

**THE
MACARONI
JOURNAL**

**Volume XV
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**November 15,
1933**

The Macaroni Journal



Minneapolis, Minn.

November 15, 1933

Vol. XV No. 7

PATIENTLY WAITING

The seemingly unnecessary long delay in getting official Washington's approval of the Macaroni Code, sponsored by ninety-nine per cent of the Macaroni and Noodle Manufacturers of America is disappointing.

But despite this irksome postponement and notwithstanding the chaotic conditions resulting from confusion as to how best to operate under the NRA, loyal and patriotic manufacturers are patiently awaiting the official signing of the Macaroni Code, firmly convinced that its strict and equitable enforcement will banish many of the trade evils that are threatening general ruin.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



King Midas Semolina

Steadily Gaining in Favor

THROUGH boom periods and depression periods the King Midas Mill Co. has never wavered from its determination to maintain the highest quality standards, convinced that the best is always the most successful in the end. The soundness of this policy is proved by the fact that KING MIDAS SEMOLINA has steadily and surely gained in favor from year to year.

KING MIDAS MILL CO.
Minneapolis, Minn.



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Executive Order

Rules and Regulations Under Section 10(a) and Delegation of Authority Under Section 2(b) of the National Industrial Recovery Act

By virtue of the authority vested in me by section 10(a) of the National Industrial Recovery Act approved June 16, 1933 (Public No. 67, 73rd Congress), I hereby prescribe the following rules and regulations necessary for carrying out the purposes of title I of said act:

A. No one shall falsely represent himself to be discharging the obligations or complying with the provisions of the President's Reemployment Agreement or of any code of fair competition approved by the President under the National Industrial Recovery Act or of any rule or regulation prescribed to carry out the purposes of said act.

B. No one shall display or use any emblem or insignia or any reproduction of any emblem or insignia of the National Recovery Administration contrary to any rules or regulations prescribed hereunder by the Administrator for Industrial Recovery.

By virtue of the authority vested in me by section 2(b) of the aforesaid act, and in supplement to Executive orders of June 16, 1933 and July 15, 1933, numbered 6173 and 6205-A, respectively, I hereby authorize the Administrator for Industrial Recovery to prescribe such rules and regulations as he may deem necessary to supplement, amplify, or carry out the purposes and intent of the rules and regulations prescribed in paragraphs A and B of this order, and to take such other steps as he may deem advisable to effectuate such rules and regulations or any rules and regulations so prescribed by the Administrator, and to appoint personnel and delegate thereto such powers as may be deemed necessary to accomplish the purposes of this order.

C. Any person who violates any of the foregoing rules and regulations or any rule or regulation prescribed hereunder by the said Administrator, may be punished, as provided in section 10(a) of the National Industrial Recovery Act, by a fine not to exceed five hundred dollars (\$500) or imprisonment not to exceed 6 months, or both.

FRANKLIN D. ROOSEVELT.

THE WHITE HOUSE,
October 14, 1933.





WE DO OUR PART

QUALITY
IS
SUPREME

IN
TWO STAR
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume XV

NOVEMBER 15, 1933

Number 7

The Time In Between

Something is proposed or expected. It may be days before a proposal is accepted or the expected happens. The days in between are trying days. Staunch men become nervous, all are more or less aggravated and a few give up all hopes.

The macaroni manufacturers of the whole country are meeting this experience at this time with respect to the Macaroni Code, solicited by the government, promptly proffered by the industry and approval unduly and unreasonably delayed because of official indecision in the several bureaus in Washington in whose hands it lies.

Though the macaroni and noodle makers of the country were among the first of the food manufacturers to offer a code of fair competition to their government, and one of the first of the food industries to earnestly put into effect temporarily the hours and wages proposed in the presidential code, and despite every avowed intent to work with and through all the interested code authorities in Washington, the Macaroni Code is still unapproved. The most recent excuse is that it was awaiting the adoption of a policy on this or on that, with particular reference to the master code for the food trade that applies more definitely to retailing than it does to manufacturing.

The long delay has almost wrecked the macaroni industry. The leaders in the trade recognized the need of a code of fair competition under government supervision to counteract some of the unfair methods of business too generally practiced and heartily endorsed the trade code idea. They manifested their interest by flocking to the annual convention of the trade in Chicago last June and by sitting patiently through three hot days, studying and deliberating, advancing arguments for favored policies but always acceding to the wishes of the majorities and to the general interest of the trade and the nation. The net result was a good code, honestly conceived, and offered to the government as something which the manufacturers wanted—a practical marketing agreement and a code of fair competition.

With no loss of time it was presented to the proper authorities for study and approval. It was the offering of an industry that best realized its failing and knew its needs. In the labyrinth of many bureaus, numerous departments and endless experts the original code was either lost or shelved, necessi-

tating several trips to Washington by the industry's special code committee to unearth the document and to focus official attention thereon.

Fault was found with this and objections were raised to that. One bureau approved; another division objected and then each would reverse itself, with the result that nobody knew just where they stood—though it was apparent that code action was entirely missing. Government help was enlisted in rewriting provisions that they insisted as necessary and essential. Still more delay—much lost motion. Finally a hearing date was set and a code prepared for submission. At the last minute someone again demanded a change. The code intended for the hearing was not up to the requirements of the many divisions and an entirely new one had to be prepared by the National Macaroni Manufacturers Association, its officials working long into the night to have the new code ready for the hearing on October 5.

Immediate action was promised. But the law provided ten days of grace before it could be legally approved. This is being written on November 13, six weeks after the hearing and the Code apparently is no nearer official approval. In the meantime what is happening to the macaroni industry? Business is stagnant. A few forced sales are being made. Price cutting prevails to a degree never before experienced. Only here and there are manufacturers honestly abiding by the higher wages and shorter hours pledged in support of the President's program. Willing manufacturers, and that includes more than 90 per cent of the trade, want to be fair and honest, but even a few of these had to resort to some little unpleasant tactics in order to keep in business—something made necessary by the take-a-chance fellows who are always with us.

It is this time in between, unreasonably long in our case, that has caused disappointment, made manufacturers irritable, blaming everybody and everything for a chaotic condition that will mean ruin to many unless relief is soon granted in the form of an approved Macaroni Code which the Industry has anxiously awaited for nearly six months. We preach patience. Here's a time to practice it. In the meantime let's have some definite action in Washington.

The Small, Uncontrollable, Family Operated Plant

The avowed intent of the administration to protect the small plants in all industries can hardly be intended to cover the family owned and family operated, hole-in-the-wall macaroni factory that has always held itself aloof from any and all trade activities and that lives in a small world of its own imagination. Reference is made to the so-called factories found in many large cities, particularly in Metropolitan New York. Though listed as macaroni plants they seldom report production to state or federal authorities.

Metropolitan New York has probably more macaroni, spaghetti and noodle factories than any other city in the world, not even excluding Naples, the Italian spaghetti capital; nor Palermo, the Sicilian center of macaroni culture; nor Berlin, the Germanic cardinal point of noodle making. This American city includes among its many important industries some of the largest macaroni and noodle plants in the world, but also scores of little ones that cater only to the needs of a neighborhood.

It is estimated that in the aggregate these numberless small factories in New York district produce annually millions of pounds of a good or fair grade of macaroni products, yet they should hardly be classified as actual manufacturers in the sense usually used in making such classifications. Their operators are a happy, contented group, having none of the worries of their larger competitors, nor the latter's expensive equipment and selling problems.

A typical spaghetti factory or noodle plant of the class referred to is usually operated by the family, every member of which takes some part in converting a few bags of semolina or flour daily into the most popular shapes and sizes that find a ready market in the restricted areas to which they cater, usually to the people of the same nationality as the operator. The "factory" occupies a small store on the ground floor. In the front is the display and sales room. Behind a small partition and in the rear of the building is the actual production department, equipped with a small mixer, and old fashioned kneader and a small screw press, all usually bought second hand and ever in need of tinkering and repairs. Those obsolete machines constitute the entire production equipment of the factory.

The head of the family, usually the owner, operates all 3 machines in the production department. He attends to the mixing, supervises the kneading, packs and operates the press—truly a one-man production department. His good wife "gloms" the spaghetti as it

issues from the press and spreads it on drying sticks, carrying the latter to the drying room, usually on the same floor or in the living quarters above. The son may be the drying expert, all drying being done by natural means, but he also attends to all of the duties of the shipping department, consisting merely of placing the dried products into large containers from which the goods are sold in the front of the "factory" at retail.

The daughter, usually one with a better knowledge of English in addition to that of her parents' tongue attends to the distribution, selling in the front all the goods made in the rear. Her customers are all old time friends and neighbors. Grandma helps mother with the lighter duties and grandpa is the utility man, attending to various lighter tasks. Sonny is the whole delivery department, the macaroni-spaghetti messenger, as it were.

The immediate neighborhood is the "factory's" potential and actual market. Customers come in daily for their macaroni needs, carrying it away in bulk, done up in manila wrapping paper or in old newspapers which cost nothing. In the sales department of these miniature factories are usually available all of the many ingredients necessary for the tasty sauce to flavor the spaghetti or noodles, heaping dishes of which daily adorn the supper tables in the neighboring tenements.

What care these family owned and personally operated "factories" about the laws governing food industries? The NRA means little or nothing to them. True, they may be displaying the "Blue Eagle," but hardly realize what it stands for because it was put there by some friendly politician whose advice the operators usually follow on election day and to whom they confide all their troubles, family and business. But despite the emblem father and mother, grandpa and grandma, son and daughter may be found working as much as 16 hours a day, every day of the week Sundays not excepted.

Macaroni statistics? To them they are but a nuisance. Trade associations? They are only for the bigger plants, the high toned manufacturers who operate show plants, who sell their products in clean boxes adorned with blue trimmings or in fancy printed packages, of none of which the small fellow ever thinks, much less bothers about.

These numberless small factories in most of the larger cities of the country can hardly be figured as any great credit to the better class of manufacturers who are striving by every known honorable means to elevate the trade, to comply with all laws governing sanitation, to

popularize their products with the better class of Americans. To the operators of a real macaroni or noodle plants and to the government officials that seek to enforce food laws and compile food production facts and figures, these small, family operated, hole-in-the-wall plants are pretty much of a general nuisance.

Macaroni a Good Winter Food

"Since alimentary pastes have high energy value they are good for winter menus, particularly for those engaged in active physical labor," says Royal S. Copeland, M.D., and U. S. senior senator from New York state in a copyrighted article released last month. He concludes the article with the suggestion, "serve these foods often, with benefit to your health and that of your family."

Macaroni, spaghetti, vermicelli and noodles are known as "alimentary pastes." They are rightfully named by the Italians as the word "alimentary" is derived from the Latin word "alo," which means nourish. Americans prefer to call this line of food pastes "macaroni products" to avoid the unfavorable suggestion of the term paste. These pastes are nutritious and wholesome, continues Dr. Copeland's article, because they are made from a macaroni flour known as "semolina" which is made from a hard and glutinous wheat grown especially in semiarid sections of this country for macaroni manufacture.

"Semolina" is a granular product, yellowish in color, rich in gluten and therefore easily molded into the hundreds of forms and shapes found on the markets of the country, including plain, fancy, flat strips, tubes, animals, alphabets and many others. The small shapes are particularly good when added to soup.

Macaroni, spaghetti, vermicelli and cut goods are made of semolina, while noodles are made from flour to which eggs have been added. The nourishment found in noodles is as great as that found in any other of the alimentary products.

Housewives should use plenty of water in cooking macaroni products, remembering that these pastes absorb about 3 times their weight and swell up. As to noodles, they should realize that it is cheaper and easier to buy noodles than to try and make them at home as was the practice years ago before the commercial noodle became such a high quality uniform and dependable product.

From the errors of others a wise man corrects his own.

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Spaghetti - Chicken Combinations Tasty

Renowned chefs, famous food connoisseurs and practically every one with a broad or even limited knowledge of Italian foods are fairly sure that whenever the word "Italian" appears in connection with the name of a dish, it includes in a greater or lesser degree spaghetti or macaroni in its combination. This is true because macaroni, spaghetti and similar food pastes are recognized as foods that combine tastily with almost every popular vegetable and all meats.

Surpassing all other combinations is spaghetti with chicken, and the number of ways in which these foods may be combined to please every palate and to meet all economical requirements is surprising. But it is on the seasoning used that the tastiness of many of the suggested dishes depends—the tomato, nippy cheese, so whatever the combination, whatever the products used, the finished dish is invariably tasty, pleasing and satisfying, requiring only addition of a vegetable salad and some light dessert to transform a spaghetti or macaroni dish into an entire meal.

Chicken Italiane has so many good things in it that it couldn't possibly be anything but good. Moreover, it is an adaptable recipe, for the mushrooms may be omitted if there happens to be none available. The quantity of celery may be increased or decreased, depending on the family's fondness for it and the supply on hand. Even after one or all of these substitutions have been made one still has delicious chicken Italiane.

Chicken Italiane

One-fourth pound spaghetti, one cup mushrooms, one cup diced celery, 4 tablespoons chopped green pepper, 2 tablespoons minced onion, 2 tablespoons butter, 2 cups diced cooked chicken, one cup chicken broth, one tablespoon flour, 2 teaspoons Worcestershire sauce, one hard-cooked egg, sliced.

Cook spaghetti in briskly boiling water until tender. Drain. While the spaghetti is cooking brown the mushrooms, celery, pepper and onion in the butter. Add the vegetables, chicken and chicken broth to the spaghetti. Thicken with the flour, which has been mixed to a paste with a little cold water or milk. Add the sauce and, if necessary, salt and pepper. Heat thoroughly. Arrange on platter and garnish with slices of hard-cooked egg and green pepper rings.

Spaghetti Ring With Chicken a la King

One-fourth pound spaghetti, 3 eggs, beaten; ¼ cup milk, one tablespoon butter, salt and pepper.

Cook spaghetti in boiling salted water until tender. Drain, rinse in cold water and let drain. Beat egg, add milk and seasonings. Add spaghetti and mix thoroughly. Pour into buttered ring mold and dot with butter. Set mold into pan of hot water and bake in moderate oven (350 degrees Fahrenheit) about 35

to 40 minutes, or until set. When done, unmold on large plate and fill center with chicken a la king or creamed chicken.

Chicken Wiggle

One cup cooked spaghetti, ½ cup cream, ½ cup milk, ½ cup chicken stock, one tablespoon butter, 2 egg yolks, beaten; ½ cup celery, ¼ cup walnut meats, ¼ cup canned peas, one teaspoon salt, one cup diced cooked chicken.

Combine the cream, milk and stock and scald in top of double boiler. Add the beaten egg yolks, butter and salt. Cook in double boiler until mixture thickens, stirring constantly. Add the chicken, peas and celery. Add spaghetti and mix. Heat thoroughly. Just before serving add nut meats and serve on toast.

NRA Must Eliminate Labor Racketeers

Broken promises, broken heads and hunger are factors contributing to bewilderment of strikers who still retain a vestige of horse sense and a shred of Americanism.

Strike leaders have played them false. Now strikers realize that they were tricked into joining a union by lying agitators who insisted that the NIRA compelled all workmen to join an outside organization for purposes of collective bargaining. Then they followed these leaders when they were told that membership in the union compelled them to walk out. Now they're out. Their futures are black.

Workers did not understand that the NIRA is based upon majority rule. The majority of industries in any trade establishes the ruling code for that trade. The majority of employes in a shop establishes the rules for collective bargaining in that shop. The spirit of the act assumes that the minority will go along with the majority, peacefully and patiently.

A blustering, loud mouth, brickbat minority has loomed large in headlines. As a penny held before the eye may obscure riches, so can a wolfish, howling minority obscure a sincere, intelligent, and satisfied majority.

Disillusioned strikers are deserting their leaders. That will not eliminate agitators. This cancerous growth on labor must be eased or amputated.

The government has set a precedent by expending hundreds of millions of dollars to kill off the corn borer, boll weevil, wheat rust and other menaces to prosperity. The agitator is a rank parasite, more venomous than any previous pest that government scientists have dealt with, and now threatening many American workmen with pauper sm.

To use the words of General H. S. Johnson, the NRA can "crack down"

upon this ravaging element. It can eliminate the thug and racketeer from organized labor.

National recovery and industrial peace demand such action.—*The Detroit, Detroit Business Weekly, Nov. 6, 1933.*

New York Mayor Famous Spaghetti Cook

On Nov. 7 the New York voters named Fiorello LaGuardia as their new mayor, his term to begin Jan. 1, 1934. They did so in no uncertain terms, electing him by a big plurality over the Tammany nominee and a third candidate, an administration protege. But this story does not principally concern the new mayor's political prominence, but rather his ability as a spaghetti cook.

Almost daily he enjoys a dish of savory spaghetti but prefers to fix it himself, following a recipe handed down to him by his mother. His friends relish a dish of tasty spaghetti often served at receptions in the LaGuardia home.

Born in New York, the son of an Italian bandmaster, he has been blowing his own horn ever since he was old enough to vote. He is an earnest advocate of liberal causes and has been termed a radical, but the late Clinton W. Gilbert of New York with humorous insight into his character, once remarked about Mayor LaGuardia: "The good cook will never lead a revolution."

Mayor and spaghetti-loving Fiorello LaGuardia has been successively president of the New York Board of Aldermen, a leading member of Congress, an active bomber with the American flying squadron in the World war, one of the leading progressive republicans in the House of Representatives in Washington and now the mayor of the largest city on this Western Continent, a position second in importance in this country to that of our President.

Through all of his tempestuous and useful career, he has retained his liking for a tasty dish of spaghetti, cooked by him in his own way. He married his secretary because he figured he couldn't get along without her. Their home life is placid and happy because she has learned to cook his favorite dish of spaghetti the LaGuardia way.

The Vanden Agency

As the successor of Shields & Vanden which discontinued business last month, the Vanden company will handle the advertising of the Rossotti Lithographing company, New York city which has been sponsoring a campaign of publicity to macaroni and noodle manufacturers for its popular labels and collars.

The new firm also takes over the account of Traficanti Brothers of Chicago, supervising a campaign to popularize its Aunt Sarah brand of egg noodles.

George Vanden, former vice president of the dissolved partnership is the president of the new advertising firm with offices at 612 No. Michigan av., Chicago.

Macaroni Manufacturer Decides to "Cheer 'Em Up"!

Laugh and the World Laughs With You---But Don't Be the JOKE!

By James Edward Hungerford

In spite of the belief that everybody wants to be "cheered up"—said my friend, B. F. Smith, macaroni manufacturer—I maintain you have a better chance to sell a man when he's thinking SERIOUSLY, than ever before. The old back-slipping, wise-cracking, high-powered methods are OUT, and to illustrate my point I'm going to tell you a story.

The story concerns H. G. Hicks, a midwestern macaroni manufacturer, and his decision to "cheer up" his customers and make them forget the hard times. So he hired a high-powered salesman named Witley to represent him in a certain section of the Sunflower State.

Witley was a natural-born humorist, and couldn't help it. He got the first laugh when he was born, because his folks thought he was a JOKE and the stork-bird was trying to kid them. After that they laughed at regular intervals until he came home from college and tried to make them think he'd garnered all the knowledge in the brain works, and some on the side that wasn't in the college curriculum.

He was fat, his brow bulged, he wore goo goo glasses with horn rims, and looked like a composite of George Washington, Washington Irving, Irving Berlin and Irvin S. Cobb. Also there was a slight resemblance to Noah and Noah Webster.

He perspired puns, exuded epigrams, and laughed like a hyena at his own humor. He was a phonograph, graphophone, dictograph and dictionary rolled into one. What he hadn't assimilated he simulated, and what he didn't know he didn't let anybody know he didn't.

After failing at everything from Advertising to playing a Zither, he decided to be a macaroni salesman, and landed a job with my friend Hicks.

This time the JOKE wasn't on Witley!

Before he had been with the concern 24 hours he had everybody roaring from Boss Hicks to the office boy. The Big Shot's secretary swallowed her spasm, and would have laughed herself to death if the Wrigley's hadn't wriggled out of her windpipe. The "depression" folded up, and did a fadeaway into the nebula of forgotten nightmares.

Hicks swore Witley was the funniest thing since the Lord made monkeys. Witley made one of himself, without trying. He was a WOW! Accompanied

by an orchestra, or grind organ, he would have knocked 'em dead all over the Keith and Orpheum circuits. Al Jolson, Wheeler & Woolsey and Will Rogers would have hunted their holes and hung their heads in humility before the scintillating wit of Witley!

Everybody with the Hicks Macaroni Mfg. Co. laughed so hard at him the Boss declared a half holiday, and they went out and bought bromo seltzer to sober up.

Then the jester-jokester de luxe set forth to distribute a few more gales in Kansas, and rock that section of the earth with mirth.

The ought-to-have-been macaroni customers yipped and yelped, yowled and howled at his humor. He was the funniest thing that ever blew in upon them, and breezed out. The "depression" took refuge in the cyclone cellars. He was funnier than all the Sunday comic supplements rolled into one, and all the circus clowns and op'ryhouse punsters and funsters that ever lit in the Sunflower State!

One prospect laughed so hard he swallowed his palate, and had to be carried out on one. Another threw a fit, and as a fitting climax imagined himself a mad dog and tried to bite Witley on both funny bones.

A third prospect swallowed his false teeth and bit out his own appendix, beating the doctors to it.

A prospect who hadn't laughed since the depression started went into hysterics and howled himself into apoplexy.

Witley was a whiz and a riot!

Back at the Hicks Macaroni Mfg. Co., Boss Hicks had quit laughing. Clouds gathered upon his brow, and he was observed wrinkling his cranial bone in the brain cell convolutions of what appeared to be THOUGHT. No word had come from Witley, except route lists, expense accounts and merry jestings.

Evidently he took his job as a JOKE, and was trying to make Hicks see the HUMOR of the situation. But Hicks had never learned to laugh very hard at his own expense.

Witley was becoming a laughing liability, rather than a screaming asset.

The prospects—we will refrain from calling them "customers"—laughed their heads off, both with and at Witley, and when he fished out the ORDER BOOK they laughed harder than ever.

If he had been selling joke books instead of MACARONI they would have stamped him! But there was nothing funny about an order book, except that HE should spring it. They simply could not take him seriously, and when he mentioned that fact that his "daily bread," to say nothing of macaroni, spaghetti and noodles, depended on the book-with-the-dotted lines, they thought THAT was the funniest joke of all, and went into convulsions. A funny fat man wanting to EAT! Ha! Ha! Ha!—also Haw! Haw! Haw! The last laugh was invariably on Witley, and the Hicks Macaroni Mfg. Co.

Finally the Boss called him in, and hung crepe on his comicalities. Witley tried to laugh it off, but he was a one-man audience. When he went out, the office boy started whistling "HUMOR-ESQUE."

Out on the territory, the Hicks Macaroni Mfg. Co. has an ex-undertaker, who is sobering the prospects up and sending in macaroni orders that Witley's wit didn't "git."

Witley finally figured it out, deciding he had missed his calling. He is now in vaudeville, lining-'em-up at the box office, and the macaroni manufacturing business is managing to wobble along without him.

The MORAL is: "Laugh and the world laughs with you"—but don't be the JOKE. In other words, a gloom-chaser is not always an order-getter.

"Sober 'em up, and sign 'em up," is the modern slogan. They're already laughing themselves to death with hysterics over the late-lamented depression.

And that is the present situation in our industry. An overly-enthusiastic optimist is one extreme—a business-has-gone-to-the-dogs pessimist, the other. If you get customers cheered up too much, they'll be satisfied with present conditions and be overconfident. If you get them too sad and depressed, they'll keep their money in the old sock-toe, and the future be hanged!

If we follow the straight-and-narrow middle course of seriousness, sobriety, hard work and common sense, it will lead us out of the bog, all other things being equal. "Sober 'em up, an' sign 'em up"—not a bad slogan, eh?

He who neglects the present moment throws away all he has.

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Macaroni that *pleases everybody!*

ECONOMY APPEAL



SHOP APPEAL



SALES APPEAL



TASTE APPEAL



Gold Medal Semolina
"Press-tested"



First Thanksgiving Proclamation

Few Americans know that the original presidential thanksgiving proclamation was lost for over a hundred years; that it was found at an auction sale in 1921; that it was bought by the Library of Congress for \$300; and that it now resides in the archives of that institution—one of the most valuable documents in the world.

On Sept. 25, 1789 Elias Boudinot introduced the following resolution in the House of Representatives:

Resolved, That a joint committee of both Houses be directed to wait upon the President of the United States, to request that he would recommend to the people of the United States a day of public thanksgiving and prayer, to be observed by acknowledging, with grateful hearts, the many signal favors of Almighty God, especially by affording them an opportunity to establish a constitution of government for their safety and happiness.

Harmless as this resolution seems, there were objections to it. In reading the Annals of Congress of that period, we find that Representative Aedanus Burke of South Carolina thought we should not mimic Europe "where they made a mere mockery of thanksgiving."

Representative Thomas Tudor Tucker, also of South Carolina, argued that it was not the business of Congress to ask for a national day of thanksgiving.

"They (the people) may not be inclined to return thanks for a constitution until they have experienced that it promotes their safety and happiness."

These objections, however, were overruled; the resolution was passed and sent to the Senate for concurrence. The Senate approved and appointed its committee to wait on the President. The joint committee was made up of Ralph Izard of South Carolina and William S. Johnson of Connecticut, from the Senate; Elias Boudinot of New Jersey, Roger Sherman of Connecticut and Peter Sylvester of New York, from the House.

Washington complied with the request and on Oct. 3, 1789 issued his proclamation, calling for a national Day of Thanksgiving on Thursday, Nov. 26.

And then the document dropped out of sight. It apparently was misplaced or attached to some private papers in the process of moving official records from one city to another when the Capital was changed. However it happened, the original manuscript was not in the official archives until 1921 when Dr. J. C. Fitzpatrick, then assistant chief of the manuscripts division of the Library of Congress "found" the proclamation. It was at an auction sale in the American Art Galleries of New York city. Dr. Fitzpatrick, expert in Washingtonia, found the document to be authentic. It was written in longhand by Wm. Jackson, secretary to President Washington, and was signed in George Washington's bold hand. Dr. Fitzpatrick purchased the document for \$300 for the Library of

Congress, where it is now kept as a treasure. And no amount of money could remove it.

The original proclamation of thanksgiving, and indeed the first presidential proclamation ever issued in the United States, reads as follows:

"By the President of the United States of America.

"Whereas it is the duty of all nations to acknowledge the providence of Almighty God, to obey his will, to be grateful for his benefits, and humbly to implore his protection and favor—and Whereas both Houses of Congress have by their joint committee requested me to recommend to the People of the United States a day of public thanksgiving and prayer, to be observed by acknowledging with grateful hearts the many signal favors of Almighty God, especially by affording them an opportunity to establish a form of government for their safety and happiness."

"Now, therefore, I do recommend and assign Thursday, the 26th day of November next, to be devoted by the People of these States to the service of that great and glorious Being who is the beneficent Author of all the good that was, that is, or that will be—That we may then all unite in rendering unto him our sincere and humble thanks—for his kind care and protection of the People of this country previous to their becoming a Nation—for the signal and manifold mercies and the favorable interpositions of his providence, which we experienced in the course and conclusion of the late war—for the great degree of tranquility, union, and plenty, which we have since enjoyed—for the peaceable and rational manner in which we have been enabled to establish constitutions of government for our safety and happiness, and particularly the national One now lately instituted—for the civil and religious liberty with which we are blessed and the means we have of acquiring and diffusing useful knowledge; and in general for all the great and various favors which he hath been pleased to confer upon us.

"And also that we may then unite in most humbly offering our prayers and supplications to the great Lord and Ruler of Nations, and beseech him to pardon our national and other transgressions—to enable us all, whether in public or private stations, to perform our several and relative duties properly and punctually—to render our national government a blessing to all the People by constantly being a Government of wise, just, and constitutional laws, discreetly and faithfully executed and obeyed—to protect and guide all Sovereigns and Nations (especially such as have shown kindness to us) and to bless them with good Government, peace, and concord. To promote the knowledge and practice of true religion and virtue, and the in-

crease of science among them and us—and generally to grant unto all mankind such a degree of temporal prosperity as he alone knows to be best.

"Given under my hand at the City of New York the third day of October in the year of our Lord 1789.
(signed) George Washington."

Celebration of Thanksgiving Day in America can be traced back to the earliest days of the Massachusetts Bay Colony. From there the custom spread to all parts of the United States.

Successful Selling, a 3-Way Profit Deal

To sell macaroni products successfully there must be profit 3 ways:

- 1—For the manufacturer who makes it.
- 2—For the retailer who sells it.
- 3—For the consumer who buys and uses it.

If it fails to be a good deal for any one of these three, there is failure ahead for all the three parties concerned. To satisfy two of them isn't enough. Three of them must be satisfied in every transaction from producer to consumer, inclusive.

The business of a retailer rejoicing at a manufacturer's loss is unsound—and just plain nonsense.

The quality or grade the customer wants is that which will give satisfaction, please the palate and satiate the appetite. That's its only true measure. If it's shoddy stuff made of low grade flour in a careless manner,—sold by a chiseler—she won't like it, no matter what cheap price she paid for it. If she likes it, if her family is pleased with its appearance, its taste and nutrition, then no matter what the price is she'll think it is a bargain.

The moral—Manufacture to sell the 3-way profit plan.

Two Courses of Action

When an accident results in an injury to an employe of a plant, there are 2 things to do.

The first is to treat the injury.

The second is to treat the accident.

The first job requires special knowledge and high skill because a life may be at stake.

But the second task also requires a thorough, scientific job for the reason that unless the conditions are studied and remedied others may be maimed or killed.

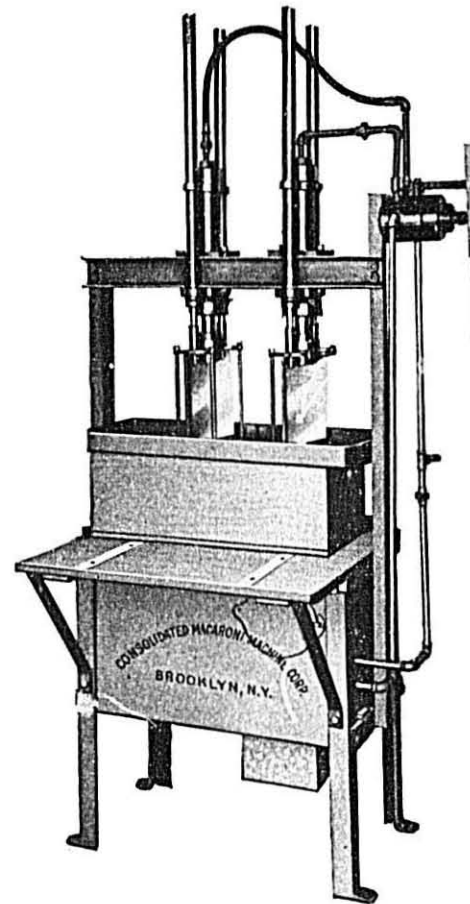
That is why the continuous study of accidents is of most vital importance.—*The Safe Worker.*

Consolidated Macaroni Machine Corporation

FORMERLY

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

Designers and Builders of High Grade Macaroni Machinery



CUTTER FOR PACKAGE MACARONI

Descriptive matter of all our products on request.

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

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.

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DOUGH KNEADERS

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DRYING MACHINES

MACARONI CUTTERS

DIE CLEANERS

Secrets of Successful Trade Marking

By WALDON FAWCETT

Written Expressly for The Macaroni Journal

Uniform State Laws to Reinforce Trade Mark Protection

Good protection for trade marks is in a fair way to be made better. Ever since the year 1905 when Congress provided our present national trade mark law, brand defenders have had at their command excellent legal resources with which to safeguard their most valuable intangible assets. But now, behold a proposition to provide additional entrenchment for macaroni marks and other business badges—a second line of defense, the contemplated new shelter may be termed.

The plotted reinforcement against trade mark imitation or infringement is a system of uniform state trade mark laws covering the entire Union. Not that macaroni marketers have been without facilities for state certification of their trade marks. They had more or less protection in every one of the four dozen states. What is now contemplated, though, is a better type of state-by-state protection. And, even more to the point of security—for brands, a standardized pattern of protection which will be the same, or substantially the same, in every state. This last being a matter of considerable practical moment to macaroni branders who desire to insure their brand monopolies in several or many different states.

Before we have a look at the program which is afoot to the eternal benefit of macaroni "identifiers," perhaps a word of justification should be said for the benefit of any readers who may be wondering what any macaroni man wants anyway, with state trade mark registrations. Supposing he already has a federal registration for his mark. Or, what is just about as good, a clear title to a common law trade mark which he can defend and assert under the law against unfair competition. Allowing full credit to all the other armor that may be piled on a precious trade mark, there are 2 good and sufficient reasons why a good many members of the macaroni clan are due to reckon with state franchises for trade marks.

The first reason is that some producers of macaroni, noodles, etc., who sell by brand, are not eligible for federal trade mark credentials. Not because their respective marks are not regular and in technical order. But simply because these marketers do an intrastate business. That is to say they distribute their goods within the state where the specialties are produced. And, Uncle Sam being restricted in his paternal operations to the

sphere of interstate commerce, cannot officially O.K. a trade mark that is used in only one state or a part of a state.

Reason No. 2—for recourse to state trade mark laws applies no less to owners of federally registered national marks than to owners of local or regional marks. It is found in the heavier penalties imposed by most state trade mark laws, even as they stand today. Under the federal law the owner of a national mark may halt the pirating of his mark. Perhaps he may be able to collect money damages for injury to his trade sustained by trespass. But, for some forms of trade mark violation, it is more effective to have a protective system with teeth long enough and sharp enough to put the fear of God into the heart of a brand raider. A state law that discourages trade mark kidnaping by heavy fines and imprisonment for fairly long periods is just what is needed to effectually check trade mark thievery and counterfeiting of trade mark packages and trade mark carrying labels.

With the ideal state trade mark law supplying so much punch to brand defense, a bystander would be prone to say that every macaroni factor should lose no time in registering his good will symbol in every state where he sells his goods or where he is ever likely to have distribution. But, as luck has it there have been operative to date several restraints upon wholesale state-by-state registrations. One prime deterrent has been the expense. A number of the states, hungry for taxes and fees from any source, have held up branders for stiff registration levies. Multiplied or compounded to bring coverage in a broader tier of states, or one of the major subdivisions of the United States, the aggregate of state trade mark outlays will run into hundreds of dollars. Worse yet, in many it states it is all but necessary not only to pay salty enrollment fees but to employ lawyers to conduct the formalities of application, etc.

Matching the exorbitant fees as a chill to enthusiasm is the uneven degree of protection afforded to trade marks in different states. This is bad enough in that it necessitates for the brand owner one policy for infringers in one state and a contrasting policy in an adjoining state. Furthermore it makes it wholly impracticable to develop one formula of prosecution which can be employed in all states. Recognizing state registration of trade marks as a valuable institution,

business executives and their counselors at law have for years been conscious of the shortcomings of the system, and successive movements have been started to supply the lacking elements of uniformity and modest cost.

Only in the waning months of 1933 has the crusade for Uniform State Trade Mark laws reached a point where it behooves macaroni branders to ask themselves what they are going to do about this particular new deal, if and when it comes. Two powerful national forces are active in behalf of all-state standardization. The National Conference of State Commissioners has been increasingly busy for years past in an effort to effect uniformity of state laws for trade mark registration. And now, within a matter of weeks the American Bar association, the national union of lawyers, has formally endorsed a "model statute" prepared by a special committee delegated to this task. Hard upon the heels of the action of the American Bar association a committee of the New York legislature has started to overhaul the Empire state's notoriously deficient State trade mark law along the lines presented by the model statute. Time—maybe a long time—will of course be required to line up all the states. But it appears that a beginning has been made which warrants farsighted macaroni branders planning for the future with an eye to progressive uniformity of state laws—whether the state system be the sole dependency for trade mark insurance or be requisitioned supplementary to the federal facilities.

With reformation of state trade mark laws off to a flying start, it is perhaps high time that we looked more closely at the new order, noting its betterments over the setup that is passing with few to mourn it. One of the flaws in the average state law is that it makes it easy for pirates to get the registration of well known macaroni marks in their own names. A name snatcher may operate, thus, even in a macaroni marketer's home state, where the rightful owner is supposedly keeping watch. There is all the greater risk that a kidnaper will by unauthorized registration preempt an established brand in a state to which the originator of the genuine mark has not yet extended his distribution but into which territory he may desire to ultimately expand.

This lifting of trade marks by surreptitious state registrations has been all the

November 15, 1933

THE MACARONI JOURNAL

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more serious in consequences because so many of our antiquated state laws make no provision for quickly and easily getting an infringing mark off the register. Likewise lacking in many a state law, as it now stands, is any provision for recognizing and recording sales or assignments of trade marks when brands are transferred from one party to another along with the good will of a business. The model statute that is being urged for adoption in all states is intended to close all such gaps in the structure of registration.

One boon of the new instrument of state wide protection is that it recognizes as trade marks not only technical marks but names, terms, devices, labels and even slogans. The recommended registration fee is only \$5. Penalties are invoked against any person who either for himself or for another makes any false or fraudulent representation or declaration to procure the filing and recording of a trade mark. Aside from the stiff penalties for infringement, fines and imprisonment are provided for persons who make or sell plates, molds, matrices, etc., for brand counterfeiting, whether or not the forged marks be registered.

5c Corn Processing Tax

Secretary of Agriculture Wallace has announced that a processing tax of 5c per bu. of 56 lbs. of corn will be levied starting Nov. 5. The tax represents the

differential between the present farm price of that commodity and the prewar prices. The tax applies on all corn stocks held by processors and distributors, excepting for corn ground for feed. Money raised by the tax will be used in controlling production in 1934, by paying for reduced acreage agreed to by the farmer.

The sharp decline in the tax from 28c previously announced to 5c, starting Nov. 5 and the final rate of 20c instead of 28c tax when the Secretary of Agriculture deems it advisable to so order, is because testimony at the public hearing in Washington early in the month convinced him that the high tax rate of 28c would tend to depress corn prices, would increase the corn surplus, would prove a burden to the consumer, and would result in a lowering of the quality of corn meal intended for human consumption.

Present Italian Macaroni Consumption

Estimating the population of Italy at 40,000,000 in round figures the total quantity of macaroni products consumed by the Italians last year was approximately 40 lbs. per person, man, woman and child. "The present Italian consumption of alimentary pastes" announces the U. S. Bureau of Agricultural Economics, "is around 1,543,220,000 lbs. of which 1,102,300,000 lbs. represents the

best quality paste and 440,920,000 lbs. of the lower quality."

From these facts it is easy to prove that the Italians know their macaroni, as they show a decided preference for the higher grades by a ratio of more than 3 to 1. Recognizing this trend in quality selection of their macaroni, the Italian government recently put into effect new laws governing the labeling of macaroni products as to their farinaceous content which places the trade under strict regulations.

Only macaroni products made from semolina of a certain established granulation and grade may be labeled as semolina macaroni, the lower quality products being labeled as common or low grade. It is strictly prohibited to mix rice flour with semolina in macaroni making, a custom heretofore practiced in some of the Italian provinces. Egg noodles or "Talgianinis" must contain a fixed amount of eggs, equal to that required under the laws of this country.

In the manufacture of the better grade of Italian macaroni products a semolina of from 38 to 45% is required, about 42,990,000 bus. of first grade durum being needed for the first grade and only about 7,349,000 bus. for macaroni of the lower grades. The total Italian requirements of durum wheat for domestic consumption in the form of macaroni approximates 50,000,000 bus. and usually necessitates large imports from northern Africa, Russia and the United States.

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



MACARONI TRADE NEWS

Sutherland With Pillsbury

W. H. Sutherland, well known to the macaroni manufacturing trade for his long years of service as secretary of the Duluth-Superior Milling company of Duluth, Minn. and later associated with the Commander-Larabee corporation of Minneapolis, is now connected with the durum department of Pillsbury Flour Mills company of Minneapolis.

Providence Plant Enlarged

The G. D. Del Rossi plant at 240 India st., Providence, R. I. will have an enlarged capacity for macaroni production when the plans of President G. D. Del Rossi are completed. Arrangements are under way for adding a third story to

the 2-story structure. The plant is 49 x 79. The contemplated addition will cost above \$10,000 and will be ready for occupancy about Jan. 1, 1934.

Honey Week

Sponsored by the American Honey Institute the week of Nov. 13-18 is being observed as National Honey Week. Radio and newspaper advertising being used extensively during the week to acquaint consumers with the health qualities of that sweet and tasty delicacy.

Pabst Cheese to Kraft

Preferring to specialize in making the brew that made Milwaukee famous and needing the space used in cheese making

for the expansion of its brewing facilities, the Premier-Pabst corporation, Milwaukee, Wis. sold its cheese business to the Kraft-Phenix Cheese corporation of Chicago last month. The new owner took over the control of inventories, patents, trademarks and brands on Nov. 1.

Chemist Promoted

Dr. W. F. Geddes became chemist in charge of the Dominion Grain Research Laboratory, Winnipeg, Canada, on Oct. 23. He has resigned his position as associate professor of chemistry at the University of Manitoba Agricultural College, Winnipeg. For 2 years he has been chairman of the committee on standardization of laboratory baking of the American Association of Cereal Chemists. Dr. Geddes received his Ph.D. degree from the division of agricultural biochemistry of the University of Minnesota. His new address is 876 Grain Exchange building, Winnipeg, Man.

We Get as We Give

If you would be happy, make somebody glad,
And the joy you are giving away,
The sunshine you bring to hearts that are sad,
Will shine in your heart some day.

If you would be rich, then give of your store,
Freely and joyfully too,
And all that you give—with even more—
Will surely come back to you.

If you would climb to life's higher things,
Then help some unsatisfied soul
To reach the heights, and you'll find it brings
Your heart to its chosen goal.

If you would be loved, then love all men,
As your brothers upon the earth,
And the love you give will come back again
To the heart that gave it birth.

We get as we give—in equal amount—
Of love and everything true;
So give and give without measure or count,
And it all will come back to you!

—Sidney J. Burgoyne

FOR

QUALITY  SERVICE



GIVE US A TRIAL
FOR

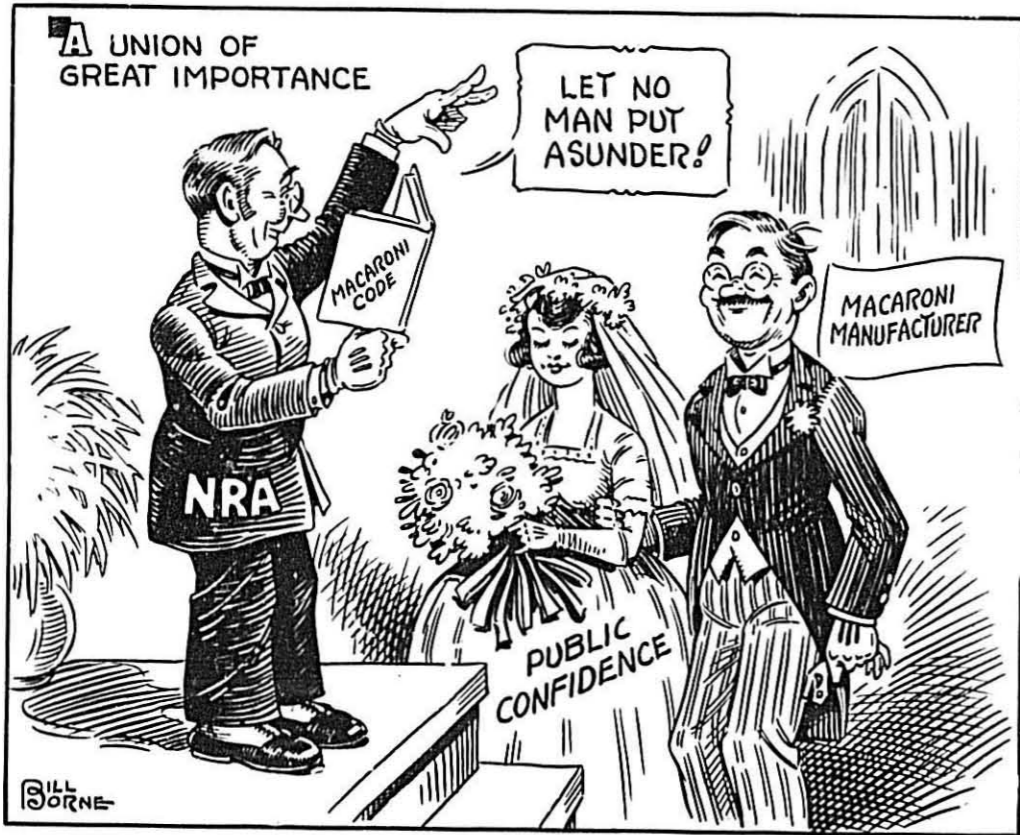
Steady, Dependable Production of Uniform
High Quality Products is the Most Important
Quality to be looked for in a Die.

AND

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



THE STAR
MACARONI DIES MFG. CO.
57 Grand St. - - New York, N. Y.



Having gained the public's confidence, it can best be retained and profitably developed by the patriotic observance of the provisions of the Code, the manufacture of high grade products and of rendering the right kind of service to distributors and consumers

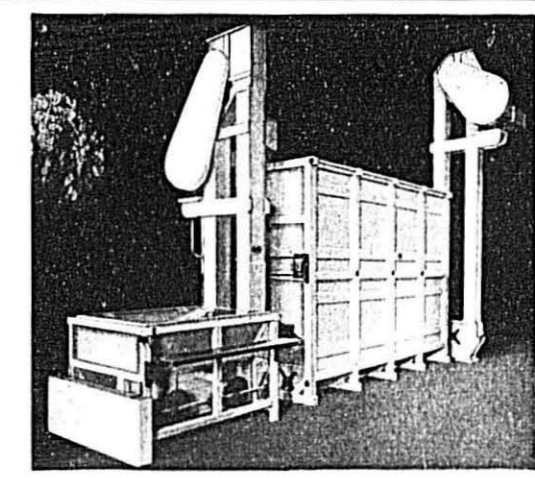
A Most Impressive Success--

because of these outstanding qualities

ECONOMY—Saves labor and enables you to obtain maximum production in terms of "barrels per man."
EFFICIENCY—Champion Flour Outfits have as many advantages as uses—a combination outfit for blending, elevating, conveying, sifting, weighing, handling and storing flour.
INSURES HIGH QUALITY PRODUCT that will pass every sanitary test by thoroughly sifting the flour and removing all hair, dirt or other foreign particles
LOW COST of installation is insured because Champion will design a flour outfit to fit your plant and will help you secure the most efficient arrangement of your plant layout.

Write for the interesting free folder, 17-A, today

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Sales Service Agents and Distributors for Greater New York
JABURG BROS., Inc. Hudson and Leonard Streets New York, N. Y.



Protecting Health and Vitality of Men

Application of Scientific Knowledge to Prevent Sickness and Death on Admiral Byrd's Second South Polar Expedition

Dr. Guy O. Shirey, chief medical officer of the Byrd Expedition II which with a crew of 38 men will be tied up in the Antarctic ice over 2 long winters was selected by Admiral Byrd because of his wide experience and knowledge of how to take care of men—how to keep them fit under almost unbelievably rigorous conditions.

Professor Charles H. LaWall, head of LaWall & Harrison, food chemists, Philadelphia, and dean of the Philadelphia College of Pharmacy, and who has published several monographs on food subjects of which the most recent one is entitled "Eating in All Languages," because of his interest in scientific nutrition has been interested especially in Dr. Shirey's plan for bringing every man back from this hazardous adventure safe and sound.

Naturally one would think that medicines would be Dr. Shirey's main concern, and they are important, but he believes in the good old adage that "an ounce of prevention is worth a pound of cure." The first thing necessary, and the most vital thing of all, is to keep the men well and so to build up their resistance that they will be able to resist the most severe cold and undergo the greatest hardships—and stay not only well, but healthy and vigorous.

First of all this requires good food of the right kind to fulfill every possible requirement. Dr. Shirey believes with Napoleon that an army travels on its stomach. But it happens that Dr. Shirey's food problems are much more difficult because they are so complicated. For instance, when a dog sled journey starts out over the ice the food supply carried along must furnish the greatest amount of food value and stimulation with the least possible bulk and weight. It may happen that the ice parts behind them and so, the return being cut off, the crew is forced to camp on the ice for an indefinite period awaiting relief, during which time human life may depend upon the rationing of a few precious ounces of food to each man.

Dr. Shirey named the articles in his regulation diets for such expeditions away from their base camp in Little America. You may be surprised that among them are some of the most common everyday foods: biscuit, oatmeal, dried milk, butter, sugar, salt, tea, coffee and cocoa. In addition Dr. Shirey specifies 3 articles of diet particularly adapted for men undergoing extreme cold and severe hardships. In emergencies a ration of the following without other diet will maintain and stimulate greatly the vigor of the men:

Pemmican (a concentrated food consisting approximately of 50% fat and 50% dried meat protein. It was first

prepared by the Indian tribes of North America from buffalo meat or venison).

Erbswurst (a concentrated food composed of pea meal and bacon which originated in Germany).

Bovril (a highly concentrated beef beverage containing highly concentrated yeast extract, which originated in England and now coming into use in America as a stimulating hot drink, being prescribed by physicians and used in the diets of college athletes, etc., for its energy-giving qualities).

In the selection of supplies for the trail, judgment of the items was based pretty much on what other explorers of the top and bottom of the world have used successfully. Nansen in the Arctic, and Scott and Shackleton in the Antarctic used practically the same list of solid foods, together with the latter named concentrated beef beverage.

Fuel also must be light in weight and therefore concentrated. So, for heating food and beverage on the trail little cubes called "Meta," obtained in Switzerland, will be used as the emergency heat. Its advantages being that it is easily kindled, burns with a smokeless flame and leaves no residue or ash. It is a definite chemical compound formed by the union of ammonia and formaldehyde.

One of the most interesting factors in safeguarding the health of expedition members is the material in a little bottle which Dr. Shirey brought back from an extended trip abroad. There are only 2 ounces of it and the color is greenish yellow. This is a very recent discovery of science, and it is said that it represents sufficient Vitamin C for the whole party for a couple of years. When you think how many bushels of fresh fruit it would require to supply the members of the expedition with Vitamin C the reason for taking this newly discovered concentrate along is obvious.

However, vegetables will be taken along but they will not look much like those fresh from the garden because the water content has been removed. A scientific process of dehydration developed by Dr. Paul A. Bonquet, professor of chemistry of food and nutrition at the University of Southern California, not only will preserve the vegetables but also will retain their cellular structure and chemical composition so that when prepared for the table they will be the equivalent of the fresh vegetables in flavor and nutritive qualities.

Not so many years ago the dangers incurred in the Arctic and Antarctic regions by such an expedition meant malnutrition and death to many of its members. Now, mostly through the knowledge of scientific nutrition, sickness is largely prevented and death defeated. In his former expedition to the Antarctic,

Byrd did not lose a single man and no one suffered even serious illness. And in this great adventure, Byrd Antarctic Expedition II, every possible precaution is being taken to maintain this record.

Macaroni in Foreign Commerce

Foreign trade in macaroni products, both incoming and outgoing, according to government reports for August 1933 remains dull and inactive. Both show not only a decrease for the month reported but for the 8 months ending Aug. 31. For that period in 1933 the imports exceeded by a few pounds and dollars the exports from the United States.

Macaroni Imports Lower

The quantity and the value of macaroni, spaghetti and vermicelli imported during August this year is considerably less than the imports of that food a year ago. The imports for August 1932 were 169,253 lbs. valued at \$10,771. This year the August imports were only 119,959 lbs. a total worth of \$8,810.

For the 8-month period ending Aug. 31, 1933 the macaroni imports totaled only 1,007,310 lbs., valued at \$71,403 as compared with an importation of 1,440,569 lbs. worth \$100,382 in the same period in 1932.

Exports Drop Also

Though the export trade of U. S. made macaroni in August this year was lower than the business reported in the same month in 1932, the export trade continues to exceed the imports. In August 1933 we exported to 38 foreign countries and insular possessions only 152,173 lbs. of all grades of macaroni products with a value of \$96,420 as compared with 178,945 lbs. valued at \$11,129 in August 1932.

For the first 8 months of 1933 the total exports were only 1,412,298 lbs. worth \$96,420 as compared with 2,270,157 lbs. valued at \$154,169 exported from Jan. 1 to Aug. 31, 1932.

The August 1933 exports by countries were as follows:

| Countries | Pounds |
|---------------------------|--------|
| United Kingdom | 5,640 |
| Canada | 12,013 |
| British Honduras | 825 |
| Costa Rica | 126 |
| Guatemala | 1,470 |
| Honduras | 15,831 |
| Nicaragua | 2,776 |
| Panama | 27,897 |
| Mexico | 2,894 |
| Miquelon and St. P. Is. | 40 |
| Newfoundland and Labrador | 478 |
| Bermuda | 942 |
| Jamaica | 3,143 |
| Trinidad and Tobago | 203 |
| Other British West Indies | 924 |
| Cuba | 21,340 |
| Dominican Republic | 31,443 |
| Netherlands West Indies | 5,373 |
| French West Indies | 38 |
| Haiti, Republic of | 4,205 |
| Virgin Islands of U. S. | 600 |
| Surinam | 214 |
| Peru | 3 |
| Venezuela | 345 |
| British India | 570 |
| British Malaya | 68 |
| China | 410 |
| Netherlands East Indies | 67 |

| | | | |
|-----------------------|-------|-------------|---------|
| Japan | 4,011 | Nigeria | 8 |
| Kwantung | 60 | Liberia | 101 |
| Philippine Islands | 4,824 | Hawaii | 43,870 |
| French Oceania | 236 | Puerto Rico | 54,997 |
| Union of South Africa | 1,691 | | |
| Gold Coast | 360 | Total | 251,040 |

NEWS OF THE INDUSTRY

Director La Marca Injured

Friends of Gaetano La Marca, president of Prince Macaroni Mfg. Co., Boston, Mass. and popular director of the National Macaroni Manufacturers association are pleased to learn he sustained no permanent injury in an automobile accident in which he was involved on Oct. 11, 1933. He was riding to work in a small roadster driven by his nephew Anthony Seminara, when the roadster and a small dump truck collided, pinning Mr. La Marca in the wreck.

Though it was at first thought that he was internally injured he fortunately escaped with several deep gashes in the head, 3 broken ribs and scattered body bruises. He was rushed to a hospital where his wounds were attended to, the broken ribs reset and after 2 weeks observation he was permitted to go to his home in Dorchester for the convalescing period.

The nephew and the driver of the dump truck were only slightly injured and were dismissed from the hospital after a few treatments.

Mr. La Marca feels that he was lucky to escape as easily as he did since the roadster in which he was riding is a total wreck.

Mueller's Radio Advertising

The radio program to advertise Mueller noodles, spaghetti and macaroni manufactured by the C. F. Mueller company of Jersey City, N. J. will be handled by the E. W. Hellwig Co., New York. The general advertising of the firm, the largest advertiser of macaroni products in this country and perhaps the world, will continue to be handled by the Thomas M. Bowers company of New York. As

usual the contemplated campaign will include newspapers, periodicals and billboards.

Texas Firm Chartered

The Houston Macaroni Company, Inc., of Houston, Texas was chartered last month under the laws of that state. The incorporators are Nick Bonno, M. G. Trapolino and John N. Bonno. The capital stock is \$100,000. Object—the manufacture and distribution of macaroni products and kindred foods. The firm has been in business for many years, its products having a wide distribution throughout Texas.

Charter Jamestown Company

The Jamestown Macaroni Company, Inc., of Jamestown, N. Y. has been incorporated under the New York law to manufacture and deal in foods. The new firm's capital structure consists of 200 shares of no par common stock. The directors of the company are: Wilson C. Price, Walter L. Miller and Hildin M. Anderson.

Chichi Factory Damaged

The macaroni factory owned and operated by Pietro Chichi, 28-30 Water st., Passaic, N. J. was slightly damaged by a minor blaze the afternoon of October 5. The fire was confined to the basement, with damage to the equipment and stores in that part of the plant.

Macaroni Men Want License

Without any noticeable opposition the macaroni manufacturers have voted in favor of some form of licensing provision in the code to apply to their industry. So far as the records show, says

the *New York Grocery Trade News*, theirs was the first and only known request that the government has received that all manufacturers be licensed as a means of simplifying the matter of enforcement of the macaroni code when finally approved.

Macaroni on Exhibition

Several firms that distribute their macaroni products throughout Oklahoma and the northern part of Texas took part in a Free Cooking School sponsored by the *Oklahoma Times* in Oklahoma City the second week of October. In all there were about 50 exhibition booths displaying all kinds of foods but the macaroni, spaghetti and noodle exhibits were the center of attraction. Many hundreds of packages of this food stuff were distributed as prizes and as samples.

An outstanding feature was the cooking demonstration by Ann Susan, school director, assisted by Mrs. Dora Arrington and Mrs. Jack Barnett. Ann Susan's spaghetti and noodle recipes were prime favorites with the thousands that attended the school.

New Plant Ready

The new factory of the Seattle Macaroni company, at Dearborn st. and Corwin pl., Seattle, Wash. was to be made ready for occupancy Nov. 15, 1933. It is directly across the street from the old quarters. The building is a one-story structure of mill masonry, with plenty of windows insuring perfect natural lighting in every part of the plant. It was erected at a cost of \$25,000.

The Seattle Macaroni company enjoys a wide distribution of its brands throughout Seattle and the state and the coast sections of British Columbia.

To Advertise "San Giorgio" Brand

In anticipation of an active campaign to popularize its "San Giorgio" brand of macaroni, spaghetti and egg noodles the Keystone Macaroni Mfg. Co. of Lebanon, Pa. has appointed as publicity agency the Clements Co. of Philadelphia. Newspapers, radio and billboards will be used, broadcasting the Keystone message to consumers along the Atlantic seaboard.

MACARONI and NOODLE MANUFACTURERS

It pays to use **ROMEO UNBLEACHED PATENT FLOUR** in your products

Get that flour order off your mind by wiring or telephoning us today

BAUR FLOUR MILLS COMPANY

ST. LOUIS

MISSOURI

MACARONI PRODUCTS*

By J. A. LeCLERC
Food Research Division, Bureau of Chemistry and Soils,
U. S. Department of Agriculture, Washington, D. C.
Published in "Cereal Chemistry" September 1933

PART I

History and Production of Macaroni, Spaghetti and Vermicelli

History

Macaroni products have been popular in Latin and Germanic Europe for centuries. This food is said to have originated in China and Japan, whence it found its way to Europe, some claim through Germany. The Italians, who were using macaroni in the fourteenth century, learned from the Germans how to make it. In time they became its largest producers and consumers. From Italy this food found its way to France where it was used even before the time of Louis XIII.

Before the manufacture of macaroni became an industry it was made by hand in about the same manner in which it is now made in the home. At first it was sold only in apothecaries' shops, being recommended chiefly for infants and invalids. The first mechanical process for making macaroni was perfected about 1800.

The macaroni industry in this country started about 80 years ago but it was 1870 before large scale production became established. Not until 1900 did it assume any appreciable commercial importance, however, and not until after the World war was it in a sufficiently strong position to meet aggressively all foreign competition. The growth of this industry during the past 20 years has been phenomenal.

Production

The production of macaroni, spaghetti, vermicelli, and noodles in 1910 has been estimated at about 200,000,000 lbs., that

TABLE I
Data on the Production of Macaroni, Spaghetti, Vermicelli, and Noodles in Stated Years

| Year | Number of establishments | Wages 1,000 dollars | Cost of materials, supplies, fuel, and power 1,000 dollars | Value of products 1,000 dollars |
|------|--------------------------|------------------------|---|------------------------------------|
| 1931 | 306 | 4,473 | 20,294 | 36,216 |
| 1929 | 353 | 5,384 | 27,336 | 47,074 |
| 1927 | 353 | 5,071 | 27,434 | 45,353 |
| 1925 | 327 | 5,026 | 27,491 | 43,489 |
| 1923 | 343 | 4,332 | 16,646 | 29,557 |
| 1921 | 409 | 3,749 | 19,964 | 31,013 |
| 1919 | 557 | 4,168 | 25,110 | 37,057 |
| 1914 | 373 | 1,635 | 7,938 | 12,884 |

in 1914 at 300,000,000 lbs., and that in 1920 at 450,000,000 lbs. The census reports show that in 1927 about 483,000,000 lbs. of these products valued at

\$42,373,000 were manufactured.¹ In 1929, the amount produced was approximately 553,000,000 lbs., valued at \$46,871,000. Whereas the latest figures (1931) show a production of 524,000,000 lbs. valued at \$35,341,000. In 1929 the number of establishments manufacturing these products was 353; in 1931, 306.

The macaroni industry is strongest in the Atlantic states from Baltimore to Boston, the principal centers of produc-

tion being New York, Philadelphia and Boston, and in the neighborhood of these cities. Large amounts are also produced in Buffalo, Pittsburgh, Cleveland, Chicago, Milwaukee, St. Louis, New Orleans, San Francisco, Seattle and Los Angeles.

Of the 450,928,000 lbs. of macaroni products (excluding noodles) made in 1927, New York produced 121,500,000 lbs., Pennsylvania 66,100,000, Illinois

59,500,000, Missouri 33,100,000, California 30,500,000, Louisiana 19,100,000,

United States Department of Commerce, Bureau of the Census, Census of Manufacturers, 1927, 1929, 1931. Macaroni, Spaghetti, Vermicelli, and Noodles. (Mimeographed.)

¹From a survey made for the National Macaroni Manufacturers Association. Macaroni and the daily menu. (Prepared by Mills Advertising Company, Indianapolis.)

*Food Research Division contribution 108.

Ohio 11,100,000 and Minnesota 9,600,000.

Imports

The imports of macaroni products at one time were really formidable. From 1909 to 1913 the average yearly importations of macaroni into the United States amounted to more than 112,000,000 lbs. In 1914 they amounted to nearly 130,000,000 lbs. or 40% of the domes-

TABLE II
Imports of Macaroni, Vermicelli, and Similar Preparations¹

| Year | (1,000 lbs.) | Year | (1,000 lbs.) |
|---------|--------------|------|--------------|
| 1913 | 106,500 | 1925 | 6,408 |
| 1914-17 | none | 1926 | 5,225 |
| 1918 | 402 | 1927 | 3,513 |
| 1919 | 802 | 1928 | 3,433 |
| 1920 | 805 | 1929 | 2,856 |
| 1921 | 1,587 | 1930 | 2,776 |
| 1922 | 2,917 | 1931 | 2,459 |
| 1923 | 3,476 | 1932 | 2,225 |
| 1924 | 4,534 | | |

¹Tariff information surveys . . . macaroni, vermicelli and all similar preparations. U. S. Tariff Commission. G-3 23 p., illus. 1921 (Revised edition), and Foreign Commerce and Navigation of the United States, 1913-32.

tic production or 30% of the domestic consumption. More than 93% of these imports was from Italy. From 1927 to 1932 the imports averaged 2,877,000 lbs. or a little over 1/2% of the amount produced in this country. The tabulation given in Table II shows the amount imported from 1913 to 1932 inclusive.

Exports

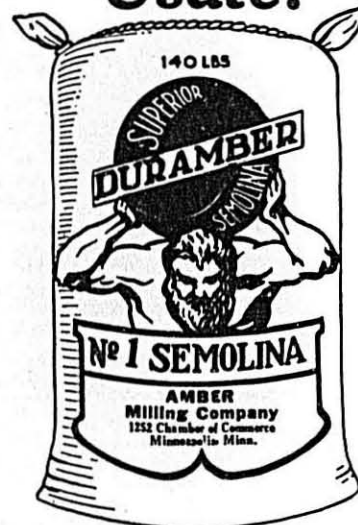
Not until after 1920 did the United States become an exporter of macaroni to any appreciable extent; in fact the exports, if any, before that date were so insignificant that the Bureau of Foreign and Domestic Commerce did not consider them of sufficient importance to warrant their being given a separate classification and reported separately. The exports from 1922 to 1926 averaged 7,794,000 lbs. while those from 1927 to 1932 amounted, on the average, to 7,521,000 lbs.

Consumption

The average American per capita consumption of macaroni products is less than 5 lbs. per year, or one eighth to one tenth that of Italy. In a recent survey conducted by the National Macaroni Manufacturers Association² it was shown

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Guaranteed by the
Most Modern Durum Mills in America
MILLS AT RUSH CITY, MINN.

YOUR PACKAGE...



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Since 1898 ROSSOTTI has specialized in producing sales making packages for the macaroni trade. New folding cartons, wrappers and labels in plain and window style. STOCK LABELS... quick deliveries in any quantities. Write today for samples and low prices. No obligation. Please address Dept. M-4.



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that only 4% of the housewives interrogated serve macaroni or spaghetti more than twice a week and only 40% give macaroni products a place on the table as often as once a week. In fully one third of the homes macaroni or spaghetti is not served more than once a month. To serve macaroni in each home but once

ghetti, 43% prefer the short and 9% use both.

In general the sale of packaged goods exceeds somewhat that of the bulk product. The trend of consumption seems to be in favor of the packaged goods. Bulk products are consumed largely by people of Italian descent. Other Americans, ac-

TABLE III
Exports of Macaroni, Vermicelli and Similar Preparations*

| Year | (1,000 lbs.) | Year | (1,000 lbs.) |
|------|--------------|------|--------------|
| 1922 | 7,495 | 1928 | 9,979 |
| 1923 | 7,160 | 1929 | 10,140 |
| 1924 | 7,486 | 1930 | 8,719 |
| 1925 | 8,557 | 1931 | 4,613 |
| 1926 | 8,272 | 1932 | 3,208 |
| 1927 | 8,468 | | |

*See footnote 1, Table II.

a week would increase its consumption by almost 50%.

According to the Bureau of Labor statistics³ the average consumption of macaroni per family for the country as a whole for the period 1909 to 1913 was approximately 23 lbs. The south central states lead, with a family consumption of 29 lbs. The people of the south Atlantic states consumed the least, 15 lbs. per family. The same authority indicates that at the same time the family consumed on an average 35 lbs. of rice, 41 lbs. of rolled oats, 54 lbs. of cornmeal, 264 lbs. of flour, 531 lbs. of bread, and 704 lbs. of potatoes. The data in Table IV, taken from a preliminary report by Hawley⁴ of the United States Bureau of Home Economics, show the average amount of cereal food consumed per adult male on the farms of 4 states during 1923. Less than 30c worth of macaroni a year is

according to Woods and Snyder,⁵ seem to prefer packaged goods. Canned macaroni products are used by less than one fourth the number of housewives that use the bulk or packaged goods.

Cost of Manufacture

Owing to the higher cost of labor the cost of manufacturing macaroni in the United States is appreciably higher than in Italy, our most formidable competitor, from which comes most of the macaroni imported by this country.

In 1920 the Federal Tariff Commission⁶ reported that the average cost of producing bulk macaroni by American manufacturers was 9.92c per lb., divided as follows: Material 6.32c, labor 1.12c, sundry materials 1.04c, overhead 1.44c. On a percentage basis the costs were 63.71%, 11.29%, 10.48% and 14.52% respectively.

TABLE IV
Average Amount of Cereal Food Consumed per Adult Male on the Farms of Various States During 1923

| Cereal food | Kansas (406 families) | | Kentucky (365 families) | | Missouri (178 families) | | Ohio (382 families) | | Average of all States listed | |
|-------------------|--------------------------|------------------|----------------------------|------------------|----------------------------|------------------|------------------------|------------------|------------------------------|------|
| | Pounds | Value in dollars | Pounds | Value in dollars | Pounds | Value in dollars | Pounds | Value in dollars | | |
| Bread | 12.2 | 1.18 | 11.2 | 1.08 | 27.3 | 2.67 | 42.4 | 4.01 | 22.3 | 2.13 |
| Corn-meal | 10.7 | .37 | 44.4 | 1.18 | 19.5 | .61 | 11.6 | .36 | 21.6 | .62 |
| Corn-starch | — | — | — | — | — | — | — | — | 9 | .11 |
| White flour | 221.8 | 8.03 | 193.4 | 8.24 | 189.7 | 7.96 | 161.3 | 6.58 | 192.8 | 7.68 |
| Whole wheat flour | 6.9 | .26 | 6.6 | .24 | 4.1 | .21 | 2.5 | .24 | 1.3 | .12 |
| Rice | 3.9 | .40 | 1.8 | .17 | 4.3 | .36 | 3.6 | .33 | 3.3 | .31 |
| Rollled oats | 12.5 | 1.00 | 4.4 | .39 | 10.3 | .82 | 8.8 | .78 | 8.7 | .74 |
| Macaroni | 1.2 | .26 | 1.3 | .27 | 2.0 | .39 | 1.2 | .25 | 1.3 | .26 |
| Other cereals | — | — | — | — | — | — | — | — | 8.7 | .89 |
| Other baked goods | — | — | — | — | — | — | — | — | 7.4 | 1.39 |

consumed per capita by the people on the farms of these states.

Types Preferred

The short types of macaroni products are preferred by housewives. According to a recent survey made for the National Macaroni Manufacturers Association⁷ 64% of the housewives buy the short macaroni, 27% buy the long and 9% use both kinds. On the contrary, 48% of the housewives prefer the long type of spa-

³U. S. Department of Labor, Bureau of Labor Statistics 1018.
⁴Hawley, E. Average quantity, cost, and nutritive value of food consumed by farm families. Food consumed during one year by 13 farm families in selected localities in Kansas, Kentucky, Missouri, and Ohio. (A preliminary report. 25 p. Aug., 1926, Mimeographed.) U. S. Dept. Agr., Bur. Home Economics.

The cost of packaged macaroni per lb. averaged 13.26c or 3 1/3 more per lb. than that for the bulk product. This cost was divided as follows: Material 6.7c (50.53% of the whole cost), labor 1.56c (11.76%), sundry materials 2.73c (20.59%), overhead 2.27c (17.12%). As a percentage of the total, the cost of labor for packaged goods is essentially the same as that for bulk goods, and the cost of material is 20% less; but on the other hand the cost of "sundry materials" is nearly 100% greater and the overhead nearly 20% more. The cost of manufacturing macaroni is less when it

⁵Woods, C. D., and Snyder, H. Cereal breakfast foods. U. S. Dept. Agr. Farmers Bull. 249, (1906).
⁶See footnote 1, Table II.

is made from flour than when it is made from semolina, because the flour is easier to work and requires less expensive machinery.

The tariff on macaroni products from 1908 to 1914 was 1 1/2c per lb. From 1914 to 1920 the rate of duty was 1c per lb. The Fordney-McCumber Tariff Act of 1921 fixed a duty at 2c, which rate has since remained unchanged. Noodles, however, are now being taxed at 3c per lb.

In 1913 the price of bulk macaroni f. o. b. Naples was 4.5 to 5c per lb., in the northeastern part of the United States the price was 7c. In 1921 the relative prices in the 2 countries were 8.75c and 10.5c respectively. In January 1932 the average retail price for bulk macaroni in Washington, D. C. was 3 lbs. for 25c, whereas the comparative Italian prices per lb. were: Genoa 6.2c, Rome 5.7c, Milan 5.6c.

According to one of the large manufacturers of macaroni products, bulk macaroni in this country should sell at not less than 3c per lb. above the cost of the semolina. According to Hoskins⁸ the cheapest packaged goods should cost at least 4c per lb above the cost of the raw material without the cost of outgoing freight or selling expense, that is if semolina costs 3 1/2c per lb. the minimum price of a case containing 24 8-oz. cartons should be more than \$1.05 f. o. b. factory.

⁸Hoskins, G. G. Cost of accounting points the way to cleaner competition. Food Indus. 1:81-83. (1928).

Continued in December Issue

He is free from danger who, even when safe, is on his guard.

Macaroni Prices in Unfavorable Reaction

Unseasonal buying of macaroni products during the usually dull months of June and July in anticipation of increased prices under the proposed code filled practically every store room to capacity at a season when stocks are for good reasons kept low. When the regular macaroni buying season arrived and inquiries were few, anxious manufacturers set out to force a market for their product, using the old price weapon with a resultant price war that has seldom been surpassed in its seriousness and harmful effects.

During September and October macaroni was sold at barely more than the current cost of raw materials. The macaroni trade is at a standstill, all due to the delay in signing the macaroni code. In some sections semolina macaroni has been quoted for as low as \$1.10 for a 20-lb. box, but that bait induced only a slight distress buying wave. It is believed that the approval of the code would restore confidence in the business and gradually rectify a condition that cannot long be tolerated in the trade.

He that swells in prosperity will be sure to shrink in adversity.

THE CAPITAL TRIO



The above brands represent our best effort in milling skill and judgment in selecting Amber Durum Wheat.

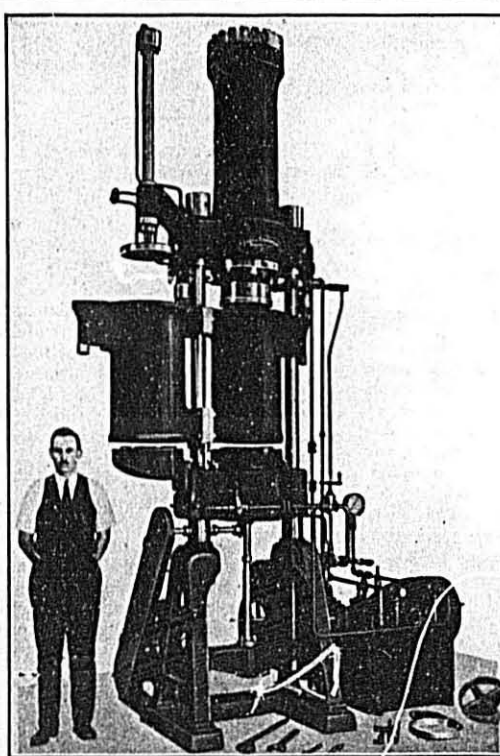
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New Weevil Fumigant



Counting dead insects after fumigating tests with the new Proxate gas.

The Proxate process of fumigation will be promoted jointly by the J. P. Devine company, manufacturer of vacuum tank equipment, and the Liquid Carbonic Corporation whose new Proxate fumigating gas was recently announced.

The Devine company has had many years of experience in designing, making and installing fumigation equipment wherever packaged cereals, grains, fruits,

fungigants now on the market. It is non-poisonous yet more than twice as toxic as carbon bisulphide; it is nonflammable and can extinguish fires. It is shipped in steel cylinders at a very moderate cost and cannot deteriorate with age.

One illustration shows apparatus in the Liquid Carbonic Laboratory at Chicago used for determining the concentration of Proxate during its application; the other shows chemist counting dead insects after fumigating tests with Proxate.

After all, the best thing one can do when it is raining is to let it rain.

Small Durum Wheat Crop

Taken as a whole the 1933 wheat crop in this country is the smallest in 37 years, says the U. S. Bureau of Agricultural Economics in its wheat crop report of Oct. 1, 1933. Allowings for old grains on hand wheat supplies are ample for food purposes, but not much can be fed. The potato crop, also is substantially below average, but it is not as seriously short as it seemed the month previous.

The preliminary estimate of 1933 production of all wheats in the United States is 514,816,000 bus., as compared with a production of 726,283,000 bus. in 1932 and the 5-year average (1926-1930) of 861,167,000 bus.

As of Oct. 1, 1933 durum wheat production this year is estimated at 17,338,000 bus. as against 40,000,000 bus. last year and 66,000,000 bus. for the 5-year period.

In 1933 only 2,500,000 acres were

planted to durum wheat and the yield was about 6.9 bus. per acre. In 1932 the growing area was 3,863,000 acres with yield 10.3 bus. per acre.

Minnesota, Montana and the two Dakotas were the only large durum wheat states, yielding practically the entire estimated crop. Minnesota produced about 1,210,000 bus., an average of 10 bus. per acre. Montana harvested about 308,000 bus., or about 7 bus. an acre. North Dakota was the heaviest producer, reporting a total of 15,295,000 bus., or about 7 bus. per acre, while South Dakota's durum crop was away below average, with only 525,000 bus. in 1933 with an average yield of 3.5 per acre.

Short as life is we make it still shorter by the careless waste of time.

Chemist Heads Lions Club

Leslie R. Olsen, past president of the American Association of Cereal Chemists and director of products control of the International Milling company, has been elected president of the Lions Club of Minneapolis in which he has been active during his 10-year membership. Having served as vice president he is regarded well qualified to assume the higher responsibility of president.

Mr. Olsen has just completed his second year as chairman of the northwest section of the American Association of Cereal Chemists, during which time he demonstrated ability to keep up a live interest and consequently a most satisfactory attendance.

That experience which does not make us better makes us worse.

Foulds' Tarzan On the Air

Approach of the colder season of the year when radio reception is greatly improved, and with the coming of the evenings when more and more members of the family depend on the radio for their entertainment, the Foulds Milling company of Libertyville, Ill. has decided to resume its broadcasts of the famous "Tarzan" series of stories.

The broadcast goes on the air every Tuesday, Thursday and Saturday at 5:15 p. m. over station WBBM, Chicago.

The sponsor of the program offers to listeners its famous Tarzan gifts in return for labels saved from the Foulds macaroni, spaghetti and egg noodle packages.

The sure way to miss success is to miss the opportunity.

One match can destroy a forest.

Canceling an Order Legally

Speaking of the cancellation of orders, which is always a timely subject, here is an interesting case just decided which very seller or buyer of merchandise ought to know about.

It makes clear one basis on which cancellation without the consent of the other party, is legal.

In this case a dealer named Parke gave an order for certain advertising material to a salesman for Lloyd & Elliott, Inc. The date was Sept. 3. The goods were to be sold on credit and on the bottom was this statement: "This agreement is subject to your acceptance at New York." This meant of course that the salesman was merely a messenger boy between the buyer and seller, and that the order signed by the buyer became a mere offer to buy, provided the seller wished to sell.

The salesman sent the order to the seller and it reached him on Sept. 4. At the moment he did nothing about it. On the next day, Sept. 5, Parke the buyer, changed his mind and wrote the seller that he was canceling the order and didn't want the goods. This letter was received by the seller in due course, still before he had done anything about it, either in the way of acknowledging it or shipping the goods.

On Sept. 15, about 10 days later, the seller woke up and wrote to the buyer refusing to accept the cancellation. And

when the buyer stood on his refusal to take the goods, the seller brought suit for damages for breach of contract.

The seller's contention was that there was a contract between the parties. That his silence when the order was received constituted an acceptance and that a contract was born at that moment. The court threw this argument out and ruled that under the wording of the order blank there was no contract until the seller had definitely accepted, and that the way to accept was either to ship the goods or to acknowledge the receipt of the order. That up to the time he did one or the other of those things the deal was open and incomplete; in other words the buyer had a right to cancel up to the minute that the seller had accepted the order or shipped the goods.

This is merely a restatement of the well known rule of law that either a buyer or a seller can legally cancel or more accurately withdraw an offer to buy or to sell, as the case may be, at any time before the other party has accepted.

This is from the court's decision in the case I have been discussing.

The paper in question was nothing more than an order given by the defendant to the agent, who had no authority to accept it but only to forward it to his principal for approval, and which consequently was revocable by the defendant at any time before acceptance by the principal; and that, if not appearing as the case then stood that the order had been accepted by giving notice of shipping the goods before it was canceled by the defendant, the plaintiff had failed to establish any contract. The paper was not a bare order for goods, but contained a provision

for an extension of time for shipment by the plaintiff to give the defendant the right to give notice of cancellation prior to the date the material in the order was to be shipped. It was therefore an agreement where there were mutual promises, constituting the consideration for each other and it was to be noted not merely that the offer to accept by the plaintiff but that it at least amounted to a promise by which knowledge of that acceptance would come to the defendant before any enforceable contract could arise.

The books contain many cases involving the same principle. Naturally if a buyer arises when a salesman has authority to accept an order on the spot. In that case the deal is closed then and there, and neither party can cancel without the other's consent. But very often the salesman doesn't have this authority. He is supposed to forward the order to his principal for action. If the order goes by mail, and the buyer suddenly changes his mind and wires the principal to that effect, and the wire reaches the seller before the order there is never any doubt about it—the buyer is free from the contract. Necessarily the rule applies under reversed conditions—where it is the seller who wants to get out of it.

And even where a wire or letter canceling doesn't reach the seller until after the order does, if it gets to him before he has definitely accepted the order or shipped the goods, the buyer is free from the order, under the rule of law discussed in this article.

By Elton J. Buckley, a member of the Bar.

1157 Ad. 272

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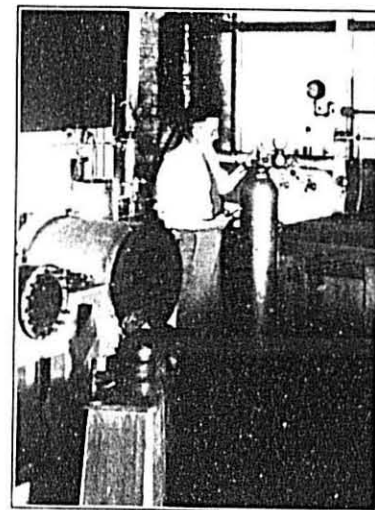
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Vol. XV November 15, 1933 No. 7

No Delay in Packaging Machinery Code

While macaroni and noodle manufacturers are just chafing under the repeated delays in giving official approval to their code, other industries are meeting with preferred treatment. Last June the Packaging Machinery Manufacturers Institute was organized at a convention of the industry; in July it was incorporated under the laws of Delaware to do business as a trade association; by the latter part of August it had prepared and presented Sept. 6, 1933 to the code authorities an instrument it considered fair and practical. This went to a hearing on Oct. 11 and was approved by President Roosevelt on Oct. 31. In the meantime the Macaroni Code, prepared and presented months previously, still lingers somewhere.

At the first annual meeting of the Packaging Machinery Manufacturers Institute, Inc., together with a meeting of the industry and trade, formal organization was completed. The following were elected directors:

For 3 years—H. H. Leonard, Consolidated Packaging Machinery Corp., 1400 West av., Buffalo, N. Y.; Roger L. Putnam, Package Machinery Co., Springfield, Mass.; H. K. Becker, Peters Machinery Co., 4700 Ravenswood av., Chicago. For 2 years—A. G. Hatch, M. D. Knowlton Co., 28 Industrial st., Rochester, N. Y.; G. Prescott Fuller, Dexter Folder Co., 28 West 23rd st., New York city; Morehead Patterson, American Machinery & Foundry Co., 511 Fifth av., New York city. For one year—F. B. Redington, F. B. Redington Co., 112 S. Sangamon st., Chicago; R. T.

Bacher, McDonald Engineering Corp., 220 Varet . . . Brooklyn, N. Y.; C. E. Schaeffer Stokes & Smith Co., 4900 Summerdale av., Philadelphia, Pa.

The directors reelected the following: President, H. H. Leonard; Vice Presidents, R. L. Putnam and H. Kirke Becker.

Vice presidents in charge of divisions elected by the board are: Kendall D. Doble, Pneumatic Scale Corporation, Ltd., filling, sealing, cartoning, lining and wrapping machinery division; E. E. Finch, Karl Kiefer Machine Co., filling, capping and labeling machinery division; E. A. Metz, F. X. Hooper Co., Inc., corrugated and fibre box machinery division; J. S. Stokes, Stokes and Smith Co., paper box machinery division. Provision was also made for wire stitcher and gummed tape dispenser divisions.

W. J. Donald, of 52 Wall st., New York, was reelected executive vice president and treasurer.

The chief work of the institute for the year will be administration and enforcement of the code of fair competition for the industry and trade, organization of several divisions, and holding meetings of institute and divisions.

Industries Must Do Policing

It has been made quite clear by activities in Washington and announcements by officials that there will likely be no mobilized army of NRA code enforcement officials irrespective of the various provisions of the codes, forces comparable with those employed in policing the prohibition act. It is the trade association which will unquestionably be expected to attend to the enforcement. It will be a delicate task at the best and on the effectiveness of the enforcement and the willingness of the members of a trade to obey the code depends to a great extent its success.

The NRA will probably use campaigns of publicity, education and peaceful persuasion instead of force except for the more stubborn cases, or where every means of enforcement in the trade's set-up have been exhausted, when recourse may be had to the courts of the country with the help and support of the NRA.

Unionists Becoming Active

Encouraged by the attitude of some of the Washington officials towards labor in the code-planning activities under the NRA, unionists have been very active in their attempts to unionize workers in industries in which they were heretofore unable to gain a foothold. There has been formed a union among steel workers. Ford employes are being urged to organize and even the contented macaroni and noodle plant employes have been approached in several of the larger cities.

In New York metropolitan area the

unionization workers have been most active. They have succeeded in getting employes in a few plants to strike, not for higher wages and shorter hours already guaranteed them under the code but for unreasonable conditions, least of which is recognition of the union by employers. Manufacturers report similar activities in Chicago, St. Louis and other large macaroni centers.

Unions of macaroni plant employes are being formed as branches of the International Union of Bakery and Confectionery Workers of America. It claims a membership of several hundred out of nearly 5000 workers in the macaroni and noodle manufacturing industry that are eligible. Employers deny that any serious inroads have been made in most plants, because the workers seem generally well pleased with conditions and their treatment.

Good Will Dinner to Manufacturer

A testimonial dinner was given on Oct. 5 for J. C. Stewart of Pittsburgh, purchaser of the La Premiata Macaroni company's plant in Connellsville, Pa., by the Connellsville Board of Trade. It was held in the Kiwanis club and was attended by the leading commercial and professional men of the city as well as active officials of the reorganized macaroni firm.

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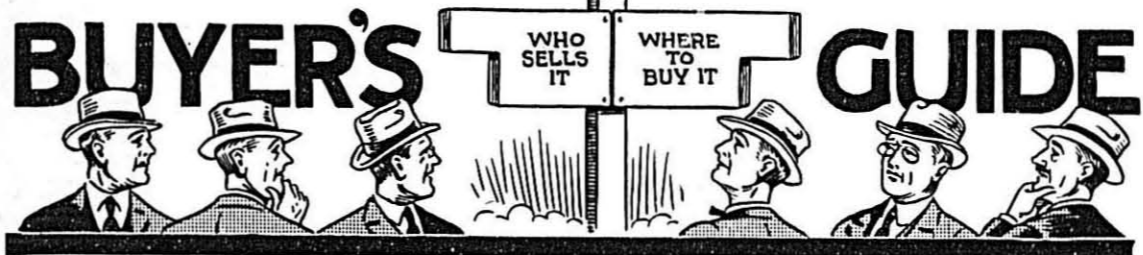
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|---|---|---|
| Dies John J. Cavagnaro F. Maldari & Bros. Inc. The Star Macaroni Dies Mfg. Co. | John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works Champion Machinery Co. | Cartons National Carton Co. Rossotti Lithographing Co. |
| Die Cleaners John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works | Noodle Cutters and Folders John J. Cavagnaro Clermont Machine Co. The Charles F. Elmes Engineering Works | Flour Baur Flour Mills Co. |
| Driers Clermont Machine Co. Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works | Noodle Dough Brakes John J. Cavagnaro Champion Machinery Co. Clermont Machine Co. The Charles F. Elmes Engineering Works | Labels Rossotti Lithographing Co. |
| Flour Blenders Champion Machinery Co. | Presses John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works | Semolina Amber Milling Co. Commander Milling Co. Capital Flour Mills Duluth-Superior Milling Co. King Midas Mill Co. Minneapolis Milling Co. Pillsbury Flour Mills Co. Washburn Crosby Co. |
| Kneaders John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works | Pumps John J. Cavagnaro Consolidated Macaroni Machinery Corp. The Charles F. Elmes Engineering Works | Wrappers Rossotti Lithographing Co. |
| | Sifters and Weighers Champion Machinery Co. | SERVICES Patents and Trade Marks The Macaroni Journal |

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registrations of trade marks applying to macaroni products. In October 1933 the following were reported by the U. S. Patent Office:
Patents granted, none.

TRADE MARKS REGISTERED

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

Three Monks

The trade mark of Pacific Coast Macaroni Mfg. Co., Seattle, Wash. was registered for use on macaroni products. Application was filed Sept. 28, 1932 published by the patent office Dec. 27, 1932 and in the Jan. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since March 1, 1926. The trade mark is in outlined type near the top of a square. Underneath is a picture of the 3 monks eating.

Lomco

The trade mark of Joseph J. Lomonaco, doing business as Dallas Macaroni Mfg. Co., Dallas, Texas was registered for use on dried macaroni, spaghetti and vermicelli. Application was filed June 12, 1933, published by the patent office Aug. 1, 1933 and in the Sept. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since June 1, 1930. The trade name is in large outlined letters.

Cardinale

The trade mark of Cardinale Macaroni Mfg. Co., Inc., Brooklyn, N. Y. was registered for

use on macaroni. Application was filed June 1, 1933, published by the patent office Aug. 15, 1933 and in the Sept. 15, 1933 issue of THE MACARONI JOURNAL. Owner claims use since Sept. 1, 1932. The trade name is in black outlined letters written to the left of the rectangle. To the right appear several notations to which no claim is made.

TRADE MARK REGISTRATIONS RENEWED

The trade mark of the Atlantic Macaroni company registered March 3, 1914 was granted renewal privileges to the Atlantic Macaroni Co., Inc., Long Island City, N. Y. effective March 3, 1934.

TRADE MARKS APPLIED FOR

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

Arcco

The private brand trade mark of Arthur R. Nelson, doing business as A. R. Nelson company, Bay City, Mich. for use on noodles and other groceries. Application was filed Aug. 4, 1933 and published Oct. 10, 1933. Owner claims use since June 1927. The trade mark consists of the trade name in heavy type.

Amorini

The trade mark of B. Filippone & Co., Passaic, N. J. for use on macaroni. Application was filed April 22, 1933 and published Oct. 17, 1933. Owner claims use since Feb. 16, 1933. The trade mark is in large black type.

Arancini

The trade mark of B. Filippone & Co., Passaic, N. J. for use on macaroni. Application

was filed April 22, 1933 and published Oct. 17, 1933. Owner claims use since Feb. 16, 1933. The trade mark is in heavy type.

Beer Stix

The private brand trade mark of Far East Food Co., Inc., New York, N. Y. for use on salted fried noodle sticks. Application was filed Aug. 16, 1933 and published Oct. 17, 1933. Owner claims use since July 3, 1933. The trade mark is in round edge type made from the noodle sticks.

Here's a little safety tip: watch and see what you don't slip.

Relief Macaroni Firm

Asked to Repay \$375

A claim for \$375.19 was filed against the Tenderoni Co., Joliet, Ill., by Oliver O'Boyle, county corporation counsel, Monday. The company delivered \$2,062.50 worth of macaroni to the county relief department in June which was held by government laboratories to be of inferior grade.
The Milwaukee Journal, (Oct. 16, 1933)

NEVER FAILS

Green gives you the right-of-way. This is especially true of the long green.

What a whale of a difference just a few thoughts make!

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1933-1934

| | | |
|---|---|--|
| LOUIS S. VAGNINO (33), Vice President | G. O. HOSKINS (35), President | 70 E. Church St., Libertyville, Ill. |
| GAETANO LAMARCA (34) Boston, Mass. | WILLIAM CULMAN (35) Long Island City, N. Y. | ALTONSO GIOIA, Adviser |
| WALTER F. VILLAUME (34) St. Paul, Minn. | JOSEPH FRESCHI (35) St. Louis, Mo. | V. GIATTI (36) Brooklyn, N. Y. |
| R. V. GOLDEN (34) Clarksburg, W. Va. | JOHN V. CANEPA (36) Chicago, Ill. | EDW. X. VERMYLEN (36) Brooklyn, N. Y. |
| FRANK A. GHIOLIONE (34) Seattle, Wash. | D. GUERRISI (36) Lebanon, Pa. | B. R. JACOBS, Representative Washington, D. C. |
| | | M. J. DONNA, Sec'y-Treas. Braidwood, Ill. |

. . . The Secretary's Corner . . .

A Column to Encourage the Exchange of Ideas Between the Secretary and Association Members and to Comment on Organization and Industry Matters of Interest to Members and Friends

Free Advice - - -

To Take or Leave, as Your Conscience or Bank Account Dictates

"As Secretary of our very useful Trade Association you undoubtedly receive, from time to time, many queer suggestions, but here is a crazy one, which I have seen fit to put profitably into effect during the past summer.

"All of us realize that conditions are bad—but will complaining improve them? Said conditions must soon become better because they couldn't get worse but the change will be gradual and will not be altogether the result of any code or law, but rather a general improvement in all lines of business, ours included.

"Even in our boom years the Macaroni Industry has had dull seasons. In our plant these dull seasons were not idle periods but rather opportunities for remodeling our plant, installing new machines, repairing old ones, and a general checkup of everything therein.

"The only difference between the Depression which has lasted entirely too long, and the annual slack season which periodically prevails, is that the former lasted much longer and was by far more discouraging and destructive. However

we have made the best of the opportunity presented by completely renovating our factory, overhauling every machine therein, and checking up more closely on our man power, all of which places us in a position to take the fullest possible advantage of the natural and steady improvement that will follow this prolonged depression.

"I understand that many others have made similar good use of their idle time and to those who may have overlooked this opportunity I pass on this suggestion, because the work has not only placed our factory in spick and span shape, but it also served to keep the entire force in a better frame of mind, myself included, at a time when others in the industry were worried sick."

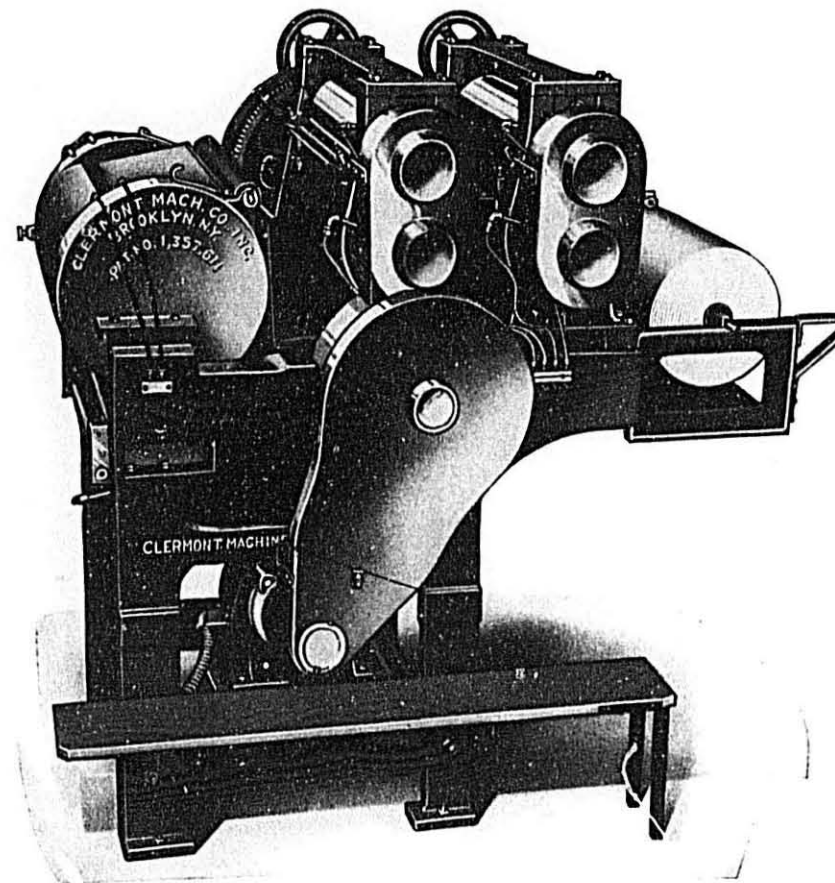
This manufacturer strikes a note of optimism, rather a rarity these days. By the means outlined he has kept himself from worrying about ruinous prices and destructive trade practices, and made himself happier and more contented by passing on to others his panacea for current trade ills.



Another New Development

**Clermont High-Speed
Noodle Cutter**

HAS NO EQUAL



Produces from 1000 to 1200 pounds an hour

Write for full particulars to

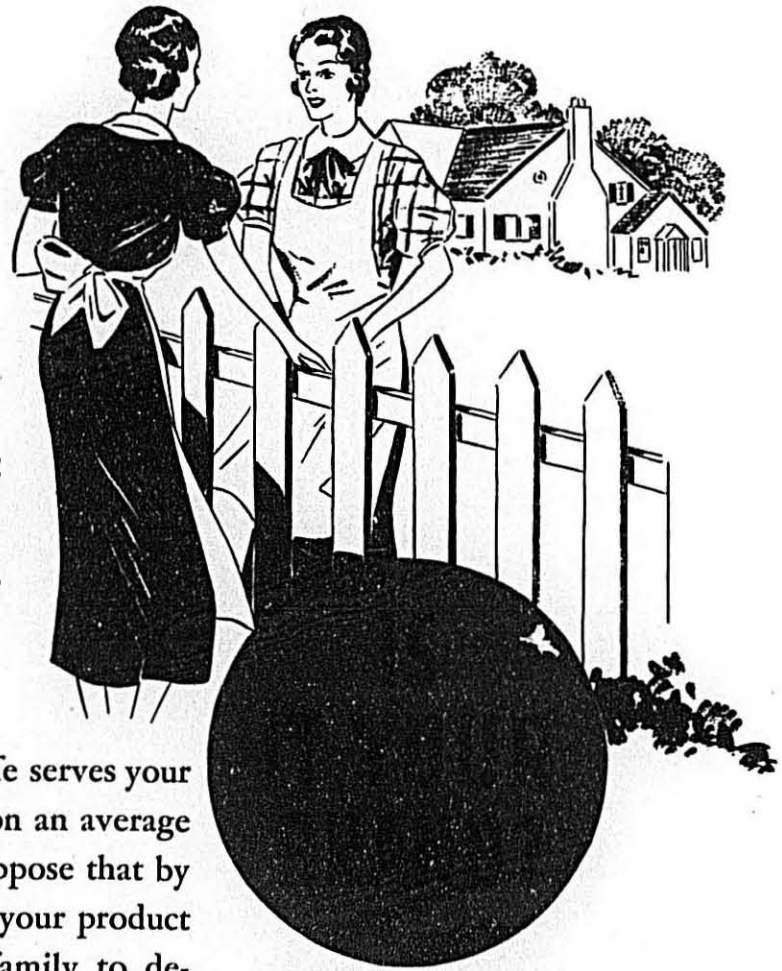
Clermont Machine Company, Inc.

268 Wallabout Street

Brooklyn - New York

WATCH FOR OUR NEW DEVELOPMENTS

"LAST WEEK I BOUGHT SOME MACARONI THAT THE BOYS AND DAD ARE CRAZY ABOUT. WE'VE HAD IT TWICE ALREADY AND THEY WANT SOME MORE TODAY."



• SUPPOSE a housewife serves your macaroni to her family on an average of once a week. And suppose that by improving the quality of your product you could induce the family to demand it twice a week.

Those extra sales cost you nothing. They are profits made by "quality". But the question is: "How can this 'quality' in your product be obtained?" Hundreds of macaroni manufacturers will tell you that the best answer to this question is—Use Pillsbury's Best Semolina and Durum Flours.

Rich amber color, uniform strength, delightful flavor—these are the results of the careful wheat selection, precision milling and constant testing that distinguish Pillsbury's Best Semolina and Durum Flours.

Each run is positively proved for color, strength and taste. As a final test, we make numerous batches of macaroni in our own plant under the same conditions as are found in commercial plants.

Why not try Pillsbury's Best Semolina and Durum Flours in your own plant to see what they will do in the way of increasing sales of your macaroni products.

PILLSBURY'S *Semolina*