity, cried: "Did I not tell thee they were passing wise?"

"But," replied the Prophet, "'tis more than I will pay. Is there not one among ye who will go for less?"

Immediately there arose a great hubbub and braying among the asses. In a moment one of them stepped forward and offered to make the journey for three bags of grain and three bundles of hay. No sooner had he concluded than another offered to do it for two bags of grain and one bundle of hay. Finally one poor ass brayed that he would go for only one bundle of hay.

"Thou poor fool," said the Prophet, "dost thou not know that one bundle of hay will not sustain life for four days?"

"Yea," replied the ass, "But I would get the order."

From that good day to this, the men who needlessly slash prices merely for the sake of getting the order have been known as FOOLS and ASSES.

The February issue of the MACARONI JOURNAL contains 2 editorials headed in words meaning "Sunshine" and "War." One speaking of "Sunshine" is that which reports the wonderful success of the Mrs. C. H. Smith Noodle company in face of the stress that generally prevails. The other, a game of bridge which is being played with macaroni products; that being the "War" side of the picture referred to.

It is certainly a treat to read Mrs. Smith's letter and gratifying to know that in these dull times there are still some manufacturers who are stepping out and doing things out of the ordinary—doing something that helps build rather than tear down as many seem to be doing. I wish to thus publicly compliment Mrs. Smith's firm and to wish her and it even greater success in the future.

The game of bridge being played in this part of the country with macaroni prices is certainly a "War" of the greatest magnitude; a war of extermination. It is not a battle for the survival of the fittest but one of actual extermination, because when it is over there may be none fit to continue.

Talk about "trumping" 50c prices! This has been "trumped" several times, and knowingly too; yet the "face cards" apparently have not been played. The "trumping" has gone from 50c to 47½c, then to 45c and now is as low as 40c for a case of what some still insist on calling "macaroni." As can be seen the little trumps only are being played and when the "face cards" get into action—and that is expected to happen any moment in this section—then the war will be on in earnest.

During this game of "trumping the partner's ace" QUALITY has been the

greatest sufferer. In this macaroni game consumption is decreasing. You can't fool the public all the time. They are getting wise and are buying fair-priced foods of other kinds, so when the Macaroni War is ended there may be no consumers to buy any macaroni, however good it may be.

I have studied the macaroni markets very closely during the past 2 months, making special efforts to get expressions of views of consumers, retailers and jobbers. From distributor to consumer all the way down the line there is but one thought, that is, that the public is being "gypped" in the macaroni game. Therefore it may be expected that loss of consumption will result. That will automatically kill off many macaroni manufacturers—there will be no "survival of the fittest" because there will be none left to buy macaroni.

How is consumption being so seriously and adversely affected? Mrs. Housewife knows that there is something wrong with the macaroni she has been getting, but just can't point out the defect. She knows that it is not appetizing, not appealing to the eye, does not hold its shape nor retain its tastiness no matter how carefully she prepares it. She just decides to substitute some other food in the place of macaroni in her menus. Every one loses a consumer. Macaroni sales dwindle and the manufacturer learns perhaps too late, that he had hanged himself with his own rope of rotten grades and more rotten prices.

Much of the macaroni now being offered in some sections is almost unfit to be so called; it merely masks under that name because it has the form and shape of macaroni products. The quality of this foodstuff as offered by some manufacturers has been terribly reduced the past 2 or 3 years. What a pity that the maca-

roni educational plan of the National association as started 3 years ago had to be discontinued! It was a constructive advertising campaign launched at the opportune time, but because of the lack of an official quality standard and our inability to penalize the quality cutters, the campaign was doomed.

There is now a greater need than ever for QUALITY MACARONI STANDARDS. Once these are established manufacturers may realize that it will be necessary to get a fair price for good goods. Public confidence will be restored in macaroni products and once more the macaroni industry will be in a position to launch an educational campaign to undo much of the damage done since Old Man Depression caused many manufacturers to lose their business heads.

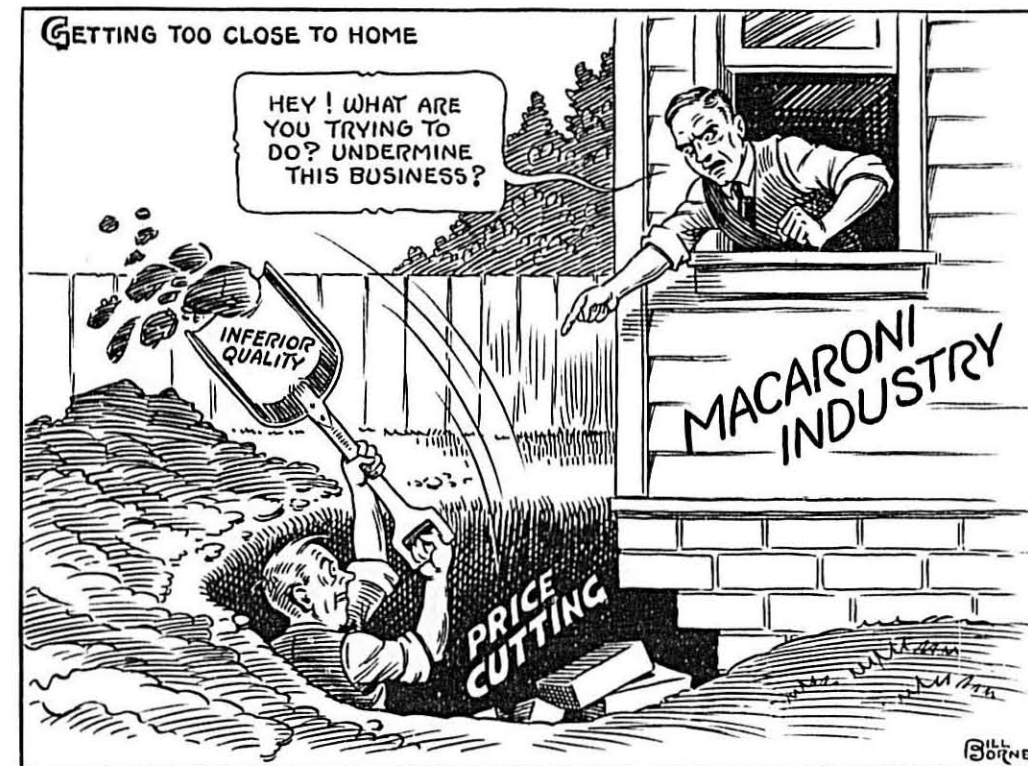
Forget the thought that the public wants a cheap product. Americans want the best that money can buy. They want QUALITY and are willing to pay any reasonable price for it. That is just as true with respect to macaroni as it is to tobacco or clothes. But the macaroni now being offered at ridiculous prices is disappointing, displeasing and unsavory. It has made them "sore" to learn that they are being "gypped" not only in price but in quality of this nutritious and pleasing food, with the natural result that they have stopped using it, causing a great decrease in macaroni consumption as anyone can find out for himself if he will make only a superficial survey of his market or neighborhood.

Let's break up this game of "macaroni bridge." Let's play more regularly a game of "Quality"—play for higher stakes—the confidence of the consuming public. In that way only can we end the macaroni wars and bring the industry out again into the "Sunshine" of contented consumers and manufacturers.

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WE LIVE AND LEARN

There is a great deal more to the making of Macaroni Dies than the mere drilling of holes in Bronze or Copper Circles.

We have been making INSUPERABLE MACARONI DIES for upwards of twenty-nine years, yes; yet our Experimental Department is kept active seeking perfection.

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, N. Y.

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

A New Moses

By THOMAS J. BURKE
Secretary, The Sulphite Institute

There have been demands in many industries for a "Moses" to lead them out of their difficulties. The original "Moses," you will remember, was found in the bullrushes and lived to lead the Children of Israel to within sight of the Promised Land after 40 years of wandering.

You must excuse my refreshing your memory on this point for it is not without significance that about 40 years ago we passed a certain law in this country restricting for reasons that were then good and sufficient, and backed by a Roosevelt, individual liberty of action of business men. I refer to the Sherman antitrust law.

Now we have another Roosevelt, another era, totally different conditions, and after 40 years of wandering in an industrial wilderness the tribes of business men are calling for a Moses to show them the Promised Land of Profits.

There can be only one Moses and the new President by his actions, which always speak louder than words, has already clearly indicated who that is. I refer particularly to his clear cut statement for safe banking and the cessation of speculation with other people's money. I might add you have no doubt noted the bull rushes which is another indication that he is a genuine Moses.

You will of course remember that the original Moses had to deal with a somewhat similar situation involving gold, viz., the worshipping of the Golden Calf, which he did quickly and effectively by confiscating the gold.

It is a long way to go back for an illustration but the Bible contains so many fundamental truths that we do not

often think about and since we must get back to fundamentals in order to solve our problems, I believe this illustration will serve to bring out the point that all industries only need one Moses.

In other words, with the law as it now stands and with world conditions as they now are, no one industry, in my belief is correct in believing that by appointing its own Moses it will be successful in finding its own way out of the industrial wilderness.

All industries must follow one Moses who will, as did the original, govern all the tribes of business men and lead them all out of the wilderness. Thus it is my belief that if industry in this country is to operate on a sound economic basis in future it is essential there shall be a revision of the antitrust laws that will permit that "banding together in tribes" for the common protection of each industry and prevent the raids on the manufacturing corporations of the country that pay such a large proportion of the taxes and employ so many of the people.

The manufacturers of this country have learned their lesson during the past 3 years. They have paid the penalty, both innocent and guilty, for following after the goods of abnormal profits and unethical practices. But it must be remembered that they form part of the "public" of the country and are just as much entitled to protection in the public interest as any other portion of the population.

Another important point for consideration is that a still larger portion of the public than those directly concerned in the management of these corporations is vitally concerned. I refer to their employees also shareholders, who have great-

ly increased in numbers in recent years so that the antitrust laws in their refusal to permit cooperative arrangements between producers as to prices, sales territories, etc., which would make possible higher prices more nearly in line with production costs, are defeating their original objective and instead of protecting the public are actually cheating an appreciable portion of the thrifty ones from protecting their savings from the raid made by unscrupulous purchasing agents.

To conclude, I believe our Moses has arrived. I trust that the new Roosevelt will recognize the necessity for a new deal in industry as he has in banking. That he will call on Congress to revise the antiquated out-of-date property-destroying antitrust laws passed at the instance of his cousin when the big trusts were robbing the country and bring them into line with current economic conditions when the country is robbing corporations by forcing them into a destructive competition that is destroying them and the workers they employ.

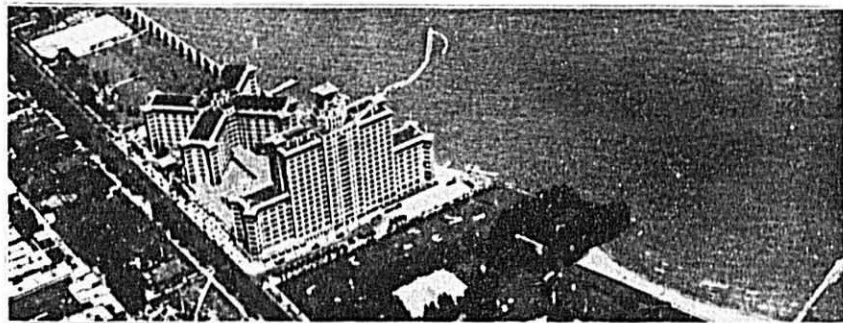
Until our new Moses does this industry will find it very difficult to find the Promised Land of profits and without profits corporations and their employees perish.

Therefore I call for the cooperation of all corporations in bringing to the attention of the new Moses that our 40 years of wandering has elapsed and that industry is ready for the new deal in the Promised Land.

Vizzini, and Not Vincenzo

In reporting the organization of a new firm to take over the operation of the Vizzini plant in Rochester, N. Y. last month a surname was used instead of the proper name. The new firm is Vizzini & Lacagnina, the first member being the son of the former operator of the plant. The new address is 503 Plymouth St. N., Rochester, N. Y.

Aerial View of Headquarters Hotel

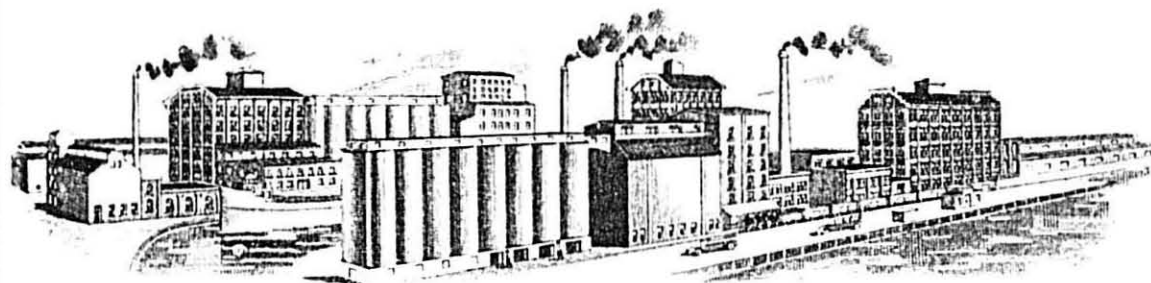


Macaroni manufacturers and allied tradesmen who choose to travel to the 1933 convention of the Macaroni Industry in Chicago next June by the most modern method of transportation in their own or in chartered planes, this will be the striking view of the Edgewater Beach hotel on the shores of Lake Michigan that greets them as their planes circle over the meeting place before landing.

Macaroni manufacturers have many times experienced

the hospitality of the managers of this famous hostelry where conventions of the National Macaroni Manufacturers-association have been held with seeming regularity and are promised even more attention during the World's Fair meeting of the industry June 19-21.

Make this hotel your and your family's Chicago home while taking in the important conference of your industry and the beauties of the biggest world's fair ever attempted.



MILLS ON THE HARBOR FRONT AT DULUTH-SUPERIOR

In 1933, as for many years past

THE LEADER--

**H AMBER-BRIGHT UNIFORM
HOURGLASS SEMOLINA**

---CONTINUES TO LEAD---

QUALITY UNSURPASSED

DULUTH-SUPERIOR MILLING DIVISION

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

BRANCH OFFICES

DULUTH, MINN., 613 Board of Trade
NEW YORK CITY, 209 Produce Exchange
PHILADELPHIA, PA., 458 Bourse Bldg.

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

The National Association Trade Mark Service

Descriptive Name Unregistrable

The Patent Office and courts of the land have frequently decided that descriptive names or statements are not registrable under the laws and decisions governing the actions of the commissioner of patents. Macaroni manufacturers should bear this in mind in making application for trade marks that might appeal to them but which will not pass official scrutiny on this score.

A decision has just been announced that again sustains this ruling. A Milwaukee firm sought to register its trade

mark for flour, namely "STA-FRESH." The commissioner denied the registration privileges on the ground that the notation "STA-FRESH" is merely descriptive of the goods. It appealed from this decision seeking to compel the Patent Office to grant registration rights but the Patent Office and the courts have held in innumerable cases that mere phonetic spelling of a trade mark does not change the character of its meaning. Hence, "STA-FRESH" was considered as meaning, solely and purely as it does when it is correctly spelled "stay fresh."

Patents and Trade Marks

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 1933 the following were reported by the United States Patent Office.

Patents granted—none.

TRADE MARKS APPLIED FOR

Six applications for registration of macaroni trade marks were made in March 1933 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Even Eaten

The private brand trade mark of Parkway Distributing Co., Inc., Philadelphia, Pa. for use on noodles and other groceries. Application was filed Nov. 4, 1931 and published March 14, 1933. Owner claims use since Sept. 24, 1931.

The trade mark is a circle within a circle the center of which is shaded. At the top is written the trade name in shaded letters and beneath written "Never Beaten" to which no claim is made.

Rovale

The private brand trade mark of L. Heumann & Company, Inc., New York, N. Y. for use on alimentary paste products of all kinds, dry and wet, and other groceries. Application was filed Jan. 7, 1932 and published March 14, 1933. The owner claims use since

Sept. 7, 1931. The trade name is in large black type.

Floretta

The trade mark of Joseph Antognoli & Co., Chicago, Ill. for use on macaroni and malt syrup. Application was filed Jan. 27, 1933 and published March 14, 1933. Owner claims use since June 1930. The trade name is in heavy type.

Dinner Bell

The private brand trade mark of Sherwood P. Snyder, doing business as The Sherwood



"To the Macaroni Men's meeting in Chicago, June 19-21, 1933. Know that they are planning some planned action that will help me and my fellow craftsmen out of some of our troubles. Am going there determined to do my bit toward a movement that promises ultimate trade betterment if we, as macaroni and noodle manufacturers will use our heads and work together."

Snyder Food Co. and Snyder's Community Kitchen, Dayton, O. for use on noodle dinner, macaroni salad and other groceries. Application was filed Jan. 26, 1932 and published March 28, 1933. Owner claims use since Nov. 10, 1930. The trade name is in black type.

Jaburg

The private brand trade mark of Jaburg Brothers, Inc., New York, N. Y. for use on alimentary pastes, namely macaroni, noodles, spaghetti, vermicelli and alphabets, and other groceries. Application was filed December 1932 and published March 28, 1933. The owner claims use since August 1914. The trade mark consists of a butler carrying a plate and bowl, in the center of an oval.

Sophie Tucker's

The trade mark of Sophie Tucker's Food Products Company, Inc., Baltimore, Md. for use on noodles. Application was filed Jan. 3, 1933 and published March 28, 1933. Owner claims use since Dec. 1, 1932.

The trade mark is an oval in the center of which is written the trade name in outlined letters and other notations to which no claim is made.

Yeggs Pilfer From Safe

Yeggs who forced their way into the plant of the Santa Rosa Macaroni Factory at 427 South Davis st., Santa Rosa, Cal. recently hammered their way into the strong box of a hundred-dollar safe to obtain less than \$30 in loot. They pushed the safe into one of the rear rooms of the plant and with hammers battered off the combination knob to open the strong box for what must have been to the yeggs a disappointingly small amount. Authorities believe that it is the work of a gang of hammer users who have pulled off similar jobs in that section of California during the winter.

Exports to Puerto Rico

Macaroni products shipped from the United States to Puerto Rico during 1932 surpassed the 1931 exports by nearly 50% in volume despite unsatisfactory business conditions. The U. S. Department of Commerce reports a total of 528,599 lbs. of this food went to this American possession in the West Indies in 1932 as compared with 365,945 lbs in 1931. The per pound value of the macaroni exported was considerably lower in 1932 than in the previous year, the increased amount exported in 1932 bringing only \$29,073 as against \$28,189 the amount received by U. S. exporter for the smaller quantity sent the islanders in 1931.



Some will go by special train, as has been the habit in recent years by a group of eastern manufacturers; other will travel more leisurely in their automobiles; a few may even come by plane, but all who are earnestly interested in the welfare of the macaroni manufacturing industry will be seen traveling toward Chicago the middle of June. Their objective will be the Thirtieth Annual convention of the National

Macaroni Manufacturers association and the most important and timely conference of the trade to be held in the Edgewater Beach hotel June 19 to 21.

Don't stop too long to think about whether you will attend or not; you may get run over by those who have decided to go, so you should immediately decide.

To Chicago

June 19-21

Stop! Look! Listen!



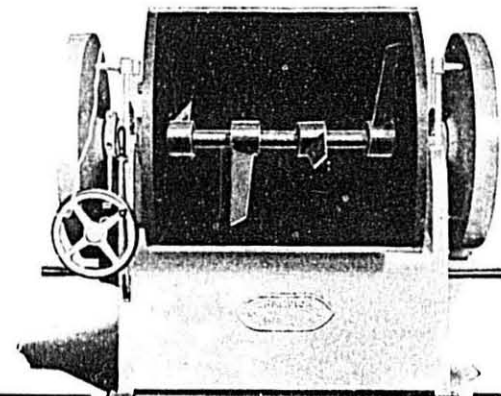
STOP!—Stop worrying about problems of the industry that no one can solve, struggling alone! All of your competitors are more or less affected by the same troubles.

LOOK!—See for yourself what others have done or are trying to do under similar circumstances. Remember that the collective intelligence of a group exceeds the intelligence of any one individual of that group.



LISTEN!—List to your industry's call to a friendly conference in Chicago, June 19-21 that seeks to coordinate the forces of progress behind a campaign to drive out the "spirit of depression" that has too long prevailed.

STOP, LOOK and LISTEN to this official call to a friendly meeting of the friends of the Macaroni Industry to which all are welcome. The only qualification being that you be interested and concerned in the future welfare of the trade.



Dependable Production

Steady, dependable production of uniform high quality products is one of the most important qualities to be looked for in a mixer.

The Champion Special Mixer shown here, is specially designed to meet just that requirement. It is ideal for mixing dough for macaroni, noodles, pretzels and similar products.

You will appreciate the velvety power of the Champion special shaped, all-steel blade, which mixes thoroughly, uniformly and rapidly at very low power cost.

Cut your production costs with the Champion Special Dough Mixer. Let it help you speed up your production. Instal this Special Mixer for better results, more customers and greater profits.

Send the coupon today for full particulars about this remarkable machine and the Champion easy time payment plan.

Champion Machinery Co.

Established 1888

Joliet, Ill. - - U. S. A.

MAIL THE COUPON FOR FULL INFORMATION—NOW!

CHAMPION MACHINERY CO.,
JOLIET, ILL.

Without obligation send details about the CHAMPION Special Dough Mixer, and the easy time payment plan to me.

Name.....

Street Address.....

City and State.....

Though Trifles
Make
PERFECTION
Is No Trifle

QUALITY

The Star Macaroni Dies Mfg. Co.
57 Grand St.
New York City

SERVICE

Notes of the Industry

New Providence Firm

A charter has been granted under the laws of Rhode Island to the New England Macaroni Company, Inc. of Providence, R. I. The new firm has a capital stock of \$25,000. The directors of the company are Marco Sterlacci, Vincenzo Marolla and Antonio DePalò. Their plan of operation has not yet been announced.

New Russian Plant

Construction of a large macaroni manufacturing plant in Stalno, Union of Soviet Russia has begun according to an announcement in March. It will have a capacity when completed of about 11,000 tons annually. It is being built with the intention of selling much of the output in foreign countries in competition with Italian made macaroni products.

Win Basketball Title

Keystone Macaroni, a quintet of fast playing, accurate shooting basketball players representing the Keystone Macaroni Manufacturing company, Lebanon, Pa. were victorious in the playoff game of the championship series against Belle Knitters the last week of March to win the pennant for the second successive year in the Industrial Basketball League of central Pennsylvania. The final score of the playoff was Key-Mac 48, Belle K 39.

The team has had a most successful season, rarely losing a game and then only at a very narrow margin. It has proved a fine advertisement for the owners of the well known Keystone Macaroni Manufacturing company plant, defeating many fine teams from larger industries. Cy Hartnett captained the team throughout the season.

Bullet Kills New York Manufacturer

On March 23, 1933 Pietro Ciulla, manager of the White Plains Macaroni Manufacturing company, White Plains, N. Y. was found dead in his parked car on a highway near Whitesboro of that state. Death resulted from a bullet wound in his head. A 38 caliber pistol with one cartridge discharged was found beside the body. After hearing many witnesses among whom were his son Jack and his brother-in-law Antonio Di Salvo, the coroner's verdict was suicide.

The late Mr. Ciulla had for some years successfully operated his plant, and from evidence offered his business was satisfactory, though he at times felt morbid and depressed. Officials found \$902 on his person. In the car was a complete change of clothing and naturalization papers showing he received his citizenship in White Plains, N. Y. in February 1929.

The business will be continued under

direction of his son Jack Ciulla who for some years has been assistant to his father.

New "Red Cross" Distributer

The John B. Canepa company, Chicago manufacturer of "Red Cross" brand of macaroni products has appointed George Walt of Detroit as district manager of distribution in that city and adjacent territory. He is well acquainted with the wholesale and retail outlets in the district comprising southeastern Michigan, northeastern Indiana, northwestern Ohio and southern Ontario, having for years called on the trade therein.

Try It; Recommend It

Traficanti Brothers, Chicago manufacturers of "Aunt Sarah" brand of egg noodles recently successfully introduced a novel one pound package to the trade, selling at popular prices. Introduction of the new package was made by gaining the good will of the distributors and retail clerks, who were invited to try a package of the products in their own homes free, thus to ascertain at first hand the superior goodness of the products

Cuneos at Headquarters

Lawrence E. Cuneo, for many years chief executive of the Connellsville Macaroni corporation of Connellsville, Pa., accompanied by his wife motored through the middle west in March visiting friends and business acquaintances. After visiting in Chicago they called at the headquarters of the National Macaroni Manufacturers association in Braidwood, Ill. and were the guests of Secretary M. J. Donna and family and also of Henry D. Rossi, association director and his family before going on to St. Louis. Mr. and Mrs. Larry Cuneo now reside in Washington, Pa. where he has entered business for himself.

New DeMartini Agency

The DeMartini Macaroni company, Brooklyn, N. Y. has appointed the Churchill-Hill agency of New York city to prepare, direct and control its contemplated advertising of its full line of macaroni and noodle products. Among the mediums being considered are radio and newspapers.

Durum Man Heads Flour Club

Howard P. Mitchell, manager of the Semolina Sales Department of the Buffalo branch of Washburn Crosby Company, Inc. was elected president of the Buffalo Flour club on March 21 and will

and feel free to recommend them to their customers. In that way the manufacturers have gained the good will of a group that makes the Traficanti one pound package of egg noodles, macaroni and spaghetti a prime favorite in the trade.

"Non-Skid" Brand

The Victoria Fusilli company, Long Island City, N. Y. has been quite successful of late in popularizing its spiral or fusilli spaghetti bearing the brand name of "Non-Skid." The twisted strands of dough patterned after a corkscrew are particularly appealing to the unfortunate persons who heretofore could not handle ordinary spaghetti in the approved manner, and advertising to this group has been found just the needed appeal to increase consumption.

"These products having holes through their entire length maintain their spiral shape after cooking, are 'non-skid' as their name implies—will not slip as easily off the fork therefore fill a need," declared A. V. Popez of the company. Distribution is at present being concentrated in the New York metropolitan district.

hold that position for at least a year. Mr. Mitchell is well known to the macaroni manufacturers of New York state, having been connected with the New York city office of the company before going to Buffalo several years ago. His friends wish him a very successful term as the head executive of the important Flour club of Buffalo.

Buys Syracuse Plant

The macaroni factory at 838 North State st., Syracuse, New York and operated for many years by the Prociño Macaroni company recently was sold to Philip Vella and Henry Russo of that city. The new owners have made many changes in the plant and with added new equipment have made it modern in every respect. It will be operated by the newly organized Vella & Russo Macaroni Manufacturing corporation of which the 2 buyers are the leading officials.

January Exports and Imports

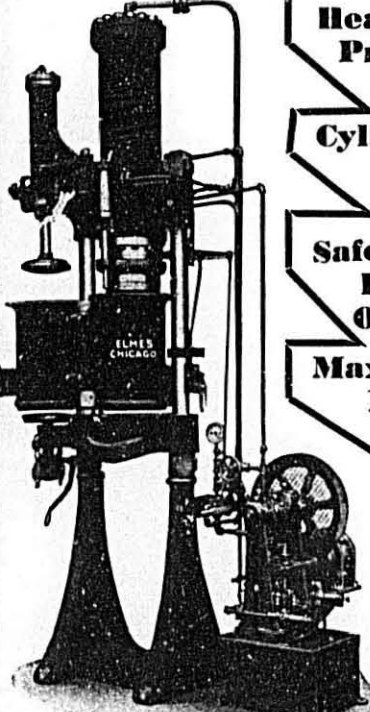
Trade in macaroni products between United States and other nations was rather light in January this year according to figures prepared by the U. S. Bureau of Foreign and Domestic Commerce and released early in the month.

Imports have decreased to 137,775 lbs. with a value of \$7754. Exports have decreased to 136,910 lbs. worth \$9379.

April 15, 1933

THE MACARONI JOURNAL

23



Heavy Production Presses.

Cylinders Bronze Lined.

Safe and Easy Operation.

Max. Speed Minimum Power

No Dough Sagging

No Waste Loading

THE CHARLES F. **ELMES** ENGINEERING WORKS
213 N. Morgan St. SPECIAL MACHINERY Chicago

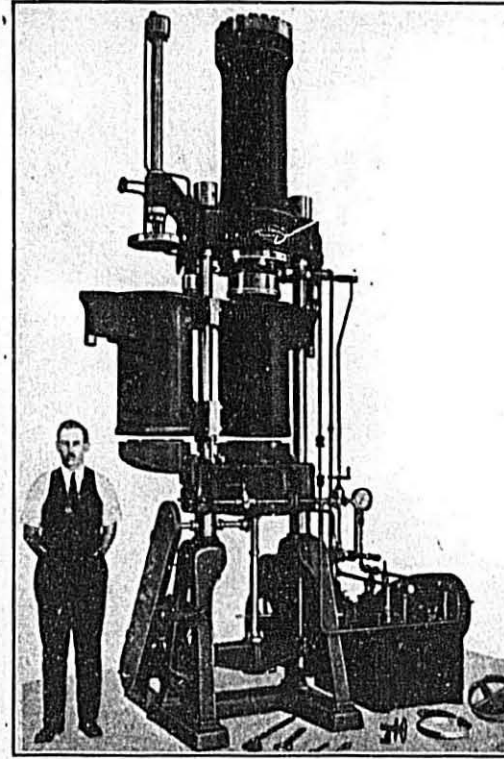
Volete Una Pasta Perfetta ESquisita

Usate!



140 LBS
SUPERIOR
DURAMBER
SEMOLINA
No 1 SEMOLINA
AMBER
Milling Company
1232 Chamber of Commerce
Minneapolis, Minn.

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



PRESS No. 222 (Special)

John J. Cavagnaro
Engineers and Machinists
Harrison, N. J. - - U. S. A.

Specialty of
Macaroni Machinery
Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St.
New York City

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE
ALFONSO GIOIA, FRANK L. ZEREGA
H. J. DONNA, Editor

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

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

Vol. XIV April 15, 1933 No. 12

Wanted—Canned Spaghetti Information

A large eastern advertising agency seeking to give an important macaroni account better service is looking for facts and figures on the packing and sale of canned spaghetti. Such data are never submitted to the National association and for that very pertinent reason no satisfactory information can be given the inquirer. Believing that those engaged in canning spaghetti and other forms of macaroni products may be helpful if they so choose, we make known the firm's wants:

- 1—Fullest possible information on (a) popularity of canned cooked spaghetti, and (b) popularity of dry spaghetti or dry macaroni.
- 2—Data which will show the consumer demand for dry, or more commonly termed packaged spaghetti and packaged macaroni, and data showing consumer demand for prepared spaghetti, as manufactured by Beech-Nut, Heinz, Franco-American, Mueller, etc.
- 3—In what sections of the country do people buy more spaghetti than macaroni and vice versa?
- 4—Figures that show the rise and fall in consumer demand of these 2 products, canned and dry macaroni? Also vermicelli?

Macaroni Jig-Saws

The jig saw puzzle craze has taken the country by storm. Interest is now most keen and puzzles are now more intricate and novel.

Here's a suggested publicity stunt that is offered to macaroni manufacturers for

what it is worth. It has possibilities, at least.

Why not use Macaroni Alphabets to advertise your BRANDS?

This is one way it can be done: Offer a predetermined prize to those who will return one of your labels or a carton top on which are glued Macaroni Alphabets to correctly spell your Brand name, your firm name or any other inscription.

Offer special prizes for the most colorful presentation, suggesting use of Macaroni Alphabets colored with vegetable dyes to harmonize with the color scheme of your package or label; these to be likewise glued on your label, carton top, or package insert.

To make the offer a little more intricate ask that favorite recipes be submitted, printed with Macaroni Alphabets tastily colored.

Ingenious manufacturers and advertisers can develop this basic idea to appeal to all consumers, children and grownups.

It's the new thing that attracts and appeals. This suggestion is at least novel and this publication would be interested in hearing from manufacturers who plan to try it out, giving an idea of their plans and results of their trials.

Trend Toward Better Semolina

A miller in a position to note a change in the trend in the macaroni manufacturing business writes in confidence to the editor that "the macaroni industry is not quite so crazy as we have been led to believe." This bearer of good news states further:

"We are in the milling end of the macaroni industry, in it plenty; and we do note a very slow but steady increase in the percentage in the use of the better grade of semolina over the lower grades. About 6 months ago manufacturer after manufacturer, whom we had always considered as quality men, were inquiring for and some were buying the lower grades. Now we see the same men disgusted and discouraged over the type and grade of macaroni they have been making, and they are returning more and more to the top grade of semolina. They are realizing more and more that they can sell quality macaroni easier than the lower grades."

The 5-Hour, 6-Day Bill

Manufacturers are watching with keen interest the action of Congress on a bill now under consideration which would limit employment of 5 hours a day for 6 days a week. Proponents claim that such legislation is essential if we are to put to an end many of the country's serious unemployment problems. Opponents admit that there is little hope of preventing the passage of a labor limitation measure of some kind in the drive for relief being directed by President Roosevelt in his "new deal" but hope to be able to modify the measure to deprive it of some of its worst sting.

Macaroni manufacturers see the folly

of blindly opposing the wishes and aims of the executive office in this and similar proposals but feel that there should be no limit on the number of days a worker is employed at the reduced hours per day. If that were done they would be able to work their men 6 or even 7 days a week in rush seasons, using only the trained hands for the extra days.

The bill as proposed seeks to prohibit the movement in interstate traffic or commerce of products made in industrial establishments which permit any employe to work more than 5 days in any week or more than 6 days in any week. The effect of such legislation would be to establish a maximum 30-hour week for all employes of establishments producing goods that would be shipped, delivered and offered for sale in a state other than that in which the plant or factory is situated.

The bill has passed the House and is now being considered by the Senate. Amendments have been proposed and hearings held. Under the whip of administration leaders it is expected the measure in some modified form may be put on the statutes.

Pre-Publicity Study

Delray corporation, San Francisco, food product manufacturer and packer, announces appointment of the J. Walter Thompson Co. as advertising agency. "J. Walter Thompson is now engaged in an analysis of our merchandising and distribution, preliminary to the development of market and sales recommendations," A. Ansara, general manager announced. "We are not yet prepared to announce the scope or details of our plans but expect to have them completed in the near future."

Delray established four years ago packs a score of products including spaghetti, raviolis, tamales, enchiladas, mushroom and other sauces and soups.

Guaranteed Spaghetti in Turin

The Italians take their spaghetti seriously. They have acquired a taste for good macaroni products and insist on the best available. Recognizing this, say dispatches from Italy, the newly established school at the National Gastronomical Academy in Turin has arranged to issue a diploma to chefs and restaurateurs attesting that the owner is a master in the art of preparing spaghetti. The diploma is accepted almost everywhere in that land of spaghetti lovers. The school that issues the diploma specializes in the study of Italian dishes of all kinds—but spaghetti and risotto are among the prime favorites.

WANT ADVERTISEMENTS

WANTED—Second-hand kneader, 1 lb. capacity, in good condition and at reasonable price. "BWB," c/o Macaroni Journal, Braidwood, Ill. (12)

WANTED: Three 72 inch Dry Room Fans, belt driven, with 2 h. p. Crocker-Wheeler motor, AC230 volt, including pulleys. One Champion Reversible Brake for Noodles. All in first class condition. Address "Niel" c/o Macaroni Journal, Braidwood, Illinois. (12)

... We believe quality is the surest foundation on which to build a bigger and better business. More and more macaroni manufacturers are realizing this and are depending on KING MIDAS SEMOLINA for their requirements.



KING MIDAS MILL COMPANY
MINNEAPOLIS, MINN.

OUR PURPOSE:
EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY

Then--
MANUFACTURER

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GAETANO LAMARCA (34), Boston, Mass. WILLIAM CULMAN (35), Long Island City, N. Y. M. J. DONNA, Sec'y-Treas., Braidwood, Ill.

The President's Message The Secretary's Message

What of the Future?

A new President sits in the White House. A subservient Congress in the Capitol building is listening to reason, submerging individualism for the general good of the nation. The "New Deal" is on.

Already some good has resulted from the constructive program that has been put into effect by the splendid, unselfish and patriotic cooperation between all individuals and groups in the governmental machinery. It is but another splendid example of what can be accomplished when an objective is known and when it is striven for unitedly.

With confidence thus restored in our country the macaroni manufacturers take on new hopes. Already there is noted a favorable reaction in this line of business that is so closely dependent on the consumer's state of mind. The latter is buying more freely. The retailer seems more cheerful and the manufacturer is beginning to realize that business is not going to the dogs altogether, and more and more manufacturers are laying sensible plans for a profitable future.

Within the past three months a dozen large and important macaroni manufacturing firms have tendered their memberships to the National Macaroni Manufacturers Association. They have realized what all should now learn, that only through the closest possible cooperation can there be any semblance of harmony.

Our organization wants to be the real representative of the trade and unless it has your permission to act for you and to do something progressive in your name, it will attain its end more slowly. It can do little for those who show no willingness to cooperate. It will carry on, however, despite this lack, but would like the help and assistance of all true macaroni men who have the industry's welfare and progress at heart.

Help us formulate our policy. Do it as a Member. Join your National Association—Now.

Alfonso Gioia, President.

Industry Is Calm During Holiday

To the credit of the macaroni manufacturers it can be proudly stated that they remained calm and composed during the banking holiday the second week in March 1933, perhaps the most critical in the history of the macaroni industry in America. All kept their heads; refused to be stampeded during the days of uncertainty.

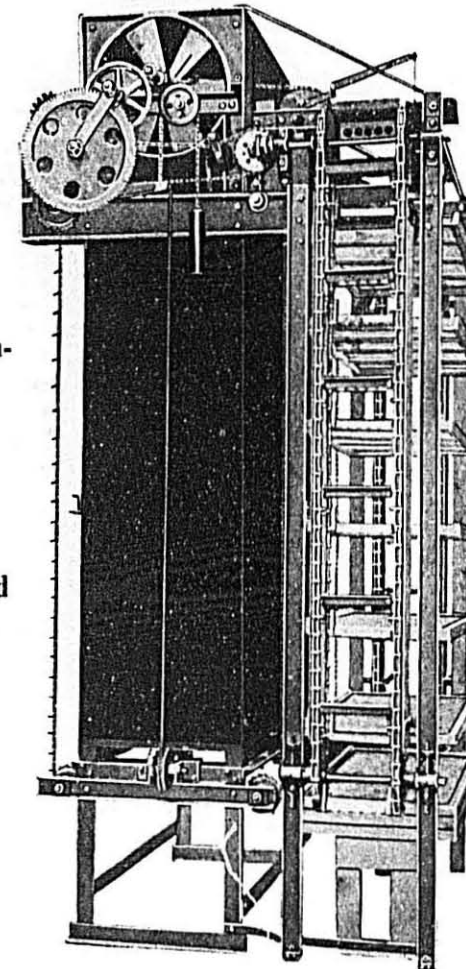
Deprived of ordinary banking facilities through the enforced closing of all banks in what may have been a timely moratorium, and caught short of ready cash by the suddenness of the call for a bank holiday, they fought courageously and successfully against the natural desire to load up or overstock wholesalers and retailers, to prevent food hoarding—an act that would have immediately started prices skyrocketing.

Prices happily remained normal, though they could easily have withstood a little upping without serious ill effects. Production slowed up slightly awaiting a definite banking policy and the release of funds tied up in closed banks. Reports are that the holiday did not greatly hamper macaroni making and distribution during the important Lenten season when macaroni consumption annually reaches its peak.

In his proclamation closing the banks for a limited period the new President wisely provided for the release of funds for the payment of employees and for the distribution of food-stuffs in regular channels—warning, however, against abuses of any kind. Also to the credit of the durum millers, they did everything possible to keep a natural flow of semolina from mill to factory thus enabling manufacturers with good credit to carry on an almost normal business.

The banking holiday gave the industry a timely breathing spell. The good effects that resulted therefrom are already apparent in stiffening prices and a generally improved tone of business.

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Every conceivable test is then given to prove the quality of this wheat, including experimental milling of small lots, and the actual making of macaroni from these test batches. After the final wheat blend is determined, then hourly laboratory tests are made during the milling process. And as a last and final check on color, strength and uniformity, Pillsbury operates a

small macaroni plant, equipped with commercial power equipment, in which test batches of macaroni and spaghetti are constantly being run.

Every possible care is taken to insure the uniform high quality of Pillsbury's Best Semolina and Pillsbury's Best Durum Fancy Patent. It is possible for you to buy semolina at lower prices than Pillsbury's. But when you get a shipment of Pillsbury's Semolina, *you know what you've bought*, and you know that the reduced operating costs and improved quality made possible by Pillsbury's Semolina will actually save you money in the long run.

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