

**THE
MACARONI
JOURNAL**

**Volume XV
Number 2**

June 15, 1933

The
Macaroni Journal

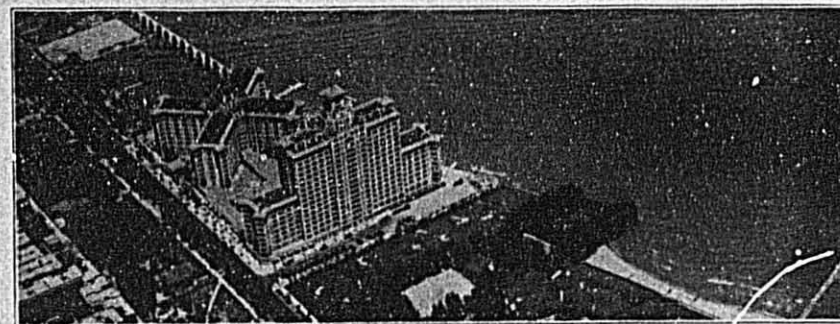


Minneapolis, Minn.

June 15, 1933

Vol. XV No. 2

Convention Headquarters



Airplane view of the Edgewater Beach Hotel, Chicago, scene of the history-making convention and the Thirtieth Annual Conference of the Macaroni Industry of America, June 19-21, 1933.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

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ROSSOTTI LITHOGRAPHING CO., Inc.

121 Varick Street . . . New York City

June 15, 1933

THE MACARONI JOURNAL

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A LITTLE OUTSIDE HELP



Macaroni Sales have been jerked into renewed activity by stronger emphasis on quality and less stress on price.

Extreme low prices usually mean poor grades and the consumer is becoming more and more inclined toward high quality at a fair price.

An advertisement in "Grocers" May 1933 by National Macaroni Manufacturers Association.

A LITTLE SELF-HELP

THE Macaroni and Noodle Manufacturers could easily and should willingly supply the added stimulus by a general toning up of the quality of the macaroni offered through every channel of distribution.

They will never get anywhere until they learn to help themselves. Never was there a more opportune time. The government wants to help manufacturers to make profits so that they in turn can help the government by paying income taxes thereon.

Cease being mortally afraid of your competitor. He's as bad off as you are and just as willing to do the right thing. The 30th annual convention of the Macaroni Industry in Chicago provides the opportunity for intelligent cooperation with governmental approval that will go a long ways toward helping manufacturers help themselves.

Remember the dates—June 19-21. Don't forget your duty.

National Macaroni Manufacturers Association

Braidwood

Illinois



QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XV

JUNE 15, 1933

Number 2

Macaroni Men in Opportune Conference

Welcome, Macaroni Manufacturers and representatives of related industries! Welcome to what should be the most important and most promising conference of the macaroni industry since its establishment in this land!

The 1933 conference of the Macaroni Industry and the thirtieth annual convention of the National Macaroni Manufacturers Association to be held in Chicago June 19-21, surely comes at an opportune time. The backbone of the worst depression in history seems to be broken. The trend back to prosperity has started. The road upward to trade improvement, however difficult, will be made easier through the proper coordination of all interests. That, primarily, is the purpose of the meeting of the leaders of the trade this month.

The day of the trade association has come. More has been done during the past few weeks to put trade organizations like our National Macaroni Manufacturers Association to the forefront than has ever been attempted in generations. This is particularly true since the momentous announcement made by President Roosevelt early in May. His promised cooperation to help business rid itself of the trouble makers and of their profit robbing practices, and to give this help through established and recognized organizations, has convinced even the most skeptical that there is a place for and a need of trade associations dedicated to the general welfare of a trade, yet cognizant of the rights of all related groups, particularly the consumer.

The conference next week presents an opportunity that no thinking manufacturer can well afford to pass up. Not even during the stirring days of the World war has industry been given so much encouragement to put its house in order of its own volition and through self determined plans; to eliminate the disturbers and to dedicate itself once more to the policy of producing quality products for sale at reasonable, yet profitable prices.

Macaroni manufacturers do not willingly produce low grade macaroni and noodles. They all have pride in their brands and have done everything reasonable in the way of study, re-

search and plant betterment to make them attractive, edible and satisfying. But competitive practices have swayed some from their predetermined policies and quality has unfortunately been sacrificed in many instances to meet competition.

As a result of this uncontrolled competition, this struggle for actual existence, prices have reached the lowest point in history, quality has been forgotten and profits entirely eliminated. The trade is demoralized. Each is blaming someone or something else and the members have become most irritable. Fortunately there now comes a ray of hope in the promised self control of the macaroni business under government supervision that aims at stabilization of prices fair alike to producer, distributor and consumer, the equalization of wages and the ultimate recovery of the macaroni business.

The details are being planned and will probably be announced at the Chicago meeting next week by representatives of interested departments of our government who will address the convention. The wise and well meaning manufacturer will, if at all possible, be there to get first hand information and to lend a willing hand to launch the movement that promises so much and costs so little.

The macaroni manufacturer should not be blamed altogether for existing conditions. Some are the direct result of actions of competitive distributors that grew out of misunderstanding. To help bring about closer cooperation between competitive producers and competitive distributors an entire session of the convention will be devoted to friendly discussion with distributors on the proper relation of manufacturer to distributor and vice versa. Much good is expected to come out of this friendly consideration of problems of mutual interest.

Macaroni manufacturers have realized that the time has come for action. Already many have agreed to pool their interests with their fellow manufacturers in the National Association. Others will undoubtedly do likewise soon. Action of this nature, faith in one's trade association, will not only insure a very successful conference but place the industry in a position to take timely advantage of the opportunity presented under the "New Deal" for business.

Macaroni Educational Section

By BENJAMIN R. JACOBS, Washington Representative

On May 26 there was a meeting called in Washington by the U. S. Department of Agriculture for the purpose of offering suggestions as to policies and procedure in making the Farm Adjustment Act effective. The department invited representatives of wheat growers, handlers, processors and manufacturers and these represented the general farm organizations, wheat cooperatives, grain exchanges, terminal elevator associations, millers, bakers, macaroni and cracker manufacturers associations. There were about 250 representatives of these industries present and these included about 20 macaroni manufacturers. The meeting was presided over by M. L. Wilson, the newly appointed wheat production administrator. There were also with Mr. Wilson the Hon. Geo. N. Peek, who has been selected by the President to administer the Farm Adjustment Act and Secretary Wallace who made a brief statement concerning the views of the administration regarding the effectiveness of the act in fulfilling its main purpose, which is to raise farm commodity prices so that the farmer will have money enough with which to meet his obligations and make his normal purchases. There was also present Chas. Brand, associate administrator, with Mr. Peek. Mr. Brand has long been known in agricultural circles. He at one time was chief of the Bureau of Markets in the Department of Agriculture.

Practically everyone present pledged the undivided support of his industry to any plan that was finally worked out by the department. The main question being just how soon the department would get going on its plan whatever it was. The Department of Agriculture presented no plan. The main discussion revolved around the tax that is to be paid by the processor and the marketing agreements that are to be made between handlers of wheat and its products and the Department of Agriculture. The Macaroni association through its spokesman, Wm. Culman one of the directors of the association and vice president of the Atlantic Macaroni company of Long Island City, N. Y. stated to the committee that the association had gone on record as being in full sympathy with the provisions of the act, and that the industry intended to cooperate fully with the department.

He asked that the processors tax be apportioned equally among all grades of flour that was used for human consumption. He also asked as to whether or not flour stocks of finished macaroni products were to be subjected to the tax. This question was not decided positively as the department itself did not know just how that particular section of the act would finally be interpreted. The association, however, had voted beforehand

that it had no objection to paying the tax on all finished or unfinished macaroni products whether they were in stock or in the hands of distributors. The question of whether a manufacturer having a contract and adding the tax to the price of the product could collect from the customer was also raised and no definite answer was given. The law, however, provides that where manufacturers have bona fide contracts for delivery of commodities that are taxed under the bill, and the contract does not provide for the payment of this tax by the vendee, the tax may be added to such contract price and the vendee must pay it to the vendor. If he refuses to make such payment the vendor shall report this fact to the Collector of Internal Revenue of his district who will then collect it himself from the vendee.

The association also went on record as willing to accept any reasonable hours of labor that might be established by the government.

The association has already been invited by the Department of Labor to appoint a committee of employers and employees to agree on hours, wages and conditions of labor so that when the proper time comes the association will have this data available. It might be worth while to note that the association is now collecting data on costs of manufacturing macaroni products to be used as a basis for establishing a selling price. It may be of interest to the members of the macaroni industry to know that although some phases of our program may be worked under the Farm Adjustment Act there are other phases which must be worked under the Industrial Recovery Act, if, and when this becomes law. This act has already passed the House and it may be passed by the Senate and have the President's signature affixed to it even before this material reaches you.

Today (May 31) a group of more than 1000 members of manufacturers associations are to appear at the capitol to offer amendments to the act as it passed the House. They seem to believe that it is too radical and that in order to be of greatest benefit to industry it must be amended. Just what these amendments are they have not yet indicated.

It may also be of interest to know that there are very important meetings scheduled for this and the coming week in Washington. You as a member of this industry will be kept advised of developments. I suggest, however, that we do not become impatient as in the end it will be advantageous to "make haste slowly" rather than to become committed without sufficient thought to plans that may not be sufficiently considered in all their ramifications. There is no doubt, however, that just now history for indus-

try is in the making and it is being made very fast. The cooperation of every member of the industry is necessary in order to work out the best plan. Do not be reluctant in offering your suggestions or your ideas as the pilots of this ship feel that they are navigating in uncharted waters and any help that you can give in the solution of some of these problems or at least in furnishing information that may be requested through questionnaires from the association will be most welcome. In the end these will redound to your personal benefit.

If you are not a member of the association do not remain so but write for an application blank to the Secretary of the association, M. J. Donna, Braidwood, Ill. There is no reason why you should stay out and there is every reason why you should be in.

Plan to attend the convention at the Edgewater Beach hotel in Chicago June 19 to 21. We have selected prominent government officials who will discuss this new legislation as well as our macaroni standards and labor problems. You are welcome to attend ALL the sessions at the convention whether or not you are a member of the association. We know that when you have heard from authoritative sources just what the present administration has in mind that you will gladly join the association and give the government and the industry your fullest support and cooperation.

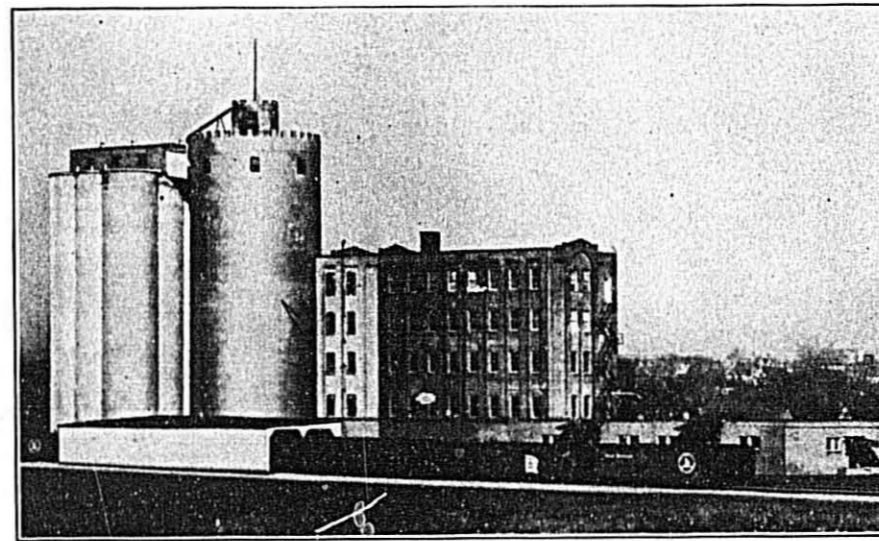
Proposed Advertising Censorship

R. G. Tugwell, assistant secretary of agriculture has announced completion of a proposed revision of the Food and Drugs act to give that department authority to supervise and regulate advertising of foods, drugs and cosmetics. It has been submitted to the Department of Justice for review before presentation to Congress for passage.

The draft, according to its author, does not propose censorship of advertising in advance of its use. However, under its provisions false advertising may be penalized by prosecution in the Federal courts. Prosecutions for false advertising will be directed against the source rather than against the medium in which it appears. This will put the responsibility for truthful advertising squarely upon the manufacturer, distributor or dealer.

The truth or falsity of advertising will be measured essentially by the same standards as those employed to determine the truth or falsity of label statements, if the proposed amendment is made into law in accordance to the wishes of the Department of Agriculture.

The Home of Capital Semolinas



This CAPITAL SEMOLINA MILL Is Backed By

- 1-BUSINESS INTEGRITY— For many years, the Capital Flour Mills have maintained their policy of fair dealing —"square shooting" with every customer big or little. No account is too small to receive individual attention; no order too big to receive prompt, efficient handling.
- 2-UNIFORMITY— Capital Semolina uniformity— each pound like the next pound, simplifies your production problems.
- 3-EXPERIENCED MILLING— There is no substitute for experience—milling experience particularly. Our experience throughout the years reflects itself in the quality of Capital Semolina products.
- 4-EXPERT SELECTION OF AMBER DURUM WHEAT— Amber Durum Wheat for Capital Semolina is carefully selected from the choice durum wheat sections each season and stored for requirement at all times.



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Start with Capital Semolina today. Let us help you build your products

CAPITAL FLOUR MILLS, Inc.

Minneapolis—Saint Paul

Offices: Corn Exchange Building, Minneapolis

Mills: Saint Paul, Minnesota

The Magician and His Rabbits



Ideas, like the lively animals pictured above, are sometimes hard to apprehend, unless one is prepared and of the right mind.

One need not be a magician to grasp a good idea or two from the splendid program offered at the convention of the Macaroni Manufacturing Industry in Chicago next week.

Out of the last day's session should come much of immeasurable good to macaroni and noodle manufacturers who take part in the free and open discussions arranged for the whole day of Wednesday, June 21, 1933. It will be a closed session for macaroni and noodle manufacturers only, irrespec-

tive of whether they are members of the sponsoring National Macaroni Manufacturers association or not.

All interested manufacturers will be welcome to consider bare facts, study troublesome problems and seek to diagnose the industry's ills in consultation with their fellow manufacturers, and if possible prescribe and apply the necessary remedies.

One idea gained from the closed session will be of inestimable value, worth whatever it may cost in time or in dollars to attend.

Special Convention Exhibit

While the National Macaroni Manufacturers association does not sponsor an exhibition in connection with its annual convention as is the practice in many industries, it does encourage the showing of new equipment and materials in exhibits personally arranged for and individually supervised by interested allies. Two such exhibits will be seen in the Edgewater Beach hotel during convention week, with the consent of the convention management.

The display of the duPont Cellophane company this year is expected to surpass any previously made by this manufacturer of cellophane, an almost indispensable wrapper for our products especially egg noodles. The display will have a double purpose,—first to interest macaroni and noodle makers in the many new and useful ways of visual packaging that will not only have the necessary eye appeal but will give the contents the greatest

possible protection; second—to give the public some idea of the care with which these products are packed to insure purity and cleanliness through the various channels of distribution from maker to consumer.

Large display cases strategically situated near the hotel entrance and adjacent to elevators in the lobbies, will be placed at the disposal of the exhibitor.

The Rossotti Lithographing company will have an interesting display of novel packages and an array of attractive labels, all of which have been prepared for the macaroni manufacturer. There will be window packages, protective wrappers and appealing labels all of which go toward properly dressing up the macaroni products for any market it is intended to be sold in.

Visitors will be cordially invited to study the several special exhibits in connection with the convention in Chicago, June 19-21, 1933.

Spaghetti to Germany

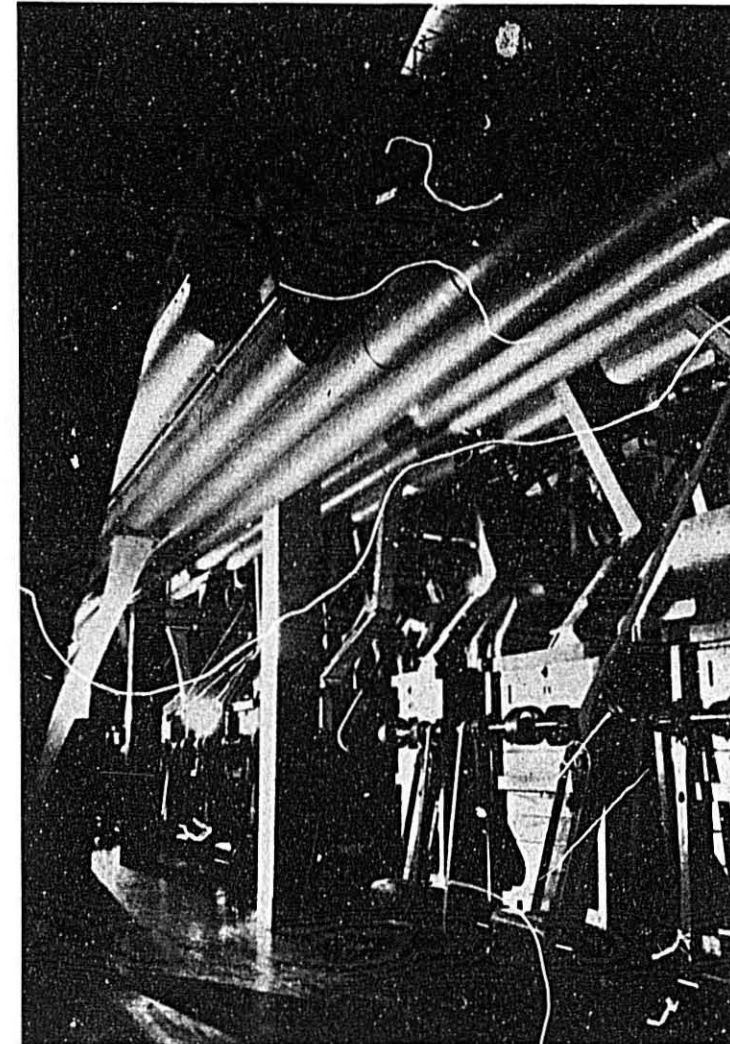
Macaroni products have played an important part in the relief work done by governmental and private organization. Thousands have appreciated the value of this food, so it is not surprising that one in many may occasionally find fault with the products or service. Here's a story from Chicago that is interesting:

A strict nationalist, so far as diet is concerned at least, must be Hans Pfeiffer, 45, of this city. Having been on the public relief rolls for more than 2 years he decided that he was qualified to register at least one complaint on the way the relief has been administered in the "windy city" on Lake Michigan. He said:

"I don't like the way they give out the food at my relief station. They give spaghetti to German families and sauerkraut to Italians."

Right reason is stronger than force.

Twice as many purifiers!



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

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

Rigid milling control, following careful selection of the finest amber

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

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



Gold Medal Semolina

"Press-tested"

Macaroni Men in Washington Conference

The Macaroni Manufacturing Industry of America through the National Macaroni Manufacturers association pledged its fullest support to the government agencies in the enforcement and application of the provisions of the Farm Relief Act at a hearing in Washington, D. C. on Friday May 26, 1933 in the United States Department of Agriculture building. Practically every group or trade dealing with wheat or wheat products joined in the conference which was attended by Secretary of Agriculture H. A. Wallace and presided over by Administrator M. L. Wilson.

Prior to attending the hearing the directors of the National association and a group of visiting manufacturers from the east and middle west had met to formulate a plan of action. The meeting was held on Thursday night May 25 in the Willard hotel, Washington with President Alfonso Gioia presiding.

The provisions of the new Farm Relief Bill insofar as it affects macaroni and noodle making were studied and discussed; also those of the pending Industry Control Act. The discussion centered around question of processing tax and its application on raw materials and finished products, working hours and wages, etc. Action may be summed up in the resolution unanimously adopted pledging the Association's fullest cooperation to government officials and its willingness to go along with any working hours and conditions finally established by the government after a conference with the macaroni industry.

Director Wm. Culman of the New York area and Vice President G. G.

Hoskins of the Chicago area were named official spokesmen for the National association and visiting manufacturers, with President Gioia and Washington representatives to serve in an advisory capacity. They made an able presentation of the industry's views at the general conference with officials of the U. S. Department of Agriculture including the new adjustment administrator, George N. Peek.

Government officials made it plain that the conference was but a preliminary meeting to get the view of the various industries and leaders whose business comes under the farm relief bill and thanked all in attendance for their splendid and worthy suggestions, promising speedy action to help industry and employment as well as the farmer.

Following the conference with government officials and the hearing on May 26, the Board of Directors again conferred to make plans as suggested by the conference. The first matter discussed was the cost of conversion in an effort to gain a basic figure of cost to be suggested as the minimum price at which macaroni products may profitably be sold to give employes fair wages, insure reasonable profits and produce a piece of goods of guaranteed quality. It was voted to ask macaroni and noodle manufacturers confidentially for cost facts and figures from which to establish a fair average. This survey will be supervised by Chairman J. V. Canepa of the Statistical Committee and all reports will be cleared through the office of the Secretary, the latter being the only one in possession of the key, thus assuring all contributors of information the utmost secrecy. Only a compilation of the facts and figures

will be made known—general average—that are essential in deducing conclusions.

It was agreed to make the final session of the 1933 convention in Chicago on Wednesday June 21, a closed session for macaroni men only, to fully discuss the proposed trade practice agreement and all other matters pertaining to the new laws concerning our industry. Washington Representative B. R. Jacobs was named contact man to represent the National association in all matters pertaining to the administration of the farm relief bill.

Favorable action was taken by the Board of Directors on 24 applications for membership of the National association presented by President Gioia, Chairman A. I. Grass and Secretary M. J. Donna. Sectional or group meetings were approved wherein every possible attempt is to be made to sell to nonmembers the value of membership in the National association to give that organization the standing it wants and needs in its conferences with government officials in matters of deep interest to all manufacturers. Among the directors, officers and visitors at the 2 Washington meetings were:

Alfonso Gioia, President
G. G. Hoskins, Vice President
Frank L. Zerega, Adviser
Directors—Wm. Culman, H. D. Rossi, R. V. Golden, A. I. Grass, John V. Canepa, L. S. Vagnino, Joseph Freschi.

Visitors—Frank Traficanti, Sal. Viviano, F. Patrono, E. Z. Vermylen, D. Glaviano, V. Giatti, G. Guerrisi, C. Counzo; also B. R. Jacobs, Washington representative and M. J. Donna, secretary-treasurer.

emergency the entire nation is looking to the President and to the Congress for leadership in the rehabilitation of agriculture, industry and commerce, and, pledging to the president and his administration our wholehearted support and cooperation as individuals and as representatives of important industrial and commercial groups, ready, willing and able to cooperate intelligently,—we recommend:

First: That cooperation by industry to meet the emergency and serve the public interest can best be established and administered within and by the industries themselves through self-controlling standards of employment and fair conduct:

Second: The establishment of an appropriate executive agency to aid and encourage industries in formulating cooperative plans with adequate safeguards provided for the public interest:

Third: That all cooperative plans and agreements adopted within and by any industry for the establishment of self-controlling standards of employment and fair conduct should be filed with the appropriate executive agency, and, unless suspended by it during examination or disapproved as not in accord with public interest, shall otherwise be lawful during the period of the emergency or until

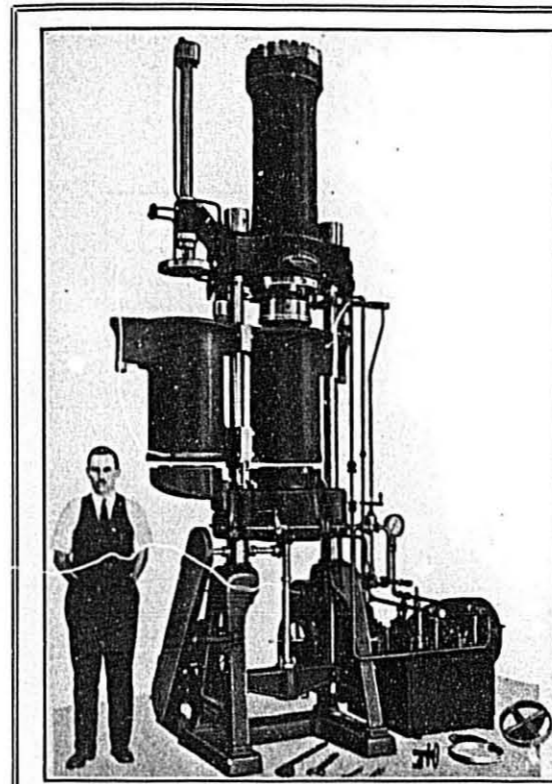
it is deemed in the public interest that they be set aside:

Fourth: That violation of any standards so set up, and becoming effective, by any one within an industry should constitute an unfair trade practice and be considered contrary to public interest, and should be proceeded against promptly by the appropriate authority.

Edible Macaroni Necklaces

From Paris, France is supposed to come most of the styles. A style of interest to macaroni manufacturers was recently reported. A bead expert in that French city is now making necklaces of macaroni, colored with fruit juices. The manufacturer threads small pieces of the hollow dried paste, differently colored, in artistic designs. They have proved very popular among all classes.

The report found avers that the maker occasionally eats his tasty necklaces to prove that they are pure.



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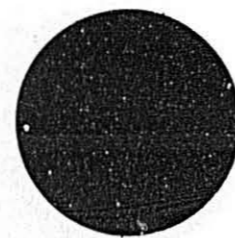
Mr. Macaroni Manufacturer:—

On that next car of SHOOKS--
Look over our proposition and samples.
Then if there is still any doubt, ask your neighbor-- he is buying from us and can heartily recommend

. OUR .

Shooks— Service -- Dependability

P. S.—See our Mr. Ralph Barter at the Convention!



DECATUR BOX AND BASKET COMPANY

INCORPORATED

SALES OFFICE: STARKS BUILDING

LOUISVILLE, KENTUCKY

Business Favors Self Control

At a meeting of executives of several hundred trade associations in Washington last month, just at the time that the administration was giving serious thought to legislation to help business, labor and industry, the group of business leaders expressed their thoughts to the president in a timely resolution. The prime purpose of the meeting was to determine the best cooperative action by trade associations to contribute toward the solution of the present economic problems as well as to build toward that time when a major depression cannot occur again. The following resolutions were unanimously adopted and presented the following day to the President of the United States:

Resolution

Whereas, we recognize the existence of a national economic emergency and that in that

The Macaroni Association's Umbrella



The "NEW DEAL" presents Macaroni and Noodle Manufacturers opportunities that should be welcomed and responsibilities that will be assumed.

It aims "TO PROMOTE THE ORGANIZATION OF INDUSTRY FOR COOPERATIVE AND COORDINATED ACTION," seeking:

- 1—To eliminate cutthroat competition by agreement.
- 2—To establish minimum hours and wages.
- 3—To set minimum price below which it will be illegal to sell.
- 4—To agree on trade practices covering terms of sale, discounts, credit terms and distribution policies applicable to all.

Asked last week just how far the National association could go toward getting all Macaroni and Noodle Manufacturers to join, to GET UNDER THE ASSOCIATION'S UMBRELLA, a government official having charge of the administration of the new laws said:

"Well, those who fail or refuse to get under your Association's umbrella are likely to get wet."

'Nuff said! Macaroni Men—here's our opportunity. Let's unite in drafting rules and regulations that will be profitable to ourselves, yet fair to our government, impartial to distributors, just to our employees and considerate of the consumer. Let's do this willingly rather than enforcedly.

Once more we invite YOU to get under the Association's Umbrella for self protection and self rule.

Yours to Serve,

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

(Signed) M. J. DONNA, Sec'y.-Treas.

Braidwood, Ill.
June 6, 1933.

Eastern Manufacturers in Important Meeting

Confer in New York City With President Alfonso Gioia on How Best to Cooperate With Governmental Agencies in Reaping Benefits That May Accrue to Industry Under New Laws—Pledge Faith in National Manufacturers Association and Offer New Memberships Therein

Thirty-three macaroni and noodle manufacturers representing most of the progressive firms in the industry in New England and Middle Atlantic states met in the Commodore hotel, New York city on May 19 at the invitation of President Alfonso Gioia, Rochester, N. Y. to study possible action by individual manufacturers through the National association in reaping whatever benefits may come to their industry through sincere cooperation with government officials.

Dr. Meyer Jacobstein, Congressman from the Rochester, N. Y. district was introduced by President Gioia to explain the provisions of the Farm Relief and Industrial Control Acts which he did most ably and clearly. He told his hearers that it was the intention of the government to go into partnership with industry to help put it on a profitable basis, relieve unemployment, aid the farmer and eliminate unfair competition. No longer was the 10% minority in any industry to be allowed to demoralize the 90% by practices that were unfair and unethical.

He advised that the macaroni industry through its National association adopt a Trade Practice Agreement for submittal to the government. If approved by the latter it will become a regulation to be applied to everyone in the trade whether he is a signer of the agreement or not. In addition to the benefits that would result from such action he stressed the fact that under the new law it is possible firms will be given license to operate, and which will be valid only insofar as the owner of the license obeys strictly the rules and regulations agreed upon. Beside loss of license to operate, violators will be liable to heavy penalties provided in the new laws.

Dr. Jacobstein recommended all macaroni and noodle manufacturers to organize under the auspices of the going and the recognized National Macaroni Manufacturers association. By so doing their interests will not only be protected but they themselves will be placed in position to take the fullest advantage of whatever opportunities may arise. His suggestion was well received by the 17 nonmember firms in attendance, all voting to join the National association immediately, offering their written applications to President Gioia at the close of the meeting. Sixteen member firms had representatives in this history making conference.

Speaking for the firms represented from the states of New York, New Jersey, Pennsylvania, Connecticut, Rhode Island and Massachusetts, the conference pledged its support to the program of the National association and to the President of the United States, agreeing to endorse trade practice rules and to support every progressive activity aiming to promote the prosperity of the industry. A special committee consisting of V. Giatti of

DeMartini Macaroni Co., Brooklyn, C. F. Romeo of Brooklyn Macaroni Co., V. Cuonzo of Westchester Macaroni Co., and D. Glaviano of Campanella, Favaro and Glaviano Macaroni Corp., J. Palladino of Manhattan Macaroni Co., was appointed to advise with officers of the National association in matters pertaining to the trade practice conference when and if called.

Among the eastern firms represented at the New York meeting were:

A. Gioia and Bro.	Rochester, N. Y.
Independent Macaroni Co.	Mount Vernon, N. Y.
Westchester Macaroni Co.	Mount Vernon, N. Y.
Atlantic Macaroni Co.	Long Island City, N. Y.
DeMartini Macaroni Co.	Brooklyn, N. Y.
Brooklyn Macaroni Co.	Brooklyn, N. Y.
V. La Rosa & Sons Co.	Brooklyn, N. Y.
Cardinali Macaroni Mfg. Co.	Brooklyn, N. Y.
A. Zerega's Sons, Inc.	Brooklyn, N. Y.
Refined Macaroni Co.	Brooklyn, N. Y.
Schneider's Egg Noodle Co.	Brooklyn, N. Y.
Giacontieri Macaroni Co.	Brooklyn, N. Y.
Messana Macaroni Co.	Brooklyn, N. Y.
Manhattan Macaroni Co.	Brooklyn, N. Y.
Roman Macaroni Co.	Long Island City, N. Y.
Ronzoni Macaroni Co.	Long Island City, N. Y.
Quality Macaroni Co.	Rochester, N. Y.
United Macaroni Co.	Mount Vernon, N. Y.
Campanella, Favaro & Glaviano	Jersey City, N. J.
G. & J. LaBlue Bros.	Jersey City, N. J.
P. Cassinelli Macaroni Co.	North Bergen, N. J.
National Macaroni Co.	Passaic, N. J.
Keystone Macaroni Mfg. Co.	Lebanon, Pa.
The Megs Co.	Harrisburg, Pa.
Philadelphia Macaroni Co.	Philadelphia, Pa.
A. C. Krumm & Son Macaroni Co.	Philadelphia, Pa.
G. DelRossi & Co.	Providence, R. I.
Gioadano Bros.	Providence, R. I.
Santoro Bros.	Providence, R. I.
Prince Macaroni Mfg. Co.	Boston, Mass.
Maravigna Macaroni Co.	Boston, Mass.

Canepa a Director

John V. Canepa, president of the John B. Canepa company, sometimes better known as the Red Cross Macaroni company, was elected as a director of the National Macaroni Manufacturers association by the Board of Directors at its meeting in Washington, D. C. May 26, 1933 to fill the vacancy caused by the resignation of Frank J. Tharinger who is no longer directly in the macaroni business. Mr. Canepa was named a member of the executive committee of the organization, assuming the chairmanship of the Statistical Committee.

Mr. Canepa is a young man of wide business experience. He early undertook the management of his company's extensive business, under his mother who once took a very direct interest in the firm. His experience will stand him

in good stead in his new capacity and the association will benefit from his advice and activities.

1932 Cheese Production in Rome

The production of cheese made from sheep's milk known as "Pecorino," "Romano," "Provoloni" and "Provolette" cheese in the Rome district, is reported as substantially greater in 1932 than in the previous year, owing to favorable weather and cheaper pasturage and the strong demand from the United States, states Consul H. A. Boucher, in a report to the Department of Commerce. Declared exports of this product from the Rome district to the United States in 1932 were 7,951,631 lbs. valued at \$2,058,145, and were appreciably greater than in 1931. It will be recalled that the American import duty on cheese was increased in June 1930.

Secrets of Successful Trade Marking

By Waldon Fawcett

Written Expressly for The Macaroni Journal

When the Macaroni-Mark Changes Its Job

This year has brought one development in the sphere of commodity identification which sounds a watch-your-step caution for macaroni marketers in general. Suitably, too, this vivid little object lesson serves to remind all hands that a trade mark is never too old nor too firmly established in the trade to need a certain amount of fatherly care, care not only for its legal status but likewise for what the public thinks of it. Trade mark doctors are usually so busy prescribing for baby trade marks that they are prone to forget that adult and aging marks sometimes require a dose or a diet to preserve their health and usefulness and "consumer acceptance."

The incident of the hour which is causing wide discussion in food circles generally, has no direct and intimate contact with the macaroni group. It is the climax of a prolonged contest between 2 firms in California for the right to use the brand "Del Monte." The basic question involved was the always interesting one of what privileges are preserved to a pioneer user of a brand name who employed the nickname in one region, or restricted area, before a larger interest subsequently adopted the same designation as a national mark. But that major issue is not, as it happens, the one which summons the macaroni clan as interested onlookers in the current contest.

While dealing primarily with what are known as "territorial rights" in trade marks the Del Monte case came closer to home for the macaroni community by revealing a secondary aspect that emphasizes for all bystanders the risks and responsibilities of trade name "transformation." Transformation, let me hasten to explain, is a word here summoned to express the situation which ensues when a mark which started in life as a grade mark is, in due course and through accident or design, promoted to the dignity of a bona fide trade mark. Something of that kind happened in this recent Del Monte mixup and the complication figured largely in the outcome of the case.

The necessity of acknowledging the existence of 2 different standards for trade marks and grade marks respectively, has already been brought to the attention of readers of the JOURNAL. But before examining the moral which has just been emphasized it may not be amiss to remind ourselves of the essential differences which separate the 2 species of merchandise-marks, that are too often regarded as equivalent and interchangeable.

In physical character, form of display and all that, there is no difference between trade marks and grade marks. The cleavage consists wholly in a fundamental difference in purpose or function. Which makes it necessary, sometimes, to split hairs in separating the 2 tasks.

The job of a single purpose grade mark is to signal to those in the know the presence in the goods of a given and supposedly familiar standard of quality, composition, flavor or processing. Literally then, a grade mark attaches to goods a descriptive "handle." And just because it speaks the language of broad specification, a recognized grade mark must not be monopolized by any one user but remains the common property of all producers or sellers who desire to placard their wares with universal keys to quality. A trade mark, in contrast, is the direct opposite to a grade mark in that mere descriptiveness is the one element not allowed in a technical trade mark. To be susceptible of individual or private possession a trade mark should be meaningless in any but the one environment, a fanciful, arbitrary name or a coined or invented word set upon articles of manufacture for no other purpose than to indicate tersely their origin or ownership.

Further snarling the tangle formed by these 2 divergent kinds of marks is the circumstance that sometimes a mark which started its career as a grade mark or rating mark changes horses in the middle of the stream, so to speak, and continues its career as a simple pure trade mark, or as a combination of grade mark and trade mark. Something of that sort happened in the Del Monte case which has lately been holding the center of the stage. There is evidence that the first user of "Del Monte" as a buy-word resorted to it to typify a certain blend of coffee. But with the passage of time the erstwhile blend-mark, probably being in use for the time being by only one concern, came to signify to customers of that concern not alone a formula or mixture but a specific source of supply.

All of which brings us to the newly underscored angle of our perennial subject, viz., the prime importance of letting everybody into the secret when a merchandise-mark changes its job. In the recent case, and in other test cases which have gone before and which have hinged upon changes of status some valuable time and costly lawyers' fees might have been saved if only the owner of a con-

verted mark had been at pains to give notice conspicuously and persistently from the time that his nickname first began to switch from one responsibility to another. The highest Federal courts have time and again recognized the principle that a symbol or bit of language that starts as a grade mark may end as a trade mark. Only, when that occurs it is important that the name-owner take notice of what is happening, if indeed he is not systematically plotting to bring about the transfer.

Just here, to judge from the latest evidence, is where much of the havoc is wrought. If a marketer sets out with malice aforethought to promote his common grade mark to the aristocracy of the trade mark, it is a safe bet that he will not hide under a bushel the light of his achievement. But so often the graduation from grade mark to trade mark occurs more or less automatically. Without effort by the brander and almost without his knowledge. That is one case where ignorance is not necessarily bliss, at least not permanent bliss. For current purposes a macaroni labeler may not care whether his brand is construed legally to be a grade mark or a trade mark. His I-should-worry attitude is natural indeed, if nobody else is using the mark or anything similar. But he may have to sing another song if, with the march of time, competitors appear on the scene and shout defiance saying that the trail blazer has no superior right in his pet term because it is and always was a grade mark and never a trade mark. Then may the chap whose hindsight is better than his foresight lament the day that he failed to formally proclaim the emergence of the grade mark that was, into the trade mark-to-be.

It is not a bad idea if the macaroni marketer, the minute he becomes trade mark conscious and ambitious for an erstwhile grade mark, sets about obtaining a Federal registration. Because the very necessities of that application will put it up to him to do, forthwith, the things that he ought to do if he is to insure his title to exclusive use of the mark. The examiners of the U. S. Patent Office will not refuse admission to the register to a mark simply because it had its beginnings as a grade mark. But they will demand evidence convincing beyond any reasonable doubt that the reformed grade mark has actually taken a step up in life, that its new position is conceded in the trade, and that it is not

June 15, 1933

THE MACARONI JOURNAL

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in conflict with parallel versions of the same mark in use by others in the trade as grade marks.

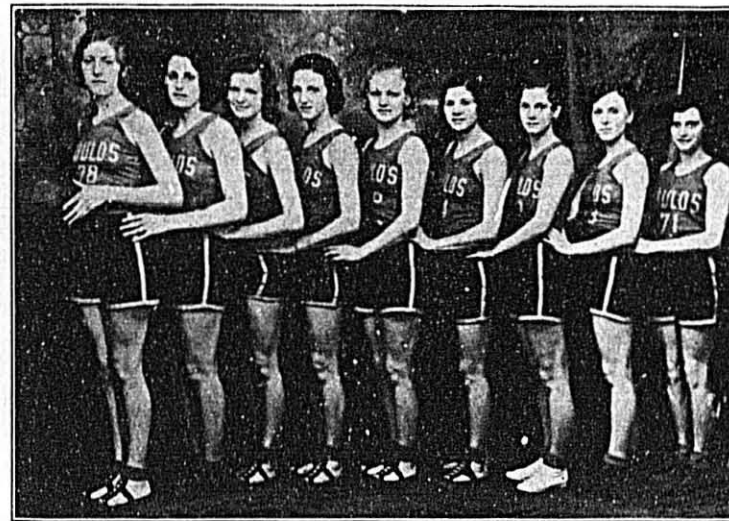
Even if a macaroni brander does not care to go to the expense of Federal registration, or if he prefers to trust to the protection of the common law, or if he is excluded from national registration because his distribution is within a single state, he should not too hastily say "not interested." If he is ever to want privileges or prerogatives of any kind for a grade mark made over into a trade mark,

it will pay him to promptly make announcement of a change of employment. Or, if for any reason he cannot do that, or if the transformation is an accomplished fact before he has a chance to announce it as "news" to the trade, the brand-cherisher should at least collect and file away against possible future need adequate documentary evidence sufficient to enlighten an official censor or court of law as to the exact time and circumstances under which trade mark glorification was attained.

importance at a time when it appears that the richest financiers in the world have not acquired profits—or, anyhow, they have not paid income taxes.

In the face of the new evidence the enemies of beer have decreased in number as is indicated by the recent official returns from New York, Michigan, New Jersey, Rhode Island, Wisconsin and Wyoming. On the side of the fence lined up as friends of beer and the new deal, it is claimed that the adoption of beer as a national family beverage has produced happy results that indicate a definite change in the drinking habits of the American public.

An Able, Graceful, Winning Combination



Combining agile footwork and able headwork, this group of employes in the Foulds Milling company plant, Libertyville, Ill. were able to win 18 out of its 22 games last season. All of them work daily in the packing room of the Foulds Milling company plant and play basketball for the love of the game and the added grace and beauty that naturally results from such healthful exercise.

They developed their championship

form under the direction of C. J. Carlton, athletic coach of the macaroni firm that sponsors many kinds of athletic activities in which all the employes are urged to take part, not altogether for the advertisement that the company gets from a winning combination such as the one pictured above but for the more important reason that it creates plant spirit that is found most beneficial to employer and employes.

Booming the Foaming Brew

In spite of the continued opposition of the minority the prevailing opinion on Capitol hill in Washington is that beer has brought a new atmosphere of cheer to the American home in the few weeks since its legal reinstatement by Congress, whose members back up the Administration view that the golden brew is a welcome and physically beneficial substitute for the ruinous distilled poisons of the bootlegger, and that legal beer has already produced a vast change in the moral and social life of millions of people.

The advent of beer and its apparent wholehearted adoption in the District of

Columbia and wherever its sale has been legalized indicates that the claims that it will produce real temperance in the American home are being realized. In its behalf the public is being assured that beer is an easily digested and nonfattening food drink, containing about 500 calories to the quart, which apparently is less than is found in 2 pieces of candy or a quart of milk. Public authorities and leading judges are impressed with the possibility of gaining complete freedom from the deadly and expensive grip of the bootlegger and his unclean clan.

The contributions in legal taxes and fees to the national, state and municipal treasuries resulting from the legalized sale of beer is a matter of deepest im-

New Wire Screen Corporation

A reliable and dependable source for quality wire screen and wire mesh such as are extensively used in macaroni and noodle manufacturing plants is assured by the announcement that the entire business and assets of the Audubon Wire Cloth Company, Inc., wire cloth and wire products manufacturer of Audubon, N. J. were acquired by the Manganese Steel Forge Co., of Philadelphia, Pa. on May 1, 1933.

The business will be conducted by the Audubon Wire Cloth Corporation, a new organization and wholly owned subsidiary of the Manganese Steel Forge Co. The officers of the new corporation are: President, L. W. Jones; vice president and treasurer, L. W. Jones, Jr.; secretary, A. W. Zackey.

The heavy wire cloth and wire drawing departments of the Manganese Steel Forge company, now producer of ROL-MAN Manganese Steel Screens, will augment the Audubon Wire Cloth Corporation's facilities. A comprehensive plan of modernization and expansion is already under way involving considerable new equipment. Products include a complete range of wire cloth for industrial, mechanical and commercial requirements in steel and all metals; spiral woven conveying belts for process industries; formed and fabricated wire products; trays and baskets.

To Build Large Addition

Vincenzo Arena & Company of Norristown, Pa. has completed plans for remodeling its plant, whereby 20,000 additional square feet of floor space will be made available by early summer for the enlarged operation of the plant.

Holding Up

Meeting up with an acquaintance of the old home town, E. E. Kelley asked how the liquidation was coming on at the bank that had failed 18 months before.

"Oh, fine, fine," was the reply.

"About to pay 100 cents on the dollar, eh?" Kelley asked.

"Nope," answered his old friend, "not as good as that. But the receiver has managed to collect enough to keep the running expenses and the lawyers paid up."—*Wall Street Journal*.

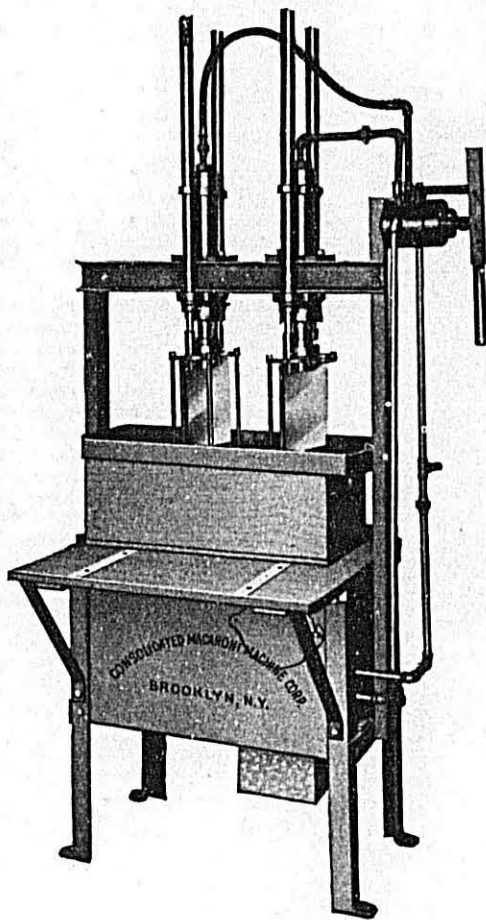
Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.

I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



CUTTER FOR PACKAGE MACARONI

Are your manufacturing costs as low as they should be? If not, you are probably using machines which should have been consigned to the junk heap long ago. To meet competition, your equipment must be modern and up to date. Now is the time to make that change. Let us figure on your needs.

HYDRAULIC PRESSES

DOUGH KNEADERS

DOUGH MIXERS

DRYING MACHINES

MACARONI CUTTERS

DIE CLEANERS

Again we come to the front with Something New, Something Different, Something Better. Introducing to the trade the Consolidated Preliminary Drying Machine and the Consolidated Hydraulic Cutter for Package Spaghetti and Macaroni. Both illustrated herewith. Send for descriptive matter.

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

PROGRAM

Thirtieth Annual Convention National Macaroni Manufacturers Association

JUNE 19-21, 1933

Edgewater Beach Hotel - - Chicago

The World's Fair Convention

MONDAY, JUNE 19

Time—Daylight Saving

- 8:30 a. m.—Registration of Members and Guests.
(Fee \$10. Entitles Registrant to all Convention Privileges, Official Badge, Tickets to Banquet, Entertainment, Luncheons and Century of Progress Exposition.)
- 9:30 a. m.—Formal Opening of Convention by President Alfonso Gioia
President's Message—Alfonso Gioia
Secretary's Report—M. J. Donna
Executive Committee Reports:
Educational—G. G. Hoskins
Publicity—R. B. Brown
Welfare—H. D. Rossi
Statistical—John V. Canepa
- 11:00 a. m.—Address, "Thinking with Roosevelt," by Phil S. Hanna, Editor of Chicago Journal of Commerce
- 11:30 a. m.—Topic, "The Aspects of the Macaroni Market," by Representatives of Distributing Trades:
L. S. Vagnino, American Beauty Macaroni Co., Chairman
Chain Stores—Fred H. Mossman, National Tea Co.
Voluntary Chains—J. Frank Grimes, President Independent Grocers Alliance
Distributors—Edw. W. Rosenheim, President Auto Truck Food Distributors
Retailers—P. G. Rapp, Rapp Bros., Evanston
Discussion
- 2:00 p. m.—Appointment of Convention Committees
Announcements
Adjournment
- 3:00 p. m.—Closed Session (if deemed necessary).
Formulation of Code of Fair Competition.

Entertainment

Individual viewing of "A Century of Progress Exposition"

TUESDAY, JUNE 20

- 9:30 a. m.—Call to Order—President Alfonso Gioia
Reports of Committees
- 10:00 a. m.—Address, "The New Attitude of Government Toward Business," by John N. van der Vries, Manager Central Division, Chamber of Commerce, U. S. A.
Topic, "Macaroni in the New Deal." Vice President G. G. Hoskins, presiding.

"Close-up of Association Activities"—

- (a) Report of Washington Representative—B. R. Jacobs.
(b) Report of Quality Committee—Martin Luther.
(c) Address, "Trade Practice Conference Procedure," by Justice W. P. Humphrey, Commissioner Federal Trade Commission, Washington, D. C.
(d) Address, "Macaroni Standards," by Dr. W. S. Frisbie, Chairman Committee on Standards and Definitions, U. S. Department of Agriculture, Washington, D. C.
(e) Address, "Labor in Macaroni Plants," by Miss Mary Anderson, Director Women's Bureau, U. S. Department of Labor, Washington, D. C.
- 1:45 p. m.—Nomination and Election of Directors
Announcements
- 2:00 p. m.—Adjournment
* * *
- 2:15 p. m.—Organization Meeting of 1933-1934 Board of Directors
Election of 1933-1934 Officers
Entertainment
- 2:00 p. m.—Viewing "Century of Progress" Exposition
* * *
- 7:30 p. m.—Association's Annual Festival Dinner
L. S. Vagnino, Toastmaster
Announcement and Introduction of 1933-1934 Officers
After-dinner Address, "My American Impressions," by Hr. Anton Carlson, President Stockholm Makaroner Fabrik, Sunyberg, Sweden
Entertainment
Dancing

WEDNESDAY, JUNE 21

- 9:30 a. m.—Call to Order—President Alfonso Gioia
Reports of Committees
- 10:00 a. m.—Executive or Closed Session for Macaroni Manufacturers (Registered Manufacturers Only)
Topics:
1. The Macaroni Industry under New Farm Relief Act
2. The Macaroni Industry under Industry Control Act
3. The National Association's and Industry's Welfare
- Announcements
Assumption of Office by 1933-1934 President
Final Adjournment

1932-33 Association Executives



ALFONSO GIOIA
President



G. G. HOSKINS
Vice President



F. L. ZEREGA
Adviser



LOUIS I. VAGNINO
Chairman Publicity Committee



HENRY F. ROSSI
Chairman Welfare Committee



M. J. DONNA
Secretary-Treasurer



B. R. JACOBS
Washington Representative

Association Executives 1932-33



WILLIAM CULMAN
Director



JOSEPH FRESCHI
Director



R. V. GOLDEN
Director



W. F. VILLAUME
Director



GAETANO LA MARCA
Director



F. A. GHIGLIONE
Director



R. B. BROWN
Chairman Advertising Trustees



MARTIN LUTHER
Chairman Quality Committee



A. IRVING GRASS
Chairman Membership Committee

1933 Convention Speakers



PHIL S. HANNA
Editor Chicago Journal of Commerce



JOHN N. VAN DER VRIES
Manager U. S. Chamber of Commerce

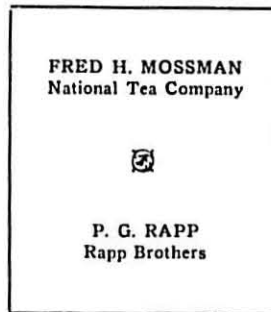


HR. ANTON CARLSON
After Dinner Speaker

DISTRIBUTORS



J. FRANK GRIMES
President I. G. A.



E. W. ROSENHEIM
President Auto Truck Food Distributors

Government Representatives



JUSTICE W. P. HUMPHREY
Federal Trade Commissioner



MISS MARY ANDERSON
Director Women's Bureau, U. S. Dept. of Labor



DR. W. A. FRISBIE
Chairman Committee on Standards and Definition

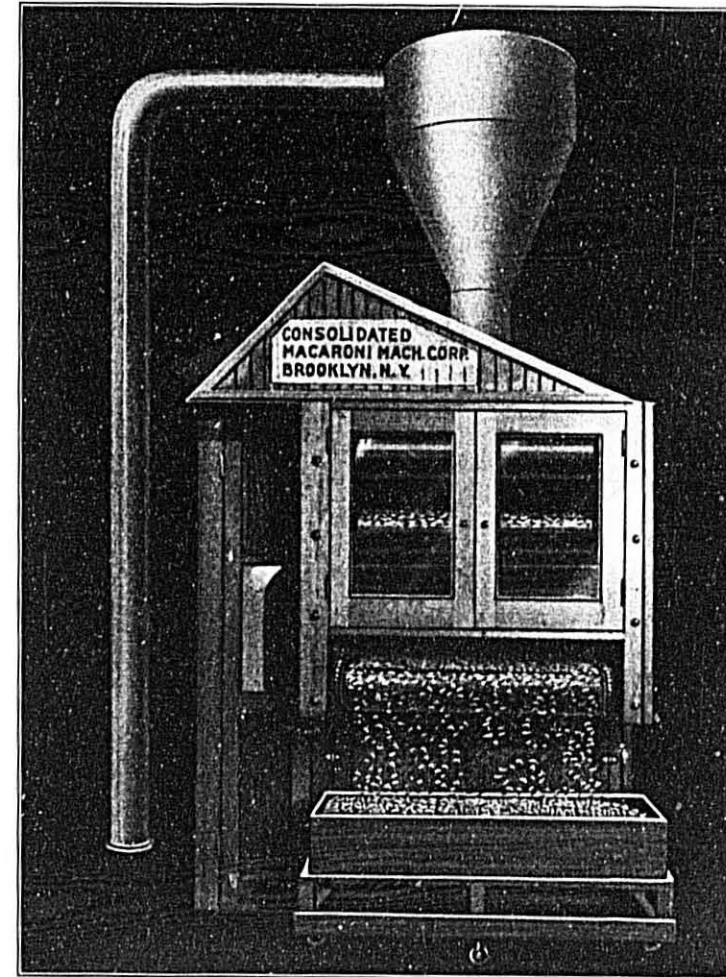
Brief sketches regarding the speakers and representatives on page 24

Consolidated Macaroni Machine Corporation

FORMERLY

Cevasco, Cavagnaro & Ambrette, Inc.
I. DeFrancisci & Son

Designers and Builders of High Grade Macaroni Machinery



PRELIMINARY DRYING MACHINE FOR SHORT CUT MACARONI

The Consolidated Macaroni Machine Corporation, as its name implies, devotes its entire time and energy exclusively to the designing and construction of Alimentary Paste Machinery. Its personnel has grown up with the Macaroni industry. It has specialized in this line for the past 25 years and during that period has originated and introduced many features of importance to the industry. In the future, as in the past, it will continue to lead and to live up to its motto—

“We Do Not Build All the Macaroni Machinery, But We Build the Best”

156-166 Sixth Street

BROOKLYN, N. Y., U.S.A.

159-171 Seventh Street

Address all communications to 156 Sixth Street

Science Aids in Insect Control

The annual losses to operators of macaroni factories, cereal mills and other producers of grain foods runs into many millions of dollars, according to information conveyed by entomologist I. L. Ressler of the R. & H. chemicals department, E. I. duPont de Nemours & Co. in an able presentation of a paper on "Mill Insects and Their Control" at the annual convention of the American Millers association at Louisville, Ky., May 18, 1933.

"That frequently quoted statement: 'We are living in the age of war against insects', first expressed by Dr. L. O. Howard, formerly chief of the U. S. bureau of entomology, is a truthful and accurate statement which confronts not only the milling industry but all those engaged in the production of foodstuffs from the time the ground is prepared for planting until the foodstuffs are consumed," said Mr. Ressler. "The problem of insect control in flour mills is one which constantly confronts every one in the milling industry, whether it be in the production of flour, cereals, semolina or other related products. The problem even carries through into finished bakery goods, such as bread, cakes, biscuits and crackers or macaroni products, such as spaghetti, macaroni and vermicelli."

"With the growing severity of insect trouble came the advent of chemical control of insects. Starting in a small way nearly 50 years ago it was demonstrated in a crude way that gaseous insecticides which we term fumigants, are highly effective."

Stress was laid on the fact that "fumigation alone, nor any other means of chemical control, is sufficient to accomplish desired results. The miller, the macaroni manufacturer and other grain food producers, must do their part throughout the year and particularly before they attempt to apply insecticides. Cleanliness aids materially in holding insect infestation at a minimum though it never eliminates the need for chemical control."

"Hydrocyanic acid gas leads all other methods of insect control in flour mills, macaroni factories, and allied industries," Mr. Ressler said. "The Mediterranean flour moth, the Indian meal moth, confused flour beetle, cadelle, meal moths and other insects can readily be controlled by this gas. Hydrocyanic acid gas might properly be considered an ideal insecticide, for theoretically it completely surrounds the insects, penetrates their breathing organs and kills by asphyxiation. Any one of a number of sources of hydrocyanic acid gas available will give satisfactory results provided correct dosages are applied properly under requirements that meet the particular problem."

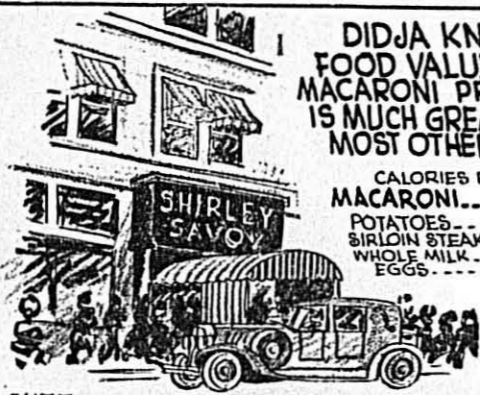
The speaker pointed out the value of

sprays as a supplementary means of insect control. "Recent years have brought forth developments in sprays for use in mills," he said. "For the most part these materials are composed of highly refined light oils and added insecticides, and an

essential oil to impart a pleasant odor. Such sprays are excellent contact insecticides, but must touch the insects to be effective. The vapor from the sprays has little fumigating effect. Unlike fumigants which in the gaseous state completely surround the insect and kill by asphyxiation, sprays act after contact, by entering the breathing pores and destroying nerve tissues, by direct penetration through the body walls, and by destroying the body covering or oxidizing tissues with subsequent suffocation."

"Didja Know" Advertising for Colorado Industries

"Didja know?" REGISTERED by Gus Brake



DIDJA KNOW
FOOD VALUE OF
MACARONI PRODUCTS
IS MUCH GREATER THAN
MOST OTHER FOODS.

CALORIES PER POUND	
MACARONI	1660
POTATOES	385
BIRLOIN STEAK	940
WHOLE MILK	325
EGGS	620

DIDJA KNOW THAT CHEF ROBERT L. SIMONS OF THE SHIRLEY-SAVOY HOTEL, DENVER HAS A SPECIAL RECIPE FOR SPAGHETTI WITH CHICKEN TETRAZZINI?

SPAGHETTI WITH CHICKEN TETRAZZINI
1 PKG. AMERICAN BEAUTY SPAGHETTI
2 TBS. FLOUR 1 PINT MILK HEATED
3 TBS. BUTTER 1 COOKED CHICKEN (SKINNED)
1 CLOVE GARLIC - SALT AND PEPPER
PARMESAN CHEESE

COOK SPAGHETTI ACCORDING TO BASIC RECIPE. MAKE THIN CREAM SAUCE BY MIXING FLOUR AND BUTTER, COOKING TWO MINUTES, AND THEN ADDING HOT MILK. BOIL SLOWLY TEN MINUTES. Mince GARLIC VERY FINE, PLACE IN FRYING PAN WITH LITTLE BUTTER, AND HEAT. ADD THE DRY SPAGHETTI AND CHICKEN. SAUTE A FEW MINUTES. MIX IN CREAM SAUCE AND SEASON TO TASTE WITH SALT AND PEPPER. PUT IN CASSEROLE, STEW WITH GRATED PARMESAN CHEESE AND HEAT IN OVEN. SERVE VERY HOT



DIDJA KNOW THAT AMERICAN BEAUTY MACARONI PRODUCTS HAVE BEEN APPROVED BY THE FOOD BUREAU OF GOOD HOUSEKEEPING MAGAZINE AND AWARDED THEIR SEAL OF QUALITY-AND 100% Pure Food

SEND ME YOUR "DIDJA KNOWS"

Business leaders of Colorado are using a novel plan in advertising Colorado made products. A recent release is of great interest to the macaroni manufacturing industry.

In cooperation with a leading downtown hotel the American Beauty Macaroni Co. at Denver recently employed

this unique and very effective newspaper advertisement worked up along the lines of Ripley's famous "Believe It Or Not" feature. The ad, which was run in a regular space of a Denver daily devoted to advertisements of striking facts about various businesses, under the head: "Didja Know by Gus Brake," brought

Macaroni--Excellent Energy Food--Dr. Copeland

numerous favorable comments and requests for macaroni recipes, according to Manager A. S. Vagnino.

At the top of the ad was a table showing the calory content pe pound of macaroni as compared with other foods. Below this table was an illustration of a small boy and girl eating macaroni. At the bottom of the page on the right side was: "Didja Know that American Beauty macaroni products have been approved by the food bureau of Good Housekeeping magazine, and awarded their seal of quality and 100% pure food."

In the center of the page at the top was a sketch of the hotel entrance. At the left of this appeared a portrait sketch of the hotel chef, who has a special recipe for Spaghetti with Chicken Tetrazzini. The recipe was reproduced below. It was this recipe that led many housewives to inquire for other dishes that could be prepared with Spaghetti or Macaroni.

Mr. Vagnino believes that this kind of advertising has good possibilities, for the reason that a great many people have become confirmed readers of all unusual fact cartoons. "Many women who don't read ordinary advertisements will read this material," he said.

"How is it you're not driving downtown today, Jim?"
"I lost control of my car last week."
"Have a bad accident?"
"No, I couldn't keep up the payments."

"Macaroni and spaghetti are democratic foods," says Democratic Senator Royal S. Copeland, M.D. leading democrat in the present democratic Senate. Washington, D. C., in a recent release by K. F. S. Inc. to the newspapers of the country carrying his daily and weekly service on foods:

Macaroni and Spaghetti are eaten in the homes of the rich and poor. They are included in the menus of expensive restaurants and of the low price eating places. They are foods that appeal to every palate.

Most persons look upon spaghetti and macaroni as Italian foods. While it is true that Italy first appropriated the value of this food, history credits the invention of spaghetti to the Chinese. For many centuries Italy was the only European nation eating spaghetti.

There is an interesting story told about Louis the XIII, King of France. He first tasted this food in a small inn. Its taste so delighted him that he served the dish on the royal table and introduced it to the nobility.

Formerly, little macaroni was used in this country. Within the past few years it has become more popular. Because of this increased popularity, the domestic manufacture of macaroni has greatly expanded. It is now made in the United States and only a very small amount is imported from Europe.

Domestic macaroni is made from a high grade wheat, especially grown for this purpose in the middle west. It is made from the gluten of wheat which is the choicest and most nutritious part of the grain.

The popularity of macaroni is well deserved. One pound of the product is believed to contain as much nourishment as four pounds of meat. Its nutritive value is increased when served with milk, cheese, fruits and vegetables.

Macaroni has a pleasing aroma and stimulates the appetite. It lends variety to the diet. Macaroni is easily digested when properly prepared. Like any other carbohydrate food, it causes distress when taken in excess.

Macaroni is an energy food. It furnishes the body with fuel and heat. It is an excellent food when strenuous labor or physical exertion is required.

Do not serve macaroni with other starchy foods. Substitute it for other carbohydrates or use it as the chief dish and not merely as an unimportant part of a meal.

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



Speakers Who Will Address the Convention

(Continued from Page 17)

JOHN N. VAN DER VRIES

John N. Van der Vries, who will address the convention of the Macaroni Manufacturers at the Edgewater Beach hotel, Chicago on Tuesday, June 20, is manager of the Northern Central division of the Chamber of Commerce of the United States. He has been identified with the National Chamber since the early years of the World war, when he specialized in organizing the industries of the central west in accordance to plans laid down by the War Industries board.

He has charge of the activities and interests of the National Chamber in the mid-west and as such comes into contact with every phase of business in that section. Due to these contacts he has acquired a wealth of experience in dealing with business men and business organization. This has placed him in a position where he can discuss the national problems affecting business in an intelligent fashion, particularly his assigned subject of "The New Attitude of Government Towards Business."

PHIL S. HANNA

Phil S. Hanna, editor of the Chicago Journal of Commerce will address the Macaroni-Noodle Manufacturers and Related Trades at the Thirtieth Annual Convention of the Industry in Chicago, Monday June 19, 1933.

Editor Hanna has chosen for his topic of discussion, "Thinking With Roosevelt." As editor of the World's Fair City outstanding Financial and Business newspaper, he has made a close study of the new administration and of its objectives and will present a message that no macaroni or noodle manufacturer who is desirous of keeping step with the new developments at the nation's capital can afford to pass up.

HR. ANTON CARLSON

To Italy the lovers of macaroni products give all credit and honor for originating and developing this splendid food as it is known to consumers throughout the civilized world. In other lands where it readily became adopted because of its inherent goodness, macaroni has become immediately popular and its manufacture has kept pace with developments in the country of origin.

The United States has become Italy's great rival in macaroni making, but other nations are likewise proud of their record in the production and use of this nutritive grain food. In Sweden the consumption of macaroni per capita per year is several times that reported in our own country. How that has been accomplished will be ably told by Hr. Anton Carlson, president of the Stockholm Makaroner Fabriek, of Sunyberg, Sweden.

He will be the guest of the American macaroni manufacturers at the annual dinner of the National Macaroni Manufacturers association on Tuesday evening, June 20, 1933 and will deliver a personal message of good will from fellow macaroni makers in north-western Europe.

WILLIAM E. HUMPHREY

William E. Humphrey, chairman of the Federal Trade Commission, Washington, D. C. whose relation to industry has grown in importance with the announcement of the "New Deal" by President Roosevelt, will address the Macaroni Makers at their annual convention, June 20 on the proper procedure in trade practice conferences.

For 8 years he has been connected with the Federal Trade Commission and is chairman. He was first appointed by President Coolidge in 1925, became chairman in

1928 and was reappointed to the commission by President Hoover.

Commissioner Humphrey was born near Alamo, Montgomery county, Ind., March 31, 1862, graduated from Wabash college, was admitted to the bar in 1887. In 1893 he moved to Seattle, Wash. and soon became interested in politics, being elected to Congress to represent the First district of that state. Aside from a keen interest in his work on the Federal Trade Commission, he is a great hunting and fishing enthusiast.

DR. W. S. FRISBIE

Dr. W. S. Frisbie, chairman of Foods Standards committee, U. S. Department of Agriculture, Washington, D. C. who will address the assembled macaroni and noodle men during the important session June 20, is perhaps the best known of the government officials to the rank and file of the industry. He has addressed our national conferences and group gatherings frequently and can always be depended upon to have something new and interesting for his hearers.

The macaroni industry rarely sponsors new laws concerning its business or products but has within the past year solidly supported the passage of what is popularly termed as the "Macaroni Amendment to the Federal Food law" that would call for more definite and much stricter labels for macaroni food. It would operate along the lines of the Mapee bill concerning canned products and if passed would compel all low grade macaroni, spaghetti, vermicelli and egg noodles to be distinctly labeled as below an agreed standard. This proposal and many others equally interesting to the industry will be discussed by Dr. Frisbie.

MARY ANDERSON

Miss Mary Anderson, director of Women's Bureau, U. S. Department of Labor is recognized as being one of the world's outstanding authorities on the subject of women workers. On Tuesday June 20 she will be heard in one of her characteristic talks at the macaroni men's conference in Chicago.

She acquired her knowledge through first hand experience as a shoe factory operator for 18 years and through constant consideration of the needs of the wage-earning women as an organizer in the National Women's Trade Union League for 8 years, and finally through her intensive study of working women's problems as director of the Women's Bureau. In this last position, held since 1919, she has been instrumental in formulating standards and policies to promote the welfare and employment of women workers.

Wise use of opportunity is illustrated in her own career. Coming to the United States as an immigrant girl from Sweden she has attained, through ability and years of public service, the pinnacle of an executive position in the Federal government. She is the only woman from the ranks of labor to have achieved such national distinction.

J. FRANK GRIMES

J. Frank Grimes, president of the Independent Grocers Alliance of America will represent the voluntary chains in "The Panel" on the opening day of the Macaroni Men's convention in Chicago.

He has long been connected with the retail trade, specializing in the study and management of voluntary group action. He is an able speaker, having addressed practically all the food groups of the country during his years of service.

He is fearless and interesting, and can be

expected to treat learnedly the proper flow of macaroni products from producer to consumer so that all concerned will benefit.

EDWARD W. ROSENHEIM

Mr. Edward W. Rosenheim, president of Auto Truck Food Distributors will be one of "A PANEL" of speakers on the subject of "The Aspects of the Macaroni Market." He will treat it from the viewpoint of the store-to-store service.

Mr. Rosenheim was born in Cleveland, O. Aug. 14, 1889. He has resided in Chicago since 1892. In 1915 he made his first business venture, purchasing a controlling interest in the North Shore Creamery company of Evanston, Ill. which was at that time a retail butter, egg and poultry route business. In 1917 this business was transformed into a wholesale distributing concern with a new name of the North Shore Food Products company, with headquarters in Chicago.

His long experience in food products distribution qualifies him to speak interestingly on the phase of the subject assigned him.

Bank Holiday Affects Advertising

One of the immediate effects of the banking holiday ordered by President Franklin D. Roosevelt on assuming the presidency March 4 was discontinuance of many national and sectional advertising campaigns. Though many advertisers have since reinstated their advertisements they have done so on a somewhat restricted scale. Others are still awaiting a definite improvement in business.

Newspaper and radio advertising seems to have been more immediately affected though these mediums also benefited immediately from the confidence created by the determined action of the nation's executive.

Among the new advertising campaigns noted were those of the leading manufacturers of the legalized beer and of the makers of equipment and accessories used in this revived industry.

Advertising of food products has been and is being affected by the uncertainty as to the outcome of the proposed farm relief legislation and will be resumed on even a greater basis when Congress finally decides on products to be taxed and the rate of taxation.

Farmer Laughs at Politics

While legislators sweat and argue about farm relief the farmer's poet laureate, Ben Smith has given them a new poem, published last month in The Country Home. It begins: "Politics come with hue and cry—they bring a plan and they praise it high. They cry 'Come here, Mr. Farmer Man, we're back again and we've got a plan.' Four years later they beat the pan and shout, 'Come here, Mr. Farmer Man, we're back again and we've got a plan.'" The chorus can be repeated to cover as many years, decades and generations as is desired.

AUTOMATIC FLOPPER

Rastus was bemoaning his wife's laziness to his friend. "She's so lazy," he said, "dat she done put popcorn in de pancakes so they'll flop over by demselves."

For THREE Generations--

We are furnishing many of your members with ROMEO Unbleached Kansas Hard Wheat Flour.

All sales are made direct, for cash, no exceptions---no brokerage or commission added.

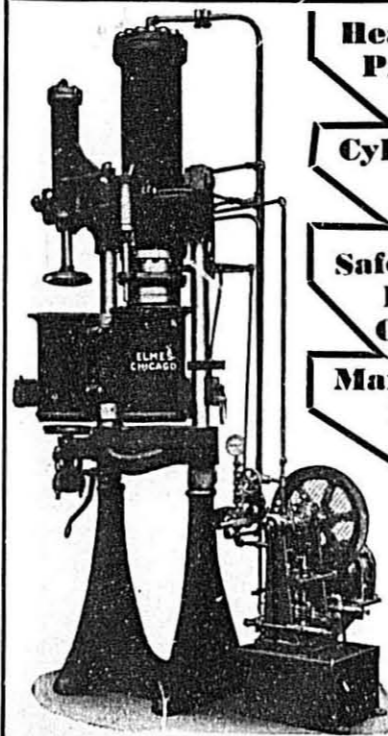
It will pay you to let us furnish your flour requirements.

BAUR FLOUR MILLS CO.

Established 1870

ST. LOUIS, MO.

If you are not getting our weekly quotations reaching your desk Monday morning, write today.



Heavy Production Presses.

Cylinders Bronze Lined.

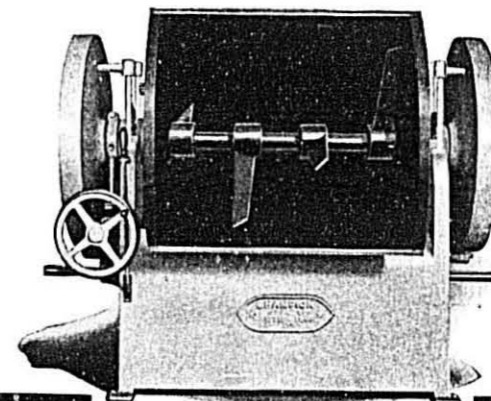
Safe and Easy Operation.

Max. Speed Minimum Power

No Dough Sagging

No Waste Loading

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



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. Install 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.....

Pittsburgh Meeting Well Attended

In keeping with suggestions of the directors of the National Macaroni Manufacturers association, Director R. V. Golden of the Pittsburgh district called a meeting of the macaroni and noodle manufacturers in western Pennsylvania, western Maryland, Ohio and West Virginia on Friday June 2 in Pittsburgh which considered not only local conditions but the position of the individual and the trade toward the new developments in the nation's capital.

As presiding officer Director Golden reported on the results of the hearing before the U. S. Department of Agriculture in Washington, D. C. on May 26 and stressed the need of getting every important and worthwhile manufacturer under the banner of the National association in order to best protect the interests of the industry. At the meeting were representatives from the following firms: S. Viviano Macaroni Co., Carnegie, Pa.; Indiana Macaroni Co., In-

diana, Pa.; Italo-French Food Products Co., W. Boehm & Sons and Roth Noodle company of Pittsburgh; Cumberland Macaroni Mfg. Co., Cumberland, Md.; Jefferson Macaroni Co., Reynoldsville, Pa.; Mrs. Smith Egg Noodle Co., Elwood City, Pa.; West Virginia Macaroni Co., Clarksburg, W. Va.; Pfaffman Egg Noodle Co., Columbus Macaroni Co. and Marchesi Macaroni company of Cleveland, O.

The question of "conversion cost" was discussed at length in order to arrive at some fair and equitable minimum selling price to recommend to the administrator of the Farm Relief Act when the macaroni industry is ready to submit its code of fair competitive practices. Lack of a uniform cost system in the leading plants of the country makes the problem of comparisons most difficult. Added to this is the fact that many continue to make lower grades. The meeting agreed to compile facts and figures for presentation at a follow-up meeting on Fri-

day June 9. It also went on record as favoring a stipulation that users of semolina of a grade inferior to No. 1 should be compelled to so label the finished products as made from No. 2 or No. 3 or flour, so that the purchaser may know exactly what he is buying.

All agreed that the industry should support fully the action of the National association in trying to establish some just and uniform business policies with the aid of the government agencies as now provided by law, and encourage all within that district and everywhere to volunteer their applications for membership in the organization that for nearly 30 years has functioned so faithfully, so consistently and unselfishly for the general welfare of the macaroni industry in America. Many agreed to send representatives to the 1933 convention June 19-21 in Chicago, to what promises to be the largest and most important conference in the long history of macaroni making in the United States.

A Stop Price

"Macaroni, spaghetti and egg noodles are conceded by all as the best of foods to alight the body," writes a Pacific coast Macaroni Maker, "but here's some good food for thought on the part of those in the industry who are in it not altogether for love but for some profits. A former senator now in forced retirement once referred to some of our western senators as 'The Wild Jackasses of the West,' a name which was justly resented. But there are 'jackasses' in all lines, even in business, and without doubt in the macaroni business."

"The following taken from the April 21, 1933 issue of The California Retail Grocers Advocate would indicate that there are some mules dealing in mayonnaise, and because we know that there are also some in the macaroni industry we call their attention to it for whatever good may result":

In order to abolish the evil of price cutting among the various brands of mayonnaise in California the state association successfully induced the various manufacturers to name a STOP PRICE on their brands, based on sincerity, and not merely because the request came from the state office.

The naming of the STOP PRICE was done in accordance with our request, but since that time various manufacturers have seen fit to take upon themselves the manufacture of mayonnaise under private labels in order to have the off brand of mayonnaise slashed and cut below the STOP PRICE. We believe that this is entirely an evasion of the issue and that sincerity in the STOP PRICE policy is decidedly lacking. Some manufacturers have accepted an agreement to pack private brands for some distributors upon which no STOP PRICE is maintained, and in the long run will only again disturb a condition that today seems to be greatly improved and somewhat settled.

If a STOP PRICE is good we believe it should have all confidence and sincerity of purpose in the promotion of the plan. If it is no good and has no value, it will soon

lose its weight and prestige of its own accord. Nevertheless the Association is of the opinion that it will have a tendency to stabilize conditions and encourage the taking of profits on all merchandise.

Macaroni Prices Steady in New York

According to the *New York Journal of Commerce* there has been no great change in macaroni prices since the advance made early in May. "A fair demand was evident, especially considering that the season of light consumption was close at hand." The buying was mixed. Some preferred to keep inventories low, hoping that competitive pressure would bring lower prices; others bought heavily in anticipation of higher prices that may result from the application of the provisions of the Farm Relief Bill and of the Industry Control Act when passed.

Reports from other parts of the country indicate a general stiffening in the price schedule, with better grades of macaroni and egg noodles in more active demand. Domestic macaroni of extra quality in 22-lb. boxes was quoted at from \$1.15 to \$1.20 a box. The Italian style macaroni, loose in 20-lb. boxes in New York market brought from \$1.00 to \$1.05 a case.

Certificate of Incorporation

The New Britain Macaroni Company, Inc., New Britain, Ct. was incorporated last month under the laws of that state. The firm has an authorized capital of \$20,000. Incorporators are: Antonio Di Mauro, Angelo Di Mauro, and Constantino Gervasi, all of New Britain. Among the incorporators are experienced macaroni manufacturers who have been connected with the industry in some way or other for many years.

Crack Macaroni Safe

Yeggs should know better than to take chances at cracking safes in macaroni plants. So decided a gunman who forced his way into the plant of the Flour City Macaroni company, 429 State st., Rochester, N. Y. the evening of May 21, 1933. The watchman, Emilio Baudiario was captured, bound and forced to watch the lone robber crack open 2 safes in the plant and to note the dismay of the robber on finding that the safes were empty except for some valuable papers taken from one of the safes.

The watchman was found bound hands and feet with wire and rope. Police were advised by neighbors who heard his cries for help. Joseph Meizenzahl is proprietor of the plant involved.

Has New Connections

The Duluth-Superior Milling company has announced to the trade that John F. Nagorski, formerly representing the Pillsbury Flour Mills company in Cleveland, O. and vicinity is now representing the Duluth-Superior Milling division of Standard Milling company in that city and state. Mr. Nagorski is well known to the semolina buyers in the macaroni plants of the territory assigned him.

THAT TAX ON CHECKS

The thing we need the most of all,
And what the country lacks,
Is not so much a tax on checks,
But more of a check on tax."

—Pathfinder.

Two ladies, while walking through Dame street, Dublin, heard a barrel organ playing a tune. "That music," said one of them, "is by Handel."

"Yes," the other replied, "played by handle."—*Irish Times*.

THE GOLDEN TOUCH

King Midas Semolina

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



King Midas Mill Co.

MINNEAPOLIS, MINNESOTA

The National Association Trade Mark Service

Dry Ice, Aspirin and Perfume Explain Trade Mark Law Three Cases Illustrate Pitfalls to Be Avoided by Manufacturers

The principles of trade mark law, of interest to every business man, are clearly shown in the litigation over the 3 brand names—dry ice, aspirin, and a perfume, according to Lewis C. Chamberlin, manager of the solid carbon dioxide division of the Michigan Alkali company, the largest maker of dry ice, or solidified carbon dioxide in the world.

Although solidified carbon dioxide has been used for a refrigerant for more than a quarter of a century, a few years ago a company got a trade mark for it by the name of "dry ice." This trade mark was declared invalid by the courts because it was held to be descriptive of the article. Manufacturers in selecting trade marks should avoid descriptive words.

"Another danger in trade marks which manufacturers introducing new products should avoid, is seen in the aspirin trade mark," continued Mr. Chamberlin. "This substance was first manufactured under a process patent but upon the expiration of the patent the courts ruled that the word aspirin had become generic in character, i. e., it was generally accepted by the public as the general name of the product. The trade mark, in a sense, was too good."

"An interesting trade mark situation is seen in the litigation over an eau de cologne made in Germany. During the war the American agent bought the U. S. business from the alien property custodian. But the parent company after the war successfully restrained the American company that had purchased the trade mark from using it, on the ground that the eau de cologne was not the formula used originally under the trade mark. Thus the purchaser of the trade mark was unable to use it because he could not deliver the goods."

"A trade mark must of course be in use to be valid. Registration in the U. S. Patent Office," said Mr. Chamberlin, "is merely a record of such use. If a manufacturer ceases to market trademarked goods, his right in the name lapses."

Patent Office Is Busier

Perhaps the patent office will supply the magic remedy needed to cure the depression. Hard times are spurring inventors everywhere to increased activity. In the past 10 years 421,000 patents were granted in the United States, and a survey just made by the Woman's Home Companion shows that the applications are becoming more numerous under the stress of universal economic compulsion. Nevertheless Americans accept new ideas very reluctantly. On the average it has taken over 30 years for an invention to become successful, after it has been made.

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 May 1933 the following were reported by the United States Patent Office:

PATENTS

Macaroni and Means for Producing Same

A patent for macaroni and means for producing it was granted to Guido Tanzi, Brooklyn, N. Y. assignor to V. LaRosa & Sons, Inc., Brooklyn, N. Y. Application was filed March 31, 1932 and was given serial number 1912021. The official description given in the May 30,

1933 issue of the Patent Office Gazette is as follows:

"In a molding machine adapted for extrusion, a device for producing a spindle of plastic material of conchoidal form, said device comprising a die-plate with a socket and a hollow die supported in said socket, said die being provided with a hollow zone open toward the feeding side of said die plate with a groove cut into the mantle of the die adjacent to the discharge end, with a conduit adapted to form communication between the bottom of the hollow zone and the groove and with a crescent-shaped aperture cut into the discharge end of the die and communicating with the groove, all forming a continuous passageway through which the plastic material is extruded."

TRADE MARK REGISTRATIONS RENEWED

The trade marks of the Atlantic Macaroni Co., Long Island City, N. Y. registered July 15, 1913 were granted renewal privileges effective July 15, 1933.

The trade mark of Mother's Macaroni company registered April 1, 1913 was granted to The Creamette Co., Minneapolis, Minn. with renewal privileges effective April 1, 1933.

The trade mark of the Atlantic Macaroni Co., Long Island City, N. Y. registered Aug. 26, 1913 were granted renewal privileges effective Aug. 26, 1933.

TRADE MARKS APPLIED FOR

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

Semaco

The trade mark of Semolina Macaroni company, Providence, R. I. for use on macaroni and other groceries. Application was filed Sept. 16, 1932 and published May 2, 1933. Owner claims use since Aug. 1, 1929. The trade name is in heavy type.

Tu-Noodles

The private brand trade mark of Westgate Sea Products Co., San Diego, Cal. for use on canned food products, comprising tuna fish and noodles. Application was filed Feb. 14, 1933 and published May 2, 1933. Owner claims use since Sept. 30, 1932. The trade name is in black letters.

R P & D

The private brand trade mark of Roundly-Packham & Dexter Co., Milwaukee, Wis. for use on spaghetti, macaroni, vermicelli, egg noodles and other groceries. Application was filed Sept. 2, 1931 and published May 9, 1933. Owner claims use since May 25, 1923. The trade mark is a shaded diagram.

Pfaffman's

The trade mark of The Pfaffman Egg Noodle Co., Cleveland, O. for use on egg noodles. Application was filed Jan. 9, 1933 and published May 9, 1933. Owner claims use since

The Koelle-Mueller Label Co.

ENGRAVERS

PRINTERS

LITHOGRAPHERS

of

Food Product Labels of Every Description
Will Furnish Color Sketches on Request

222 South Eighth Street

ST. LOUIS, MISSOURI

April 7, 1930. The trade mark consists of two comblike designs beneath and to the left of which is the print of a rolling pin.

Bridal

The private brand trade mark of Comly Flanigan company, Philadelphia, Pa. for use on macaroni and other groceries. Application was filed Jan. 28, 1933 and published May 16, 1933. Owner claims use since 1905.

The trade mark consists of a photograph of a bride, a few sprays of orange blossoms over which is written the trade name in outlined letters.

La Forza

The trade mark of D'Amico Macaroni Co., Inc., Newark, N. J. for use on macaroni. Application was filed March 29, 1933 and published May 16, 1933. Owner claims use since July 1929. The trade name is in black type written diagonally across the sheet.

Cereal Chemists Discuss Problem

Cereal chemists and workers in the fields allied with cereal chemistry from practically every part of the country attended the annual convention of the American Association of Cereal Chemists at the Medinah Athletic club, Chicago the week of June 5.

Dr. C. G. Harrel of the Pillsbury Flour Mills company, former president of the organization reports the attendance this year up to all expectations and interest in the program and the work of the organization intense among millers, bakers and other tradesmen.

L. J. Schumaker, chairman of the board of the American Institute of Baking and one of the well known leaders of the baking trade spoke on the timely sub-

ject of "The Cereal Industries in Reference to President Conditions." Dr. Gustav Egloff, director of chemical research at the Universal Oil Products company of Chicago described the benefits which mankind derived from the use of oil and the far-reaching effects which the removal of petroleum products from the earth would have.

The whole convention was featured by short talks and brief papers, most of them being confined to 10 or 15 minutes. The problems of the bread baker and the cracker maker were given special consideration at this 4 day convention that is the outstanding achievement of this national organization of cereal chemists.

Adhesive Firm in New Home

A new building exclusively for the manufacture of transparent cellulose glues, gums and cements has been erected by the National Adhesives Corp., New York, world's largest producer of adhesives. The building, which also contains a complete experimental laboratory, adjoins the company's factory at Dunellen, N. J.

The dominant position of transparent cellulose tissues in packaging today, and the resulting demand for the company's products to seal them, has made necessary this expansion of its production facilities, according to A. D. Fuller, head of the manufacturing department.

"We feel that this step is particularly significant at a time like the present,"

Mr. Fuller commented. "For several months we have been working our facilities overtime to meet incoming orders for cellulose adhesives. Our new building will obviate this necessity, and will at the same time permit us to carry on our experimental work on an even larger and more practical scale.

"Our laboratories, which have long since conquered the everyday problems of sealing moisture proof and plain tissues, both by hand and by machine, have for many months been engaged in working out the answers to more intricate problems. They have, for example, perfected gums and cements for sticking moisture proof tissues to fabrics of various types—a progressive step which should open up entirely new merchandising fields for fabric manufacturers and converters.

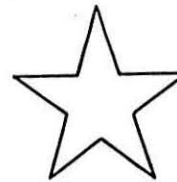
"In addition, we have developed gums for laminating cellulose tissues not only to themselves but also to papers of a number of different kinds, to produce effects hitherto unobtainable. By laminating a printed or lithographed paper to a sheet of moisture proof transparent cellulose, for instance, a serviceable moisture proof wrapper with both practical and artistic value may be produced. Gums used for such a process must of course have unusual transparent properties and must hold the cellulose tissue with uniform adhesion throughout the sheet, without puckering or curling.

The busy have no time for tears.

PRICE • QUALITY • SERVICE

By These Features We Are Known
To the Entire Industry

They Are Our Standard and Our Challenge



THE STAR
MACARONI DIES MFG. CO.

57 Grand St. - - - New York, N. Y.

IF YOU LOOK FOR PERFECTION IN
DIE-MAKING AND REPAIR WORK

CONSULT US

Volete Una Pasta Perfetta E Squisita

Usate!



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

The Farm Relief Bill and the Macaroni Industry

The administration's farm relief measure has been passed, signed by the President and is now the law of the land. Just how will its provisions be administered and just how will they affect the macaroni manufacturing and allied industries? Those are the questions that are puzzling officials and manufacturers alike.

Under Title I of the farm relief act plans are being perfected by the Secretary of Agriculture for holding commodity conferences with processors and handlers of agricultural commodities in order to make effective such provisions of the act as seem feasible under present conditions. The idea generally prevails that the imposition of processing taxes will be held in abeyance pending negotiations with authorities in foreign countries concerning reciprocal tariff arrangements. A brief outline of the farm relief act follows:

Declaring that the present acute economic emergency is in part the consequence of a severe and increasing disparity between prices of agricultural and other commodities, Congress sets forth the purposes of the farm relief title of the act as the establishment and maintenance of such a balance between production, consumption and marketing conditions of agricultural products as will gradually restore the purchasing power

to the level of the prewar period, 1909-1914.

The act sets up 4 devices for bringing about such a purchasing parity, all of which are aimed at the control of production, processing and marketing of agricultural products:

(1) The first device is the cotton-option plan, under which cotton producers, in return for agreements to reduce their acreage by at least 30%, may be granted options to purchase an amount of cotton from the Secretary of Agriculture equal to the average amount produced from the acreage taken out of cultivation, with the objective of receiving not only a higher price for the cotton produced this year by reason of the reduced crop, but a profit on the option cotton.

(2) The second device is the acreage-leasing plan, under which acreages of basic crops are to be reduced by governmental rental of a portion of the acreage formerly devoted to these crops. Here also, the object is to provide a double benefit to farmers—a cash rental for part of their acreage and a higher price for the product of the remaining acreage.

(3) The third device is the domestic allotment plan, under which producers, in return for agreements to reduce production of basic agricultural commodities, would receive benefit payments on the portion of their reduction used for domestic consumption.

(4) The fourth device consists of marketing agreements which the Secretary of Agriculture is authorized to make with processors, associations of producers and dealers and handlers of agricultural products. While not specifically provided for in the Act, it is expected that such agreements will contain pro-

visions for marketing and price control.

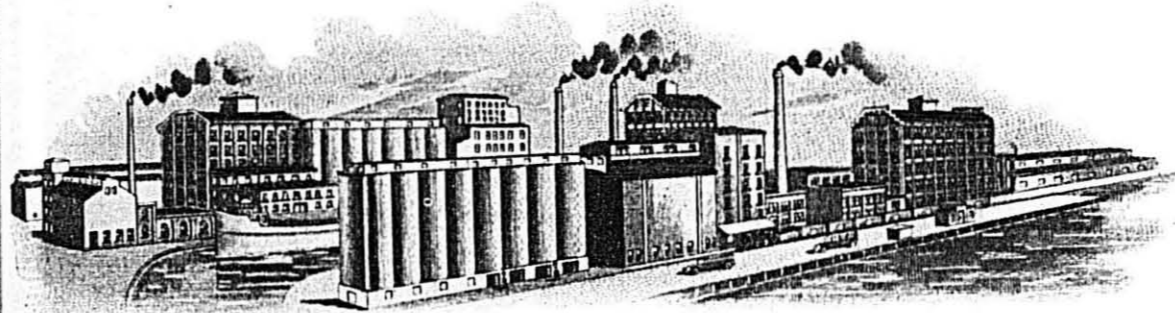
Preliminary payments of benefits or rentals to producers under the second and third plans are provided for by an appropriation of \$100,000,000. Such payments in excess of this amount are to be financed through processing taxes on "basic" agricultural commodities, which are defined as wheat, field corn, cotton, hogs, rice, tobacco and milk and its products; or upon any commodity which upon investigation is found to compete with such commodities.

Arizona Enforces Pure Food Law

Arizona's department of public health has put into operation a comprehensive plan for enforcement of the state public health laws in every county. Deputies have been appointed and charged with the strict enforcement of the state's pure food legislation. They will see that the pure food laws as well as the sanitation laws are strictly observed. Since there is no macaroni manufacturing plant in that state the activities of the health department will be directed to study the method and means by which macaroni products pass on to the consumer.

Awards Building Contract

The Philadelphia Macaroni Manufacturing company has awarded a contract for rebuilding its plant on the northeast corner of Eleventh and Catherine sts., Philadelphia to replace one destroyed the past winter.



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.

SHOP WISELY AND EFFICIENTLY

If you are using **MALDARI'S INSUPERABLE MACARONI DIES**, you are assured the maximum in **QUALITY, DURABILITY** and **EFFICIENCY**.

Our repair department will minimize the cost for wear and tear.

F. MALDARI & BROS., INC.

178-180 Grand Street



TRADE MARK

New York, N. Y.

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

The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred 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
M. J. DONNA, Editor

SUBSCRIPTION RATES
United States and Canada . . . \$1.50 per year
Foreign Countries . . . \$3.00 per year, in advance
Single Copies . . . 15 Cents
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Vol. XV June 15, 1933 No. 2

Prosperity Pocket Piece

Public men in Washington are carrying a new "prosperity pocket piece," a good luck coin which carries on one side the portrait of a very happy and satisfied gentleman, and on the other side a merry jingle admonishing the bearer to cheer up and smile, thereby accelerating the return of good times.

The talisman is made from a metal alloy that bears a striking resemblance to gold. Specimens of it fresh from a noted metal works were distributed to members of Congress a few days ago, well in advance of their general issue to the public. The original idea was to promote a new breakfast food but most of the Washington recipients immediately took the new coin to their hearts as a real symbol of the "better days" now generally believed to be on the way.

The portrait of the "Happy Man" which appears on the coin is taken from the drawings of "Sunny Jim" which 30 years ago were seen on every billboard in America as well as in the columns of newspapers and magazines, and on the breakfast tables of well-fed Americans. Sunny Jim was the trade mark of a popular breakfast food, but he also became the symbol of cheery philosophy and all the other concomitants of comfortable living.

Revival of Sunny Jim, it is hoped will help the carriers of the new pocket pieces to revive the things he stood for. "The spirit of Sunny Jim is certainly the spirit of Congress right now," declared one of the first government officials to display the new talisman. "Unless all signs are wrong, we are getting out of the woods. The season calls for smiles and cheers. Depression is on the way out. Confidence has returned and there is plenty

New Definition for Macaroni Products

The new definitions for macaroni products recommended to the secretary of U. S. Department of Agriculture by the Food Standards committee following its hearing last April have been approved by the Secretary of Agriculture and announced to the public on May 15, 1933.

The full text of the revised definitions for macaroni products, which include Semolina Macaroni, Farina Macaroni, Egg Noodles and Plain Noodles, are as follows:

"Macaroni is the shaped and dried doughs prepared by adding water to one or more of the following: semolina, farina, wheat flour. It may contain added salt. In the finished product the moisture content does not exceed 13%. Various shapes of macaroni are known under distinguishing names, such as spaghetti, vermicelli.

Semolina Macaroni is macaroni in the preparation or which semolina is the sole farinaceous ingredient.

Farina Macaroni is macaroni in the preparation of which farina is the sole farinaceous ingredient.

Noodles, Egg Noodles, are the shaped and dried doughs prepared from wheat flour and eggs, with or without water, and with or without salt. The egg ingredient may be whole egg and/or egg yolk. In the finished product the moisture content does not exceed 13%; and the egg content, upon the moisture-free basis is not less than 5.5% by weight of egg, calculated as whole egg solids. Noodles are commonly ribbon-shaped.

Plain Noodles are the shaped and dried doughs prepared from wheat flour and water, with or without salt. In the finished product the moisture content does not exceed 13%. Plain noodles are commonly ribbon-shaped."

of reason to assert that our confidence is based on solid foundations of business fact. Business is on the upgrade and what we need now is to get all the traces of gloom off our countenances. We can at last afford to be cheerful."

Short Winter Wheat Crop Predicted

The crop reporting board of the U. S. Department of Agriculture on May 10 forecast and estimated a comparatively small crop of winter wheat based on "condition reports" received from the field representatives. As of May 11, 1933 the crop this year appears to be about 66.7% of normal for winter wheat, indicating a production of approximately 337,485,000 bushels compared with 334,087,000 bushels, the estimate a month earlier.

If conditions do not improve materially over those reported on May 1, the 1933 winter wheat crop will have to depend on an acreage much smaller than any harvested in any year since 1912. A total of 462,151,000 bu. was produced in 1932; 589,436,000 bu. is the average production for the 5 year period, 1926-1930. It is further predicted that the acreage reported would indicate a smaller crop than that produced in any year since 1904.

The condition of the winter wheat growing crop on May 1, 1933 at 66.7% of normal is the lowest on record. The condition on May 1, 1932 was 75.1% and the May 1 condition for the 10 year period, 1921-1930, was 81.9%. This year the condition is below average in all of the principal winter wheat states and is notably low in the Great Plains area and in the Pacific northwest.

The seeding of spring wheat, which in-

cludes all of the durum varieties, has been considerably later than usual this year, especially in Minnesota, North Dakota and Montana. Wet soil conditions delayed seeding. On May 10, 1933 however, nearly the normal percentage of the acreage had been seeded, according to the same authority. Most of the area still unseeded is in the normally late seeding sections of Montana, Idaho and North Dakota.

Changes in General Mills Staff

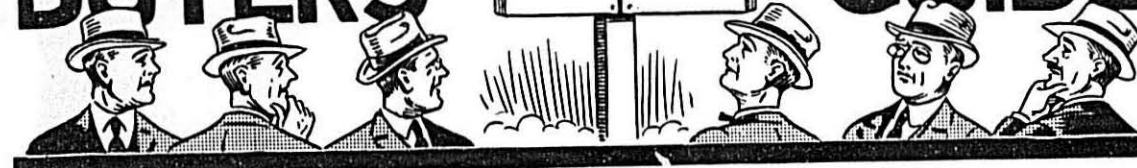
As president of the Red Star Milling company, a subsidiary of General Mills, Inc. T. C. Thatcher of Wichita, Kan. was elected last month to succeed the late Roger S. Hurd, according to an announcement by James F. Bell, president of General Mills from the headquarters office at Minneapolis.

The vice presidents of 4 other subsidiaries have been named directors, representing the following: E. P. Mitchell, Washburn Crosby Co. Inc. of Buffalo; C. L. Keator, Washburn Crosby Co. Inc. of Chicago; E. A. Parker, Sperry Flour Co., San Francisco, and T. D. Barry, Royal Milling Co., Great Falls, Mont.



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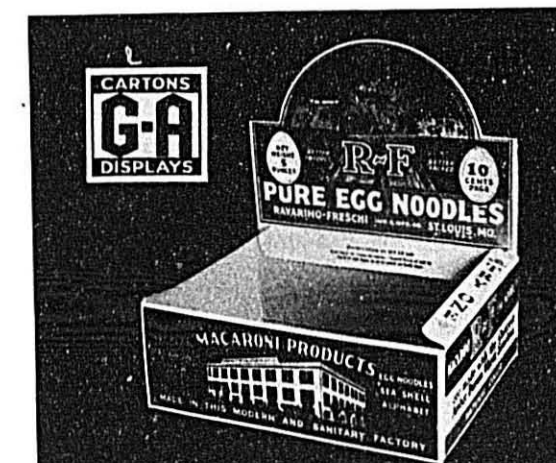
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*National Macaroni Manufacturers
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The President's Message

Self Help or Forced Action, Which?

To My Fellow Macaroni and Noodle Manufacturers:

The administration at Washington through the Department of Agriculture, under provisions of new laws just approved by President Roosevelt, is going to step into our industry with or without our consent and it behooves us all to be ready to cooperate with that agency for our common good.

It now seems definitely decided that manufacturers will be asked to operate under some sort of license, from the Federal government in order to give that agency the right of supervision that seems necessary under existing conditions. There is probably no question but what this means a standardization of reasonable prices, establishment of a quality standard, solving labor problems, and the regulation and control of production.

By the time of our annual convention in Chicago June 19-21 the plans of the government will be known and will be announced to our industry by authorized officials at that meeting. It is most important then that every progressive macaroni and noodle manufacturer of the country should be there to listen intently to the policies toward industries to be promulgated by our government and to personally offer the representatives our fullest cooperation.

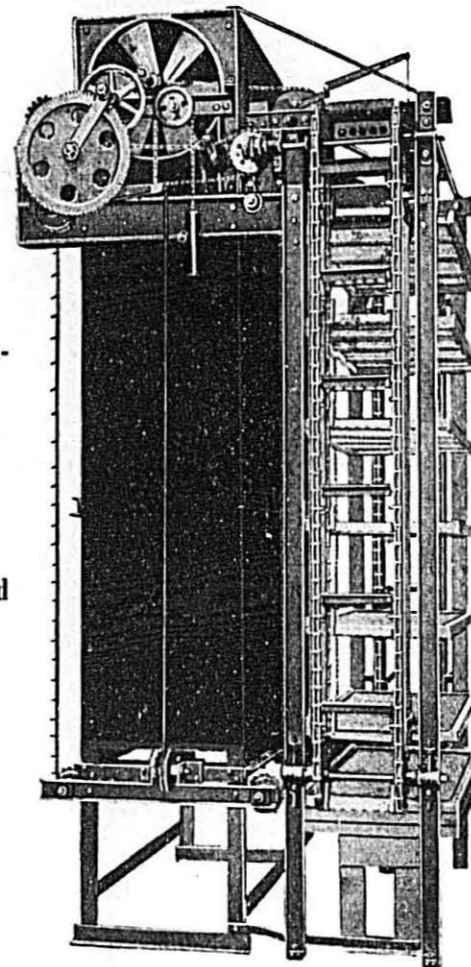
I feel that it is to your interest to be informed of the present situation and of the new developments involving our trade. I also feel it my duty as President of the National Macaroni Manufacturers Association to give you all possible information, to seek your views and opinions to guide us in our action and to specially invite you one and all to attend the Thirtieth Annual Convention of our Association at the Edgewater Beach Hotel Chicago, June 19-21 for the purposes and reasons above enumerated.

This invitation is extended to all Association members and nonmembers alike, because we must present a solid, united front in order to get the most reasonable terms possible under prevailing conditions and the new legislation. It's our business. Let's attend to it personally.

Respectfully yours,

Alfonso Gioia, President.

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Greetings

to the

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IN CONVENTION

June 19-20-21

Chicago, Illinois

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Convention will be remembered as the
beginning of brighter days for the
whole industry.

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