

**THE
MACARONI
JOURNAL**

**Volume XVII
Number 12**

April 15, 1936

The
Macaroni Journal



Minneapolis, Minn.

APRIL 15, 1936

Vol. XVII No. 12

Thirty-two Useful Years

THE National Macaroni Manufacturers Association was organized April 19, 1904.

This month it completes 32 full years of useful service to an Industry that has since multiplied ten-fold in a number of plants, 20-fold in satisfied workers, 50-fold in dollar value of products manufactured and 100-fold in reputation for highest quality macaroni products.

On this record alone, the NMMA should have in its fold every progressive macaroni-noodle manufacturing firm in the country and to that end it re-dedicating itself on this, its thirty-second birthday.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



"Give Me a Visible Package that won't break"

GROCERS don't like to return broken packages. It's an inconvenience to them, and a big loss to you. Our sturdy, serviceable *Dubl-Vu* Cartons cut down returned goods to a minimum. There's practically no breakage, leakage, or damage to fragile macaroni or egg noodle products. They get your brand name up big... give consumers instructions on how to serve, tell them about your quality and other sales advantages. Sealing can be done with machinery, with big savings in production cost. And grocers like the way these attractive cartons stack and display.

Macaroni manufacturers everywhere are ENTIRELY replacing easy-to-break bags with *Rossotti* *Dubl-Vu* Cartons. Read this interesting letter. See what *Cardinale Macaroni Mfg. Co. Inc.*, of Brooklyn, say about their new *Dubl-Vu* cartons. Many such letters come to us regularly expressing satisfaction with the increased business and elimination of returned goods losses that our *Dubl-Vu* cartons bring. Investigate this better package NOW. Get free samples, sketches and estimates. Write our nearest office today!

ROSSOTTI
LITHOGRAPHING CO., INC.

Main Office and Plant
121 VARICK STREET, NEW YORK, N. Y.
BRANCH OFFICES: CHICAGO, 620 N. Michigan Ave., Superior 1083. BOSTON, 131 State St., Hubbard 6785. PHILADELPHIA, 1814 Orthodox St., Jefferson 6243. LOS ANGELES, 423 Wall St., Mutual 5630.



CARDINALE MACARONI MFG. CO., INC.
MANUFACTURERS OF THE FAMOUS
CARDINALE "A" MACARONI
NAPLES, GENOVA AND BOLOGNA STYLE
AND EGG NOODLES
48 1/2 BROADWAY AVENUE
BROOKLYN, N. Y.

APRIL 8, 1934

Rossotti Lithographing Co., Inc.,
121 Varick Street
New York, N. Y.

Attest: Mr. Charles Rossotti

Dear Mr. Rossotti:

You thought you would be interested to know the reaction of our trade to the "new line of cartons" for our package goods that you recently manufactured for us.

You will recall we were somewhat skeptical about selecting you as distributor for our packages and hesitated to accept your new design, feeling it did not meet the "unbreakable" reaction from our customers. Of course, we were very much pleased and impressed with the new design and finally concluded that we should adopt it.

You that our new packages have been on the market for some time and we have been able to get our customers' reaction in a very happy and interested way. We are very much pleased and impressed with the new design and finally concluded that we should adopt it.

We feel you are entitled to know this and thank you for the very fine service and attention you have given us in launching our new line of package goods.

Sincerely yours
CARDINALE MACARONI MFG. CO. INC.,
Superintendent

A PROTECTIVE REFUGE



"A picture is worth 1000 words"—A Chinese Proverb.
An UMBRELLA'S value is best appreciated when most needed. BUT there must be an UMBRELLA ready for service when the need for it arises.
Similarly, every trade should have a "going" trade association, ready to serve in times of great stress as well as in normal times.
The picture tells the full story better than a whole article could relate it. It clearly points out the duty of every Macaroni-Noodle manufacturer in the country toward the National Macaroni Manufacturers Association—the Industry's UMBRELLA in every kind of business weather.
Those who have or hope to get its benevolent protection, must help to hold the UMBRELLA.

No Refund Move

So far as Washington Representative B. R. Jacobs has been able to discover there has as yet been inaugurated no move on the part of any of the various government bodies concerned toward the refunding of any part of the processing tax collected under the defunct AAA. Answering Secretary M. J. Donna's inquiry of March 28, the representative of the National Macaroni Manufacturers association at the nation's capital writes on March 31:

"This will acknowledge receipt of your letter of March 28 regarding processing taxes and other matters.

"I have also been trying to find out from the Department of Agriculture as well as the Internal Revenue department just what the status of the processing tax is, particularly with reference to refunds on floor stocks.

"Nobody knows anything about it as they are expecting Congress to pass new legislation on this matter. Just what this legislation will take no one knows.

"However if anything turns up in the near future, I will certainly keep you advised."

(Signed) B. R. JACOBS.

EDITOR'S NOTE: The National association feels keenly for its members' rights to a refund of taxes paid on floor stocks, and will immediately advise them whenever anything definite presents itself. In the meantime the national office would like to hear from its members should they discover anything new concerning the government's attitude in this processing tax mess.

Indiana Corporation Dissolved

The National Macaroni Manufacturers association is incorporated under the laws of the state of Illinois to do business on a not-for-profit basis. When the macaroni industry launched its hopeful advertising campaign in 1930-32 and advertising headquarters were established in Indianapolis, Ind., it was necessary to incorporate the association under

the laws of Indiana to legally carry out the advertising activity. That was in June 1932. It gave the association a legal standing to enforce collections on overdue notes.

With the completion of the advertising campaign activities, this authority to do business in Indiana was no longer needed, and by resolution the board of directors last January authorized the secretary to take the steps necessary to bring about the withdrawal of the organization from Indiana.

In addition to making a specific request for a certificate of withdrawal, the National association had to obtain from the income tax division of that state a certificate of exemption under the Indiana gross income tax law. This having been submitted in line with suggested procedure, the National Macaroni Manufacturers association has been granted its proper certificate of withdrawal as a corporation under the laws of Indiana.

The surest way to come out on top is on the shoulders of boosters.

PACKAGING HEADQUARTERS FOR THE FOOD TRADE



QUALITY
IS
SUPREME
IN

★ ★ **TWO STAR** ★ ★
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

THE MACARONI JOURNAL

Volume XVII

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Is Government Delinquent?

In free America it is not considered treasonable to calmly discuss affairs of Government, its good features, its failings, its generousities or its delinquencies.

In the history of the National Macaroni Manufacturers Association, a period of more than 32 years of useful service to the trade—no previous governmental action has created so much correspondence or has been the ground of so much general complaint as has the Government's attitude to the industry's rightful claims for refunds of taxes willingly paid while they were legally imposed.

More than three months have passed since the law imposing, among other things, a processing-tax on wheat was set aside and the macaroni-noodle manufacturers, like all other processing-taxpayers, are irked by the unnecessary delays in obtaining justice at the hands of a Government that demands strict obedience from business.

The Agricultural Adjustment Act specifically provided that in the event that the law became inoperative for any reason whatsoever, the taxpayers would be immediately reimbursed for taxes paid on raw materials and finished stocks on hand at the time the tax ceased to be effective. That condition prevailed as a result of the Supreme Court decision last January holding the AAA unconstitutional.

Despite that provision, no macaroni manufacturer has had as yet, even so much as an intimation from any authoritative governmental source that any refund would be made at any time. Inquiries to agencies that are supposed to take care of the promised refund elicit the discouraging information that no forms have yet been prepared for the presentation of official claims for refunds justly due macaroni-noodle manufacturers on floor stocks.

Another equally important angle intrudes and it is this new claim that is creating added condemnation of the government's dilatory tactics. It refers to a tax refund that should have been made in the regular course of business, irrespective of the status of any tax law.

There are very few macaroni-noodle manufacturers who during the life of the AAA did not sell some of their products to some government institution. If they experienced the same treatment as that reported by many other manufacturers, then the Government owes not only the refund of all processing taxes, as a few hold, or of the tax paid on floor stocks, as all contend, but it owes thousands of dollars to firms from whom its agencies purchased macaroni products on a "tax-less" basis. Here is a composite view of the many who have discussed this phase of taxes refundable:

"During the years 1934 and 1935 the United States Government agencies purchased millions of pounds of macaroni, spaghetti and egg noodles for consumption in its many institu-

tions. We have had a most unfortunate experience in this connection and feel that many others have been similarly duped. Government buyers demanded that we bill goods with the processing tax deducted, and having done so we are still 'holding the bag'!

"We got ours in our sales to CCC camps. The only way in which the government would buy our products for these camps was with the processing tax eliminated. We were required to submit two invoices—one for the goods at the contract price and another for the tax. The tax invoice had to be signed by the Quartermaster, as proof of the purchase. This was supposed to be presented to the Internal Revenue Collector, together with an affidavit supporting a claim for the refund of the processing tax paid on flour and semolina used in the manufacture of goods sold to the government that imposes a tax and refuses to pay any tax.

"In the course of time our claims for refunds of this kind have amounted to several thousand dollars and despite the fact that we have religiously followed every instruction of the purchasing agencies, we have not been able to collect even so much as one cent of the money long overdue. That our claim for this particular refund is just, none will doubt. Refund claims were made exactly as the Government itself said they should be made. Why, then, should we and many others be left to 'hold the bag'?

"Note that we paid the tax, approximately \$1.38 a barrel, to the mill or its representative on flour converted into products consumed in CCC camps. The Government got the tax from the miller, or was supposed to get it. Then the Government buys from us these taxed products but insisted that we eliminate the processing tax from our invoices, promising, pledging, in fact, that we would immediately be refunded the tax involved, if claims were properly filed.

"Well, they have our money. They have our macaroni and that leaves us only with the hope that some day, in some way, we may have refunded to us money that we now need badly in carrying on our business. We took this Government business, not because of any expected profits therefrom, but to keep our factory wheels a-rolling. No one knows this better than the government buyer. Therefore, we are at a loss to know why the United States Government does not immediately repay us for taxes paid on products purchased by its agencies which bought our goods on a tax-less basis."

Anxious as the National Association may be to help its members, there seems nothing that can be done to hurry the government in paying this just obligation. That these claims will be paid there is no reason to doubt, but due to governmental routine and red tape, one can expect long delays between the filing of refund claims and the receipt of refund checks.



Association Members Given Valuable Advice Program for Convention

AGMA Midyear Meeting

In a special bulletin in March sent only to members of the National Macaroni Manufacturers Association, Washington Representative B. R. Jacobs gave some valuable information and sensible advice, which if followed should prove most beneficial to that portion of the industry that supports the activities supervised by that office.

The bulletin, in part reads:

"Considerable confusion seems to have arisen concerning the Standards set up by the Department of Agriculture for the enforcement of the Pure Food Law and the Specifications set up by the Federal Specifications Board for the purchase of macaroni products. These two propositions are entirely unrelated,—refer entirely to different matters,—and should not be confused."

The bulletin then proceeds to state and clarify the Standards and the Specifications referred to and to point out the seizure last month of 13,800 lbs. of macaroni that was made of low grade flour, with more than the minimum ash permitted even under the liberal provisions made under conditions created by the last wheat crop.

Referring to the government's apparent determination to enforce its ash-limit regulations, through test cases if necessary, the author says: "Personally I am very glad of this change of heart, as manufacturers who use low grade farinaceous ingredients are not doing either themselves or the macaroni industry any good by selling such products, which in my opinion are fit only for cattle feed."

Alabama "Slack Filled" Law

Association members were advised of the results of Dr. Jacobs' conference

with the food law enforcing officials of the state of Alabama concerning the slack filled package law of that state insofar as it applies to macaroni products. He refers to the state's regulations concerning slack filled packages,—regulations providing that "The package shall be not less than 95% filled with the food its purports to contain."

As a result of the conference macaroni manufacturers will more than likely be given some additional tolerance as fully explained in the bulletin. "On the other hand," says Mr. Jacobs, "the state will not let up on the packages that are obviously slack filled." In its investigation of macaroni packages the Alabama officials claim that numerous packages were picked up that were only 35% filled. These authorities feel that there should be a more economical method of packing macaroni products as in the long run the consumer must pay for the additional wrapping material and added expense. They also believe that any advantage that a manufacturer who deliberately packs slack filled packages may have over a competitor will be temporary, because just as soon as the competitor feels the effect of the larger package he in turn will put out a larger one,—more slack filled, so there is no end to the vicious circle.

The Alabama investigation also brought out the fact that many of the macaroni packages were short weight. While no prosecutions have yet been started on the score of short weight, there is every possibility that some manufacturers will be in for serious trouble on this account. The bulletin advises Association Members doing business in Alabama on what to do to remain within the law's requirements, taking into ac-

count the moisture content of the goods at the time they are packed and at the time of purchase or sale.

General Discussion in Next Issue

"In the next issue of THE MACARONI JOURNAL," says Mr. Jacobs, "I will publish the results of the investigation in the slack filled packages which was made by this office early in 1928. At this time I believe it might be well for every Association Member to look into his containers and determine whether or not he can make the necessary change in them to bring about a better relation between sizes of the packages and the amount of macaroni products therein. This applies particularly to products that are shipped into states that have slack filled laws and which eventually may find it necessary to enforce them."

Other March Activities

The Washington office of the National association has otherwise been very helpful to Association Members in various problems which confront them.

1—Copies of the U. S. Standards for semolina, farina, purified middlings and flour were sent several firms that requested these as guides in purchasing raw materials to be used both in the regular trade and for consumption by those for whom these products are purchased by government agencies.

2—Advice was given on the government's attitude toward the use of yellow-colored cellophane or other transparent wrappings for egg noodles.

3—Interpretations of various state laws governing the manufacture and sale of macaroni products in both intrastate and interstate commerce.

and attractive Lenten dishes, complete meals, alluring picnic lunches in hot weather, as well as tempting soups for the colder days may be made by supplementing macaroni. The most preferable way is to comply with the individual tastes of the family by the addition of the seasoning and sauces to the liking of the family's fancy."

Macaroni products are rarely served plain, though many have an extreme liking for egg noodles with a plain butter sauce. Sauce, grated cheese, minced onions, chopped peppers and pimientos are splendid additions to macaroni after it is boiled. While some families like macaroni served with a white sauce seasoned with salt and pepper, others demand more seasoning. It is a food that can easily be made to meet any one's wants or tastes.

The food value of macaroni is high and it is a staple food for many families. Macaroni is high in carbohydrates and consequently supplying a high food value. As usually eaten, it is combined with protein food and fats, making a macaroni meal of perfect balance.

Proud of Macaroni Plant

The citizenry of Connellsville, Pa. are rightfully proud of the several industries in that city and particularly so of its macaroni-noodle manufacturing plant, according to an editorial in the *Courier* of that city, dated March 6, 1936. The article reads:

Macaroni Plant Improvements

The rejuvenated La Premiata Macaroni company has found the demand for its products to have increased to such an extent that an addition to its packing room space has become necessary. A second floor to be 50x100 feet, is in process of construction which will provide greater facilities for handling the output of the egg noodle department. This is expected to be completed by April 15 and will give employment to 15 additional workers.

This will not be a very great increase in number of persons to be employed, but the fact that the improvement in business makes the addition desirable is another of the signs by which the impor-

ance of Connellsville is being recognized.

Reorganized the macaroni plant has made highly satisfactory progress until it is rating as one of the enterprises of the city that is contributing to the re-employment of citizens and maintaining a regular schedule of operation, tokens which indicate its prosperity under the new management.

Macaroni Reliable and Economical

Everyone is interested in knowing more about the foods they eat, particularly so if it be a food that is occasionally consumed. While some choose their foods for their health giving qualities, by far the great majority eat a food because they like its flavor or it meets with one's appetite requirements.

"Variety may be made from a dish of good macaroni," says Miss Ann Kingsley, renowned food authority, "since there are so many additional foods that can be used in pleasing combinations with this bland, nutritious food. Economical

- 1—The 1936 Convention of the National Macaroni Manufacturers Association will be the Thirty-third consecutive, annual Conference of the Macaroni-Noodle Manufacturing Industry to be sponsored by this National organization.
 - 2—The 1936 meeting will be held at the Edgewater Beach Hotel, Chicago, June 14, 15 and 16.
 - 3—It will be divided into—
 - a—Meetings of Association Officers and Executives.
 - b—Open sessions for all manufacturers and allied.
 - c—Executive sessions for Regular Association Members only.
 - d—Public Hearings before Committees concerned in the solution of specific trade problems.
 - e—Round-table discussions.
 - f—Festivities for the entertainment of members, guests, and families and friends.
 - 4—The Convention Theme is—"PRACTICAL AND PROFITABLE MACARONI MERCHANDISING."
 - 5—Every one in any way interested in the welfare of the Macaroni Manufacturing Industry in America will be welcomed to take part in the conference and Members of the National Macaroni Manufacturers Association are especially urged to send not only their leading executives, but their production managers and salesmen.
- All are asked to arrive as early as possible, to spend the week end at the convention hotel for a little beneficial fraternizing with fellow manufacturers before the actual opening of the conference.

Sunday—June 14, 1936

4:00 p. m. Final meeting of 1935-1936 Board of Directors.

Monday—June 15, 1936

Morning—9:30 a. m. to 1:30 p. m.

9:00 a. m. Registration.

9:30 a. m. Opening Ceremonies.

Reports of Officers and Executives.

Reports of Committees.

Address—The Need and Value of Cooperation in Our Industry.

Address—The Macaroni Chamber of Horrors.

Group Luncheon—1:30 p. m.

Luncheon Entertainment—*Dramatization of Macaroni Salesmanship.*

Three Scenes—(a) The Wrong Way.

(b) The Usual Way.

(c) The Right Way.

(A burlesque with a point. A Scram—An object lesson in Selling that should have beneficial effects on all Salesmen and Salesmen.)

Afternoon—2:30 p. m. to 5:00 p. m.

1—Committee Meetings.

2—Group Sessions.

3—Hearings.

Evening

No set program.

Tuesday—June 16, 1936

Closed Session—9:30 a. m. to 12:30 p. m. (Open only to Active Members of Association.)

Round Table discussions.

Action on Committee Reports.

Preparation of Resolutions.

Election of 1936-1937 Directors.

Luncheon 12:30 p. m. to 2:00 p. m.

Special—First meeting of 1936-1937 Board of Directors for organization and election of Officers.

Afternoon—2:00 p. m. to 5:00 p. m.

Open Session for All Manufacturers and Allied.

Summary of action taken and recommendations made at the closed Session as may interest nonmembers.

Announcement of 1936-1937 Officers.

Address—"Macaroni Merchandising Through Eyes of Retailers."

Address—"Macaroni Merchandising Through Eyes of Wholesalers."

General Discussion.

Final adjournment.

Evening—7:30 p. m. to 1:00 a. m.

Annual Dinner-Dance with special entertainment, dancing. (Program in detail will be published in the May Issue of THE MACARONI JOURNAL. M. J. Donna, Secretary-Treasurer.)

According to Paul S. Willis, president, Associated Grocery Manufacturers of America, Inc., the association will hold a midyear meeting for its member-companies on May 25 and 26, in the "Greenbrier," White Sulphur Springs, W. Va. The purpose is to bring the member-companies together for a frank discussion of trade and legislative problems, to give the member-manufacturers two days to renew acquaintances.

Merchantable Potato Stocks

Potato growers and local dealers and buyers in the 37 late and intermediate states are estimated to have had 92,777,000 bus. of merchantable potatoes available for sale, on hand Jan. 1, 1936. This is only 75% of the 123,115,000 bus. on hand Jan. 1, 1935, and 3% less than the 5-year (1930-34) average Jan. 1 stocks of 95,602,000 bus. In the 18 surplus late potato states the Jan. 1 holdings are estimated to have been 85,147,000 bus. this year compared with 112,267,000 bus. a year ago; in the 12 other late states, there were 6,042,000 bus. compared with 9,239,000 bus. last year; and in the 7 intermediate states 1,588,000 bus. compared with 1,609,000 bus. a year ago.

In the northern tier of states, from Maine to Washington reports from growers indicate that considerable quantities of potatoes remaining on hand may develop a heavier shrinkage than usual, due chiefly to frost damage, air cracking and late blight. On Jan. 1 last year approximately half of the merchantable potato stocks were in the northeastern states; while the present stocks are about equally between the northeastern, north central and the remainder of the 37 late and intermediate states.

Utilization reports of the estimated 1935 crop of 320,473,000 bus. in these 37 states indicate that 23,560,000 bus. were unfit for food or seed, or were lost through shrinkage or decay up to Jan. 1. The total of 61,592,000 bus. used for food or saved for food purposes on farms represents a normal amount for farm consumption. It is estimated that 31,227,000 bus. were saved for seed requirements on the farms where grown. This amount does not include commercial seed potato production for sale.

If a man can't be swerved, the world does the only thing it can do—it accords him the right of way.

What life seems most to prove is that so many go half way and so few go ALL the way.

The only thing that can make an error a fatal error is, thinking it that.

Doing what has to be done is the only way to get away from what has to be done.

Joint 'Carotene' Study

Special laboratory set up in Brooklyn for joint study of new coloring agent between national association and U. S. Department of Agriculture

★

The Food and Drug Administration of the U. S. Department of Agriculture has joined the National Macaroni Manufacturers association in an intensive study of the use and effects of a new coloring agent which some macaroni-noodle manufacturers have been induced to use in recent months, either as a substitute for eggs or to enhance the egg coloring in egg products.

The new element that is being specially investigated is known as "Carotene" and the object of the joint study is to determine methods for detecting its presence and its quantity in adulterated products. Macaroni-noodle manufacturers have for some months been complaining that "egg" macaroni and noodles have been offered at such ridiculously low prices that they could not possibly contain eggs at prevailing prices. When this was called to the attention of the National Macaroni Manufacturers association at its convention last June a special appropriation was made for a thorough investigation. B. R. Jacobs, the association's Washington representative in charge of the investigation soon discovered that it was a bigger job than at

first thought and asked, not only the cooperation of the Government food officials but an added appropriation from the association to finance the investigation. An additional sum was voted for this study by the directors last January.

New "Carotene" Laboratory in Brooklyn

"The Government now has six men working continuously on the 'Carotene' investigation at the new joint laboratory in Brooklyn that we found necessary to set up for the convenience of all who are interested," reports Dr. Jacobs who is devoting most all his time to this very important investigation. "Samples of 'Carotene' in oil that are being offered the trade are being tested, as are numerous samples of goods suspected to contain this new coloring agent. Food law enforcing officials of several states have been asked to cooperate in this joint study under way, because the National association and the U. S. Department of Agriculture have reason to feel that the main purpose for which this product is offered the macaroni-noodle trade is to color macaroni products, serving the

same purpose as any other artificial color."

Special Committee Supervises Work

Washington Representative B. R. Jacobs is being helped in the investigation by a special committee of National association members consisting of Association Director Philip R. Winebrenner of A. C. Krumm & Son Macaroni Co., Philadelphia, and former Association Director E. Z. Vermeylen of A. Zerger's Sons, Inc., Brooklyn. This special committee is getting some splendid help from the C. F. Mueller Co. of Jersey City, N. J. through its president, Henry Mueller, who was for years the president of the National Macaroni Manufacturers association and one most prominently and effectively associated with the organization's fight against artificial coloring.

The trade is anxiously awaiting the results of this joint trade association and government study of this new agent. In all probability its findings may not be ready for publication until the 1936 convention of the National association in Chicago next June.

MUSICAL SPAGHETTI

There may or may not be any music in spaghetti—that's not the point of this article. However it must be admitted that some noted singers and musicians consume it in enormous quantities, attributing some of their talent to the strength and vivacity imparted by this popular food.

Neither is there any connection between spaghetti and the country's newest popular song, yet macaroni making as sensed by a reporter who was first introduced into the intricacies of the process of converting semolina into spaghetti, resembles the song in that like the music, it "goes down and round, and comes out here."

All have heard what is a very silly, though popular song hit. Its title is "The Music Goes Round and Round." Its strains must have been coursing through his mind as he first inspected a modern American macaroni plant, since he described the process in poetry not nearly as good as the product whose manufacture he describes: "You put the dough in here. Then the piston drops and pushes it out, and it comes out over

there. Whoa-Ho-Ho-Ho! The spaghetti goes round and around. It looks nice and straight when finished, but it must go down and around a dozen times before it attains the shape it's in when bought."

He assures his readers that the product that he attempts to describe is considerably better than the poetic way in which he attempts to link the process with the words and the tune of the popular song. His effusions are repeated, not for their poetic worth but for his timely tuneful reference to this popular product.

Spaghetti Goes Round Like Music

The semolina is sifted right here;
Then the wind starts to blow
Carrying it into water below;
Whoa-ho-do-ho!

The mixer goes round and round,
The mixture goes round also,
Ready to make dough-do-de-o;
Whoa-ho-do-ho!

Into the press goes the dough,
And down right here the plungers go;
The spaghetti it comes out below;
Whoa-ho-do-ho!

Into your pot the spaghetti flows,
Forget all your worries and woes,
As on forks it goes round, then down;
Whoa-ho-do-ho!!!!

Simplified Containers for Honey

The standing committee in charge of simplified practice recommendation R 156-34, containers for extracted honey, has submitted a revision of the recommendation with the request that the Division of Simplified Practice, National Bureau of Standards, refer it to all interests for their consideration and approval.

This recommendation, as first promulgated in 1934, established a simplified schedule of sizes (capacities) of glass containers and tin containers for extracted honey.

In the proposed revision now before the industry 24 and 28 oz. avoirdupois have been substituted for the pint and quart designations carried by the original recommendation.

After adoption by the industry, the revised recommendation will remain in effect until it is again revised by the standing committee, at which time all interests will again be circularized.

Quality Speaks for Itself!



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

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



Amber Milling Co.
Flour and Semolina
Barozzi Drying Machine Co.
Macaroni Noodle Dryers
Armour & Company
Frozen Eggs

Capital Flour Mills, Inc.
Flour and Semolina

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

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



Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamp-
ing Machines

Commander Milling Co.
Flour and Semolina

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

Creditors Service Trust Co.
Mercantile Collections

Duluth-Superior Milling Co.
Flour and Semolina

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

King Midas Mill Co.
Flour and Semolina

Frank Lombardi
Dies

F. Maldari & Bros. Inc.
Dies

Midland Chemical Laboratories, Inc.
Insecticides

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons

Paramount Paper Products Co.
Paper Bags

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

Sherwood Petroleum Co. Inc.
"Beacol" Mineral Oil

The Star Macaroni Dies Mfg. Co.
Dies

Swift & Co.
Frozen Eggs

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

Business Opposes Healey Bill

Vigorous opposition to the Healey bill, pending in Congress, which would impose arbitrary wage and hour codes upon those having contracts to supply the government with goods, is offered by the Chamber of Commerce of the United States.

Presenting the viewpoint of the Chamber's membership before the subcommittee of the House Judiciary Committee on the proposed legislation, Harper Sibley, president of the chamber, said:

"The Supreme Court on several important occasions has declared invalid delegations of legislative power less pronounced than the delegation to the Secretary of Labor contained in this bill. Moreover the language used in the prevailing opinion invalidating the agricultural adjustment act would seem to apply to the proposal in this bill to use federal contracts to obtain in the processes of production compliance with federal regulations. In that opinion, the adjustment act was called a scheme for purchasing with federal funds submission to federal regulation of a subject reserved to the states.

"Aside from legal considerations, there are many practical objections to the legislation. The processes of production of materials and articles are such that a plant cannot under the conditions of

modern industry follow one set of hours and one set of wages in turning out articles for delivery under a government contract and another set of hours and wages for production of like articles in the same plants. Bringing under federal regulation plants with contracts would place such plants at a disadvantage in their competition in the market with plants that do not have contracts and do not come under this regulation."

Convention Planning

President Louis S. Vagnino and Secretary-Treasurer M. J. Donna conferred in Chicago on April 11, 1936 on details of the program for the 33rd annual convention of the National Macaroni Manufacturers association to be held June 15 and 16, 1936 in the Edgewater Beach hotel, Chicago. Association Adviser G. G. Hoskins and Association Director R. B. Brown of Chicago and several of the leading manufacturers of the middle west attended the conference.

As a result of the conference the secretary is seeking to get some outstanding speakers for each day's program with every indication that something worthwhile will be prepared that will warrant the attendance of every progressive manufacturer in the industry.

A complete program will be ready for publication in the May issue of THE

MACARONI JOURNAL. By means of direct letters to the association members and circulars to the trade, every one interested will be made fully aware of the intentions and the aims and objects of the industry conference will be made known in ample time to plan a trip to Chicago in mid-June.

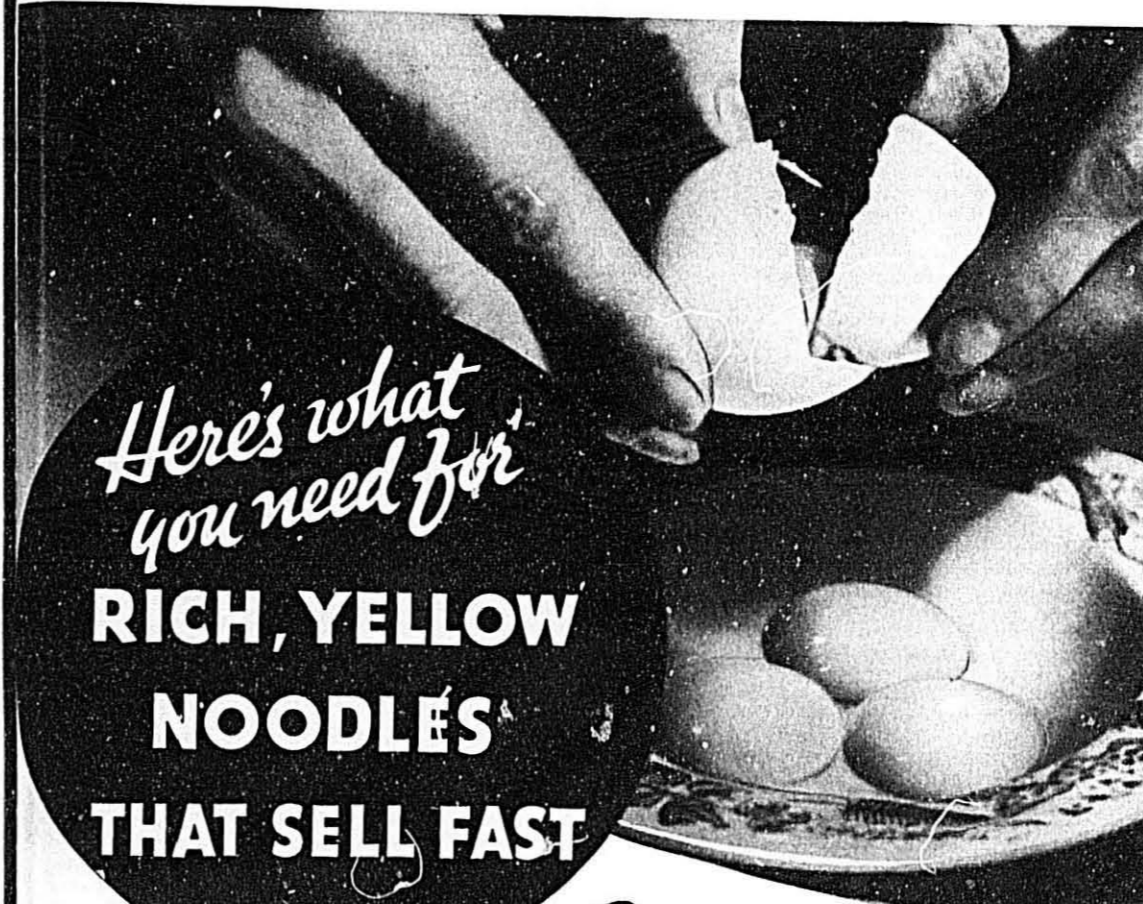
Wins Trade Mark Suit

After nearly four years of litigation, reports the *Northwestern Miller* of Minneapolis, the United States Court of Customs and Patent Appeals has terminated the controversy between the Commander-Larabee Corp. and the General Baking Co. in regard to their respective trade marks by granting the use of the trade mark "Sunfed" to the former.

The litigation started when the Commander-Larabee Corp. filed an application for registration of the mark "Sunfed" for various breads, macaroni and other cereal products. The General Baking Co. alleged conflict with the name "Sunshine Vitamin-D" which it used on its bread wrappers.

After extensive proceedings it was ruled that there was no confusing similarity in the names and the Commander-Larabee Corp. was entitled to use the name "Sunfed."

Rap a competitor only if you want to gain rapt attention for him.



... Eggs of real home table quality!

It is color that sells noodles today. The deep, brilliant, rich-looking yellow you get only in eggs that measure up to home table standards.

Brookfield Frozen Eggs are this kind. Gathered in the peak laying season, when natural egg color is richest. Individually candled and graded to strict breakfast quality. Emulsified to assure high solubility in the mix. Then quick-frozen to seal in every particle of springtime color and freshness.

You've already eliminated the commonest cause of pale, unappetizing noodles the minute you choose these fine Brookfield Frozen Eggs. If you still have difficulties, they may be traced to warm dough... forced drying... insufficient durum... wrong temperatures. Swift's technical staff stands ready to cooperate with you in solving all problems of this sort. And Swift's nation-wide delivery service stands ready to keep you always supplied with Brookfield Frozen Eggs. (In convenient 10 lb. and 30 lb. cans.)

SWIFT'S BROOKFIELD FROZEN Fresh EGGS

Sales Stories to Overcome Objections

Macaroni-noodle manufacturers, like all other business men have their particular and peculiar sales problems. Their salesmen are ever on the lookout for suggestions that might make the task of their salesmen lighter while lending profitable service to distributors of their brands.

Here are some interesting suggestions by an expert who claims neither originality nor exclusiveness for his plan, though since it has worked with others there seems to be no good reason why it should not be used with equal success by macaroni salesmen.

The timely story or anecdote, with a point clear enough to get across quickly and with plenty of selling motive to fit the circumstances, goes a long way to bring the buyer around to the desired attitude. With just enough humor to sugarcoat the sting and permit the buyer to take the blow gracefully and act as if he didn't feel it—that's the advantage of the right anecdote at the right time.

For instance every salesman is familiar with the problem of convincing a dealer that he is better off handling only one line—the line you are selling—instead of splitting up his business among four or five lines, having a lot of money tied up unnecessarily and at best being able to show only a limited stock of each.

At the same time, if the salesman comes out too raw with this statement the buyer is apt to agree with him at once and decide to concentrate on the other fellow's line.

A most interesting salesman turns this point very nicely when he discusses the advantage of sticking to one house. He tells the story of a southern hound-dog, wonderful in following a scent no matter how cold, and marvelous as to speed and endurance.

One cold winter morning this dog woke up and wandered outdoors to find the scent of a deer. He set out on the run following the scent until he was very close to the deer, when a fresh trail crossed his path. He scented a wolf and with a loud yip he passed up the deer and took after the wolf. Being a speedy dog he soon sighted the wolf. Just then a fox's trail crossed the path of the wolf. With another yip the dog passed up the wolf and went after the fox. He could run hard all day without tiring, so it was not surprising that when evening came he was twenty miles from home barking viciously up a pine tree into which he had chased a chipmunk.

Every salesman can collect a few stories, each of which fits in with a particular objection he frequently has to overcome. There are in every line certain points to be attained which if brought out too plainly might lead into an argument from which the salesman could withdraw only with difficulty.

The average buyer will not stand for an open attack. He may welcome an argument and jump at the chance to get the salesman into a fight. While a sharp

rebuttal from the salesman may prove that the dealer does not know what he is talking about, it will not bring him into a buying mood.

On the other hand, a humorous little anecdote may get the point across just as well, but not one buyer in a hundred is so lacking in self control or in appreciation of a good story that he will lose his temper.

A life insurance salesman overcomes the procrastinating prospect who wants to wait until tomorrow and is willing to take a chance on living until morning, by telling him the old one about the Arkansas farmer whose roof leaked all the year 'round and who excused his laziness by explaining that in dry weather there was no need for a patched roof and in raining weather it was too wet to do the work. This little anecdote requires no answer by the prospect and the salesman goes right on with a good closing argument.

Then there is the customer who wants the exclusive agency in an exceptionally large territory, not because he thinks he can do more business but because of selfishness. Most salesmen are familiar with this type of buyer. One salesman uses the old story of Joe and Moe to illustrate this selfish point of view.

Another type of buyer is the one who wants to know, "Who pays for all this advertising—the consumer or the dealer?" He asks this question because competing salesmen for unadvertised lines have told him how he pays for the advertising done by this particular house. One salesman gets around this question with an anecdote which throws the burden back upon his competitors. He has so successfully passed the buck in answer to this question that today he tries to get the dealer to the point where he will ask that question.

In this anecdote he goes on to show how there were four companies making a certain type of article. One of these companies started to advertise, increased its volume sufficiently to install modern equipment and reduce the price of its product to the dealer and the consumer. The companies that did not advertise had to follow the price reductions, but the firm that advertised made further reductions because of greater business and more efficient methods, until finally the dealer paid far less for the product than he did before it was advertised.

Of course he pointed out that two of the companies that did not advertise discontinued business because lack of efficiency made it impossible to compete and earn a profit.

"Now who paid for the advertising?" asks the salesman. "Not the consumer, who now gets a better article for less money. Not the dealer, who now makes a better percentage of profit and gives his trade better value than before. The men who really paid for this advertising were the two factories that did not advertise. Those fellows really paid for the advertising. If these competitors of ours

only realized it, while they go about condemning our advertising they are really the ones who are paying our advertising bills."

And so we go on. There's a pleasant little anecdote some place for practically every obstacle. With the point plain enough to get it over, yet with sufficient humor to take away the sting, the well chosen anecdote overcomes a number of difficulties. It does its work in a friendly way which leaves the road open for the sales to progress.

Foreign Exchange of Macaroni Products

During January 1936 the total imports and exports were about normal with a slight increase in the exports for the month, according to the Monthly Summary of Foreign Commerce issued by the U. S. Department of Commerce.

Imports

For the month of January 1936 the imports totaled 129,679 lbs. with a value of \$11,347 which is a slight decrease over the December figures,—139,164 lbs. worth \$12,417.

Exports

The improvement in this trade was noted in the exportation during January 1936 amounting to 200,044 lbs. bringing to American manufacturers \$17,064 as compared with the December 1935 figures,—152,455 lbs. worth \$12,526.

Below is listed the foreign countries to which this foodstuff was shipped during January and the total amount shipped to each.

Countries	Pounds
Czechoslovakia	480
United Kingdom	42,050
Canada	50,621
British Honduras	1,387
Guatemala	928
Honduras	568
Nicaragua	1,768
Panama	14,140
Salvador	212
Mexico	17,886
Barbados	288
Jamaica	180
Trinidad and Tobago	163
Other British West Indies	792
Cuba	18,150
Dominican Republic	12,433
Netherland West Indies	4,515
Haiti, Republic of	4,944
Bolivia	204
Colombia	58
Surinam	442
Venezuela	45
British India	2,616
China	60
Netherland India	809
Hong Kong	36
Japan	23,802
Philippine Islands	128
Siam	217
Other Asia	882
French Oceania	882
Total	200,044
Insular Possessions	
Hawaii	87,600
Puerto Rico	49,403
Virgin Islands	2,326
Total	139,419

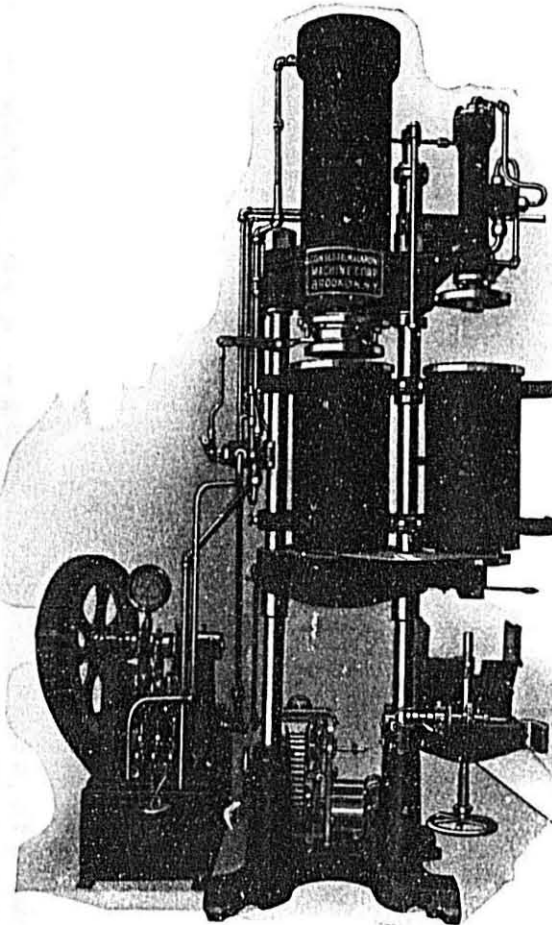
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Consolidated Macaroni Machine Corporation

Designers and Builders of High Grade Macaroni Machinery



The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

In these days of high speed, automobiles, aeroplanes, even railroad trains, are streamlined in order to eliminate air resistance. The result is increased speed with conservation of power and time.

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

All this has been accomplished without complicating the construction. In fact, our new model is much simpler than any of our previous presses, and is unquestionably years in advance of any machine now on the market.

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

**MIXERS
KNEADERS
PRESSES**

**DIE CLEANERS
DRYING MACHINES
MACARONI CUTTERS**

We do not build all the Macaroni Machinery, but we build the best

156-166 Sixth Street

BROOKLYN, N. Y., U. S. A. 159-171 Seventh Street

Address all communications to 156 Sixth Street

ORIGIN OF MACARONI PRODUCTS

Many Nations Lay Claim to Fostering Famous Food

Although laws, soldiers, leaders, commerce and diplomatic relations with other countries are absolutely essential in any form of government to maintain order and tranquillity, the best formed government always has one unconquerable arch-enemy, which it ever strives to ward off—*Famine*.

Deplorable but true, historical facts prove that portions of almost every country have experienced the woeful effects caused by the menacing hand of famine in one age or another, of which Austria was ever an exception, and is proved by the following facts:

The toe, heel and ankle of the boot of Italy; that is from Naples extending southward to the Mediterranean, was included in the possessions of Austria after the Treaties of Utrecht and Rastadt in the years 1713 and 1714. Austria held this coveted territory until 1866, which accounts for the large number of Italians living among the Austrian people.

In the middle of the Tenth century, the Slavic people across the Elbe river, many of whom were still pagans, were engaged in constant attacks upon the borders of Saxony. The Hungarian invasions ceased after Otto I defeated them in a battle at Augsburg (955) and pursued them to the confines of Germany. The Hungarians, or Magyars, as they are commonly called, then settled down in their own territory and began to lay the foundation of their national development which makes them the most im-

AUSTRIA

An Austrian Contribution to the Universal War on Famine

By JOSEPH J. CUNEO
of

La Premiata Macaroni Corporation,
Connellsville, Pennsylvania

portant factors in the eastern portion of Europe today. A region which had belonged to the Bavarian Duchy was organized as a separate district—the Austrian March—and became the nucleus of the Austrian Empire.

Two hundred years produced a great population, consisting of Germans, Slavs, Hungarians and Italians, who by their thrift and tireless energy tilled the soil which produced the richest wheat in the world. Their fields were ever a pride to them. It is assumed that the famous painting "The Angelus," depicting a husband and wife standing with bowed heads in the center of a massive wheat

field, typifies the Austrian peasant environment of the times.

Josef Stancich (1525-1580), an Austrian peasant, owned an extensive tract of fertile soil near Vienna and was known far and wide as "the perfect husbandman"; for his fields produced more wheat than those of his neighbors, as he was as careful in tilling as he was tireless in harvesting. He was deeply interested in the vast difference in quality between foreign wheat and certain wheat which his fields produced. He found his grains were much harder but possessed a much deeper color than the wheat of Germany, northern Italy, The Netherlands and other countries. He branded his type of wheat, to separate it from the rest, "Gran Duro," which means "hard wheat" and from which the Latin word "durum" (hard) is used by mills in many countries today, to distinguish the soft, or bread wheat, from the durum or macaroni wheat.

Stancich discovered that bread of the ordinary type could not be made from his grain. This led to experiments, as he had great faith in the quality of his "Gran Duro." He decided to boil the bread after it was baked, after which he cut it into small round slices, and with a condiment of vegetables he added finely cut strips of cheese made from goats-milk. It is needless to state that Stancich well earned the title "the perfect husbandman" by this one feat alone which gave to the world that wonderful and easily digested food—MACARONI.

Confiscate Low Grade Macaroni

Nearly seven tons of low grade macaroni was confiscated by inspectors of the United States Department of Agriculture last January in that body's concerted drive against violators of the Federal Food and Drugs Act. That was the information made public in a release dated Feb. 24, 1936. It said, in part:

Food inspectors in January were hot on the trail of economic cheats, one important class of offenses against the Food and Drugs Act, according to the summary of activities issued by the Federal Food and Drug Administration.

Several cases involved substitution of low grade materials, cheaper ingredients, or articles differing from those the purchaser would expect. Macaroni made from low grade flour—13,800 pounds of it—labeled as made from hard wheat flour, was the largest single item confiscated.

Weight shortages, described by food officials as the most prevalent violation with which they must contend, were found in many products. (Very little in

macaroni.) Other violators were those who used the wrong terms of weights.

Other food seizures during the month were based on charges of filth and decomposition. (Macaroni was not included in this group.)

Death of Mrs. Samuel Mueller

Mrs. Samuel Mueller, wife of the vice president and treasurer of the C. F. Mueller company, Jersey City, N. J. died March 14, 1936 in the Homeopathic hospital, East Orange, following an attack of pneumonia. She is survived by her husband, one son Wesley Mueller and two daughters, Mrs. George Schneider and Mrs. George Freeman of Maplewood, N. J.

Mrs. Carolyn Bauer Mueller was active in state philanthropic and church work, a member of the board of trustees of the Y.W.C.A., the Children's temple and the Ford-Sayre Home for Girls. She was president of the Women's Missionary Society of the Clinton Hill Baptist church in Newark, and was active in the Girl Scouts, Boy Scouts and the Baptist Board of Foreign Missions.

Fire Damages Lucca Plant

The interior of the plant of the Lucca Macaroni company, Sacramento, Cal. and practically all of the stock and equipment therein were burned by fire of unknown origin the night of March 23, 1936. The loss is estimated at about \$15,000.

The building used by the macaroni firm is at 1811 6th st. and is the property of Mrs. William J. Caswell. Her loss was fully covered by insurance. The macaroni machinery and the floor stock of raw materials and finished product are a total loss to the macaroni firm. At the height of the fire, a gasoline storage tank exploded causing three firemen to suffer severe burns and cuts from flying glass, bricks and splinters. The proprietor is undecided as to his plans.

A man who is moving ahead is easily pushed aside.

It is difficult to get Station R-E-S-U-L-T-S on an old set of ideas.

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NEW ARMOUR SCIENTIFIC METHOD WILL HELP YOU MAKE UNIFORM PRODUCTS

We now guarantee every can of Armour's Frozen Eggs to have the Solids Content you specify

Now the manufacturer of egg noodles has a new insurance of uniform product. Armour's Cloverbloom Clarified Frozen Eggs are offered with guaranteed solids content. Heretofore the best any egg packer could do was to offer you Frozen Eggs with a solids content "in excess of" a given figure.

But now, after thousands of experiments, Armour research men have perfected a process of rapidly determining egg solids, so that they can be adjusted to the required percentage before freezing. This allows you to figure your formula more closely, and still produce noodles with the necessary egg solids content.

No shells, no grit in Armour Eggs

The clarification process—exclusive with Armour—is another important feature of Armour Frozen Eggs. All gritty particles, all shell fragments are completely removed, the bottom of the can is as clear as the top. What's more, there is no separation of the liquids and solids before freezing, while frozen, or after defrosting.

ARMOUR'S CLOVERBLOOM CLARIFIED FRESH-FROZEN EGGS

THE FROZEN EGG DEPARTMENT, ARMOUR AND COMPANY, CHICAGO



Determining the solids content of frozen eggs with the Zeiss refractometer. A special technique for the use of this scientific instrument in determining egg solids was developed by Armour research men and is now used exclusively in all Armour egg plants.



MACARONI VIEWS

A review of current public and expert opinions on the food value of Macaroni, Spaghetti and Egg Noodles and recommended uses thereof.

Foods That Satisfy

Food authorities have long recognized the fact that certain nationalities have distinct food preferences, so the likes and dislikes of the various groups obtaining relief were given the greatest of consideration when officials selected foods for distribution through the several relief agencies during the world's worst depression.

Macaroni and spaghetti was found to be relished by practically all classes, and more so by certain people. On the subject of foods that will best sustain the health of the people on relief, Dr. Morris Fishbein, editor of *Journal of the American Medical Association* and of *Hygeia*, the Health Magazine, has this to say:

That old proverb, "It's an ill wind . . ." it seems, applies even to the depression.

Perhaps one valuable result of hard times has been the way in which people on relief have been taught to select their diets to get the most good out of them.

In most communities baskets prepared for the poor were arranged by dietary authorities who sought to combine in them not only essential food substances, but also "appetite appeal."

There's no use giving someone foods that he simply cannot eat because he does not like them. Nutrition value comes not from the foods on a list nor even from the foods in the basket, but from those actually eaten by a family.

You must remember that money spent for food not afterward eaten is wasted. In selecting diets for ourselves, for the poor or for invalids, therefore you must choose foods that are not only necessary but also appeal to the appetite.

Illustrating the manner in which relief authorities observe that rule, the Illinois relief commission developed four standard dietaries planned for seven persons in each family. These dietaries are classified as general, southern, Italian and Jewish.

A certain amount of spaghetti is included in the dietary for each group, but macaroni appears only in the Italian and general lists, and is eliminated from the southern and Jewish diets. The Italian group also is allowed extra portions of macaroni, as well as vermicelli.

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

Spaghetti a Tasty Dish

Martha Gray, head of the Home Economics of the *New York Journal*, and who ranks as one of America's foremost

cooking experts, says this about spaghetti:

"You can prepare it a dozen different ways, but SPAGHETTI is always a delightful, tasty dish. There are myriads of possibilities for introducing new spaghetti dishes in your menus. There are many delightful combinations to serve as main dishes in soups, salads, and yes even desserts,—all possible from a package of this economical and interesting cereal."

Her article is illustrated with a picture of the lovely Miss Marie Grimaldi, premiere danseuse at Radio City Music Hall, smiling in anticipation of a real gastronomic treat. She is shown lifting a forkful of properly cooked spaghetti dripping with a tasty sauce.

Martha Gray recommends three approved recipes for spaghetti which include one wherein the product is served as a dessert,—a timely suggestion.

Here is Martha Gray's "Imperial Dessert."

IMPERIAL DESSERT

8 oz. spaghetti
½ lb. dates
1 c. milk
1 beaten egg
½ c. bread crumbs
¼ c. honey
Nutmeg

Cook spaghetti in boiling, salted water until tender. Drain and chop. Stone and chop dates. Mix ingredients and put into buttered baking dish. Bake in slow oven 30 minutes. Serve either hot or cold with Imperial sauce—Place 1 c. cream, 1 tsp. cornstarch, 2 tsp. honey in double boiler. Cook until thick, and starchy taste is gone. Add a sprinkling of nutmeg.

U. S. Chamber to Meet

The necessity for furtherance of sound fundamental national policies will be emphasized at the forthcoming annual meeting of the Chamber of Commerce of the United States. The meeting will be held in Washington, April 27 to 30.

Explaining the purposes of the meeting, Harper Sibley, president of the Chamber said today:

"American business enterprise has had a major part in the development of our country under a system permitting the full exercise of private initiative and judgment.

"Private business, not government, has directed the course of our industries, of our distributive system, of our banks, of our transportation system, of our insurance and other services.

"Business therefore, must have a voice in formulation of national economic policies.

"Representatives of the 1,600 member organizations of the National Chamber who will come together for their twenty-

fourth annual meeting this year will meet under conditions that present to American enterprise and management problems so far-reaching as to involve fundamental national principles.

"New developments in the relationships between government and business present questions so important as to demand the ablest and most unselfish efforts of American business leadership in attempting to find their proper solution.

"The gathering of the National Chamber's membership will offer a forum for the expression of the views of those engaged in all types of business, big and little. Out of it will come the considered expression of business opinion."

Kansas City Macaroni Conscious

Because readers are always interested in news about foods and their preparation, the American press is giving more and more attention to macaroni plants and the products produced therein. Every city has some food plant to which it points with pride. In Kansas City, Mo. it is the plant of the American Beauty Macaroni company, according to the *Kansas City Star* of March 15, 1936. The article in reference to this macaroni plant reads:

Miles of Macaroni

Imagine 25,344,000 feet of macaroni in a single strand—enough to reach from Kansas City to the west coast three times, and you will imagine the great quantity of macaroni turned out in the 100,000 packages produced daily in one of the three big factories of the American Beauty Macaroni company.

Right here in Kansas City is one of America's largest and best known manufacturers of this healthful food.

Macaroni products contain all the elements necessary to sustain life and promote health and growth from infancy to old age. A close analysis shows macaroni to be one of the best balanced foods. It contains protein for muscle building, carbohydrates and fats for energy and heat and mineral matter that plays so important a part in the digestive system—elements that furnish everything needed for building a strong, vigorous and healthy body. Truly it is a better food for all ages.

The thoughtful housewife who desires to make the home table attractive by offering her family foods which have a strong appetite appeal and at the same time serve that which is wholesome as well as economical will find the dozens of dishes so easy to prepare from macaroni products a wonderful aid.

Save Macaroni Water

Here's a valuable household hint that macaroni manufacturers should pass on freely to housewives:

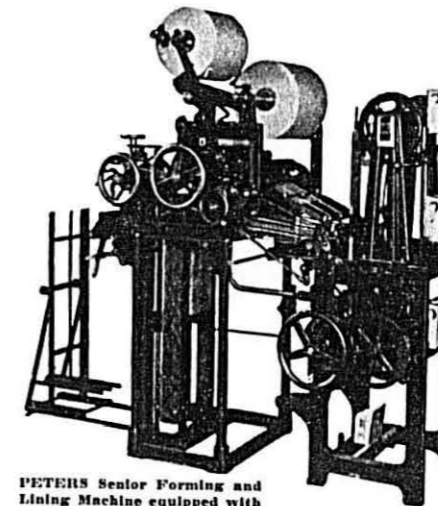
After cooking macaroni or spaghetti, preserve the water that is drained off, keeping it in a tightly covered container until it is wanted for starching pillowslips, table linens and the like. It is not too thick for these and it brings back their newness.

User Saves \$7,000 In Single Year

*Smaller Plants cut costs—
Improve output with Peters
Junior Formers and Closers*

At about one-third the cost of Senior Models, Peters twin Junior machines provide the ideal set-up for the smaller plant. The Junior Forming and Lining Machine forms and lines carton shells automatically at a rate of 2,000 to 2,500 per hour, requiring only one operator. Handles wide range of sizes with ready, speedy adjustment.

Companion Peters Junior Folding and Closing Machine matches production capacity of above. Needs no operator. Real money and space savers for smaller plants or those working on many sizes.



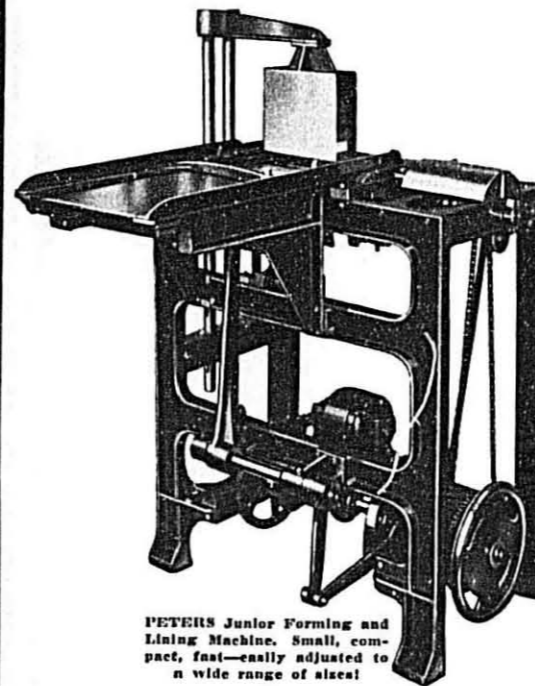
PETERS Senior Forming and Lining Machine equipped with Automatic Carton and Lining Feeding Device.

Automatically fed PETERS Senior Carton Former with Senior Closer Saves 10 to 14 People's Work.

Perhaps hard to believe, but absolutely true: In one plant an installation of a Peters Senior Forming and Lining Machine with Automatic Feed, in tandem with a Peters Senior Folding and Closing Machine, has produced savings figured at over seven thousand dollars per annum over old methods. And vastly improved the quality of the work, besides.

Think of it . . . the labor of 10 to 14 persons released for more productive work; hundreds of square feet of space saved. Less upkeep required. Faster production, hence less storage and stock room.

So efficient are these Peters Senior Machines that they can be worked as few as ten hours a week and still produce pronounced savings. Write today for full details.



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

PETERS MACHINERY COMPANY

General Office and Factory: 4700 RAVENSWOOD AVE.

CHICAGO, U. S. A.



Secrets of Successful Trade Marking

More Trade Mark Rackets That Bear Watching

By WALDON FAWCETT
Written Expressly for
the Macaroni Journal

Is it that an increasing number of citizens are trying to live by their wits? Or, are the gentry of easy conscience just discovering in the community of trade mark users a field supposedly ripe with rich pickings? How much of a more or less exasperating state of affairs is due to the circumstance that since the business depression certain self styled trade mark specialists and attorneys have been hard pressed to find clients? These are riddles that punctuate with a "Why?" the rise of the trade mark racket.

The odds on solution are no better here than in any other game of guessing at causes. But the fact remains that recent years have witnessed a steady increase in the number and ingenuity of the ruses and rackets which beset the path of a trade mark owner and against which he needs to be eternally alert. As luck has it some of these schemes are designed to shake down old established branders who control familiar trade marks. Other traps are baited for newcomers anxious to insure budding good will. Nobody with a trade mark pet but what finds these days fresh pitfalls in his path. Forewarned is forearmed. The macaroni operator whose best asset is his trade mark may profit by friendly warnings pointing the pirates that lay in wait.

Most to be feared of the trade mark raids are those which have a seeming legitimacy, or at least plausibility. Infinite in its latterday variations is the holdup which challenges a going trade mark on the score of alleged infringement. This attack, if anything but bona fide, is insidious, because in every line of trade there occur at intervals instances of unintentional duplication of trade marks or unconscious simulation of brands. However honest his intentions, the adopter of an arbitrary or fanciful mark—yes, even the coiner of a word, knows that he may at any time be faced with the question whether he was actually the first user of his "handle." He may have a Federal certificate of registration and yet face a belated charge by some small local operator, somewhere, that the latter has a prior claim.

Just that element of uncertainty which must always lurk in a trade mark congregation, where some are pedigreed and some are not, too often renders the holder of valuable trade mark property prey for an adroit alarmist. The racketeer on this lay spies out a "forgotten" trade mark that may seem to have anticipated a popular standard mark. Thereupon he begins a siege for settlement. It is never a part of this racket to demand that the second comer, even if at fault shall vacate the trade mark premises that have been occupied in all innocence. The whole plot contemplates the paying of ransom money. The early bird stands ready to be bought off.

There is no one rule for countering on

this version of near-blackmail. Sometimes it is cheaper and easier in the long run to settle if the ground can be cleared for all time of the opportunist and his price be not too high. In other circumstances it is money in pocket and satisfaction in mind to grimly call the bluff of an infringement badger. Rather than be nagged some trade mark owners now take out what approximates infringement insurance and leave it to the lawyers to sift the fake claims, after the fashion of the lawyers who puncture framed claims for automobile accident damages.

Another racket, dignified by a legal mantle which is much to the fore of late is that whereby intimidation is employed to force trade mark owners to employ lawyers to arrange for registration in all the different states of the union and all the foreign countries to which goods bearing the exploited trade mark are exported, or ever may be exported. All species of trade mark registration may be worth the price if circumstances warrant. But a fee, say of \$100 for each foreign entry and each state registration, is not a sound expenditure for a manufacturer whose line has no far flung distribution, and is not likely to have. Which is not saying of course, that the local operator whose business is confined to a single state and who, consequently cannot obtain an interstate Federal registration should not register at any cost in his home state. But he can attend to that matter himself. Or his regular attorney can.

Counterfeiting, using the word as a broad blanket term, is a species of racket that has had a mushroom growth in many commodities lines, and especially in the food, drug and cosmetic fields, this past few years. Counterfeiting of products is one aspect, though not the most serious. More numerous and more subtle is the counterfeiting of labels, wrappers, packages and color plans—all the vehicles of commodity identification. The epidemic of forgery is due in great measure to the machinery and organizations mobilized in the prohibition era to counterfeit well known liquor labels for use on bootleg substitutes.

Out of a job owing to repeal, or at least with less demand for their wares, the copy cats turned their talents to consolation fields. Perhaps the macaroni man has been solacing himself with the thought that the low price at which his product sells would not make it worth while to play tricks on him. Be not too sure. Modern facilities of photoreproduction enable the label falsifiers to do a job quickly and at relatively small expense. Moreover the label counterfeiter no longer has to find a fake product on

which to mount his forgeries. Middlemen have appeared on the scene who make a business of brokering counterfeit labels to third parties who have the means of rounding up damaged goods, job lots, seconds and other substandard dumpings that may be palmed off on the public via a label masquerade.

And this brings us to the very latest menace to honored and honorable trade marks. Viz, brand manipulation for the purpose of covering the tracks of hijackers and similar freebooters. This particular form of thievery is, of course, the sequel to the development of truck freighting. Hijackers capture single trucks or caravans and do not scorn old lot shipments. What with the employment by many packers of code and cipher systems, "blind" dating and other expedients for tracing shipments, it would be perilous for the hijacker to market his booty under the original trade names. So he covers his tracks by means of trade mark substitution which is, in a way, just as tragic for hard earned good will as would be forgery of known labels.

The substitute labels may bear brand names reminiscent of the true one or the repackaging may involve substitution of an entirely new trade mark. In the latter instance inquisitive retailers, who are eager but uneasy over the cut prices quoted, are lulled by the explanation that the offering is a new brand upon which a concession in price has been named for the sake of quick introduction. Brand switching of this pattern spares the hijacker or his fence from prosecution for trade mark infringement if he is caught.

Where the owner of an erased trade mark suffers is not of course from any curse laid upon his mark as such. The substitute nickname spares him direct humiliation. But he suffers none the less from the fact that he is deprived of the prestige which is built by every transaction made on the strength of the reputation of his trade mark. Worse yet in a sense, is the consequence that ultimate consumers find in the market, under a cat-and-dog brand and at a cut price, goods characterized by the quality and the distinctive attributes which have always been associated only with the output of the factory that alone has a right to the violated trade mark. In short, unique color or flavor or composition in an unusual food specialty may be made promiscuous and commonplace if hijackers habitually intercept shipments and distribute their booty under false passports.

Brand owners have no easy task in standing watch against the poisonous racketeers. But only by checking up on the goods in distribution may the most vigilant producer hope to detect and checkmate the jugglery which accommodates itself to every fresh development in distribution and transportation of merchandise.

Durum Wheat Acreage Increased

In the opinion of the crop reporting board of the United States Department of Agriculture, based on estimates submitted by its agents up to March 1, 1936, the 1936 durum wheat acreage will probably exceed the 1935 planting by 5%. Over 42,000 farmers were consulted in this survey, regarding their acreage intentions for the 1936 season. The report continues:

A total of 22,440,000 acres of spring wheat for harvest in 1936 is indicated by reports from farmers. The acreage harvested in 1935 was 18,826,000 acres and the 5-year average (1928-1932) was 20,431,000 acres.

In the principal spring wheat area the indicated increase in acreage over that of last year ranges from 6% in Minnesota to 25% in Montana. A sharp increase is also in prospect in the Pacific northwest where seeding of winter wheat in the fall of 1935 was curtailed by lack of moisture.

Durum Acreage Higher

The indicated acreage of durum wheat for harvest in 1936 is 3,312,000 acres, an increase of 25% over the 2,644,000 acres harvested in 1935 but still substantially below the 5-year (1928-1932) average of 4,805,000 acres. Prospective increases from last year's acreage range from 15% in Minnesota to 40% in Montana.

The spring wheat acreages for harvest

indicated by farmers' reported intentions make allowance for about the usual heavy losses of seeded acreages. In each of the preceding three years abandonment has been unusually heavy.

Four of the states in the northwest that specialize in durum wheat growing are Minnesota, North Dakota, South Dakota and Montana. Other states grow small quantities of durum, but the states mentioned produce the great bulk of the American durum from which semolina is milled for macaroni making. The indicated planting intentions of the farmers in those states as compared with previous plantings are of direct interest to the macaroni industry.

Minnesota: Its 5-year (1928-1932) average was 199,000 acres. In 1934 the average fell to 57,000 acres. In 1935 it had increased to 97,000 acres. Prospective plantings for 1936 about 112,000 acres.

North Dakota: Its 5-year (1928-1932) average acreage was 3,347,000. In 1934 it harvested 900,000 acres and in 1935 about 1,700,000 acres. In 1936 the prospects are 2,210,000 acres.

South Dakota: Its 5-year average was 1,229,000 acres. In 1934 it harvested only 11,000 acres, and 816 acres in 1935. Indicated 1936 acreage is 947,000 acres.

Montana: Its 5-year average was only 30,000 acres. In 1934 it harvested 22,000

acres and 31,000 acres in 1935. Indicated 1936 acreage is 43,000 acres.

Margarine Makers Form Association

The majority of manufacturers of oleomargarine, with factories producing by far the greater volume of the product, have organized the National Association of Margarine Manufacturers, with offices in Columbus, O. The organization was effected at a recent meeting of the manufacturers in Washington, D. C.

Charles H. Janssen, formerly secretary-manager of the National Association of Retail Grocers, and until recently executive chairman of the National Food and Grocery Distributors Code Authority, has been elected executive secretary of the association. He is well known throughout the United States in the food and grocery industry.

The purpose of the National Association of Margarine Manufacturers, it was stated, is to study problems facing margarine as a distinctive product, and to represent the manufacturers in solving them. Mr. Janssen himself will undertake a comprehensive study of the margarine industry, particularly in reference to its problems of distribution, marketing practice and public and trade relations.

Special Rates to Members

Through a special arrangement with the National Trade Mark Company, Washington, D. C., expert trade mark and patent specialists, the National Macaroni Manufacturers association offers its supporting members special rates in connection with the obtaining of patent rights on any invention and in the registration of trade marks. It offers free to its members a thorough search of the records of the Patent Office to determine the registrability of marks offered for registration. To nonmembers a small charge is made for this service. This small search fee is credited on the application if proceeded with, otherwise not.

All macaroni-noodle manufacturers are invited to make the fullest possible use of this specialized service in connection with any of their trademark problems.

Trade Marks and Patents

A monthly review of patents granted on macaroni machinery, of applications for and registration of trade marks applying to macaroni products. In March 1936 the following were reported by the U. S. Patent Office: Patents granted—None.

Trade Marks Applied For

Four applications for registration of macaroni trade marks were made in March 1936 and published by the Patent Office to permit

objections thereto within 30 days of publication.

Little Rascal

The private brand trade mark of Thrift Packing company, Dallas, Texas for use on noodles, spaghetti and other groceries. Application was filed December 12, 1935 and published March 3, 1936. Owner claims use since Oct. 1, 1935. Trade name is in black-outlined type.

Charm

The private brand trade mark of Franklin MacVeagh & Co., Chicago, Ill., for use on macaroni, vermicelli, spaghetti and other groceries. Application was filed April 21, 1934 and published March 10, 1936. Owner claims use since 1889. The trade name is written in large black letters.

Beech-Nut

The trade mark of Beech-Nut Packing company, Canajoharie, N. Y. for use on macaroni, spaghetti, spaghettini, macaroni elbows, macaroni rings, macaroni shells, spaghetti elbows, cooked spaghetti and other groceries. Application was filed Jan. 11, 1936 and published March 10, 1936. Owner claims use since Jan. 1, 1891. The trade mark is in heavy black type.

Chef Milani's

The private brand trade mark of Milani's Inc., Seattle, Wash. for use on spaghetti. Application was filed Aug. 10, 1934 and published March 24, 1936. Owner claims use since May 7, 1934. The trade name is written in black lettering.

LABELS

Beech-Nut

The title "Beech-Nut" was registered March 10, 1936 by Beech-Nut Packing company, Canajoharie, N. Y. for use on alimentary pastes. Application was published Aug. 6, 1934 and given registration number 47121.

Macaroni - Noodles Trade Mark Bureau

A review of Macaroni-Noodle Trade Marks registered or passed for early registration

In this connection the National Macaroni Manufacturers Association offers all manufacturers Free Advisory Service, including a free advanced search by the National Trade Mark Company, Washington, D. C. on any Trade Mark that one contemplates adopting or registering.

All Trade Marks should be registered, if possible. None should be adopted until proper search is made. Address all communications on this subject to

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Trade Mark Renewals

How old are your trade marks? Are your rights to them properly protected?

Members of the National association of all other interested JOURNAL readers would note the fact that all trade mark registrations obtained in 1916 must be renewed this year, in 1936, in order to protect your rights and to put you in a legal position to fight all infringements thereof. All trade marks have some intrinsic or perhaps some sentimental value which owners should safeguard. For further information, write the Editor of THE MACARONI JOURNAL.

Food Conference Committee Suggests Trade Practice Rules

In the light of the numerous proposed Federal and state legislative bills dealing with trade practice problems and the wide interest manifested in the subject by the trade and the public, the National Food and Grocery Conference committee of which Paul S. Willis, president of A.G.M.A. is chairman, offers some timely suggestions pertaining to various practices that are the subject of direct attack by the proposed legislation.

The recommended proposals are plainly expressed in the language of the trade with no attempt at exact legal phraseology. The aim of the conference has been to harmonize first the various elements composing the food and grocery industry upon the most important practices referred to and their conclusions are on a basis considered fair alike to the trade as well as to the consuming public.

The committee's proposals cover four controversial subjects: quantity discounts, advertising compensation, brokerage compensation and loss leader selling. The recommendations are:

Quantity Discounts. It shall be unlawful for a Seller to allow or offer to a Buyer or Buyers a quantity discount—

—that is in excess of a reasonable relation to the benefit which the Seller derives by reason of the quantity of such sale or sales, or—

—that is discriminatory as compared with any discount that the Seller is allowing or offering to other purchasers under like terms and conditions who are in competition with the Buyer or Buyers, where the effect may be to substantially lessen competition or unreasonably restrain trade or tend to create a monopoly—

and it shall be unlawful for a Buyer or Buyers knowingly to accept or demand any such excessive or discriminatory quantity discount. *Provided however,* that nothing herein contained shall prevent a Seller from selecting his own customers in good faith and not in restraint of trade.

Advertising Compensation. It shall be unlawful for a Seller of merchandise to allow or offer to a Buyer or Buyers of merchandise any payment for advertising or other distribution service by the Buyer or Buyers—

—except in pursuance of a written contract made in good faith defining the service to be rendered and the payment for it, and—

—unless such contract is separate and distinct from any sales contract and such payment is separate and distinct from any sale price, and—

—unless a copy of such contract is retained in the files of the Seller for a period of not less than one year, and—

—unless the service specified in such contract is rendered and its performance can be shown, and the payment therefor is not in excess of a reasonable relation to the benefit which the Seller derives by reason of such service—

and it shall be unlawful for a Buyer or Buyers of merchandise, knowingly, to accept or demand any such payment except in pursuance of a contract as above provided, a copy of which contract must be retained in the files of the Buyer or Buyers for a period of not less than one year.

Brokerage Compensation. It shall be unlawful for a Seller to allow or offer brokerage compensation—

—except at a reasonable rate of remuneration for sales services actually rendered on his behalf, and where the effect is not to substantially lessen competition or unreasonably restrain trade or tend to create a monopoly—and shall be unlawful for anyone to accept or demand any brokerage compensation except as above provided.

Loss Leader Selling. It shall be unlawful for a Distributor or Dealer to sell or offer goods below cost—

—with the intent of inducing or when it has the effect of inducing the purchase of other goods at a profit, or—

—with the intent of, or when it has the effect of, unfairly diverting trade from a competitor or otherwise injuring a competitor—

—where the circumstances of such sale or offer or purchase are likely to deceive or mislead any purchaser or prospective purchaser, or—

—where the effect may be to substantially lessen competition or unreasonably restrain trade or tend to create a monopoly—

and it shall be unlawful for any trade purchaser, knowingly, to accept or demand any such sale or offer of goods below cost.

(COST as used herein, shall not be less (a) below or (b) below, whichever is lower, namely—

—(a) the net invoice price (plus freight paid, if any) covering merchandise sold, or—

—(b) the net replacement cost which in the trade area is at any time

within 30 days prior to date of sale available to the Distributor or Dealer for replacing such merchandise—

Provided, however, that nothing herein contained shall prevent a Distributor or Dealer from acting in good faith to meet competition, or in good faith to close out his stock of an article or articles, or to dispose of perishable or seasonal or defective goods in order to avoid loss.

Views of macaroni-noodle manufacturers interested in these proposals and desirous of making comments thereon or suggestions, are privileged to do so. They should be sent to President Paul S. Willis of American Grocery Manufacturers of America, 205 East 42nd St., New York city.

NOTES OF THE INDUSTRY

New Brooklyn Plant

The Pelligrino Brothers, Inc., of which Ignazio Pelligrino and Andrew Pelligrino are the chief stockholders, is planning to open a new plant at 385 Trouman st., Brooklyn, N. Y. The two brothers are experienced macaroni manufacturers having enjoyed a long connection with the Brooklyn Macaroni company of that city which was dissolved last year.

New "Noody" Owner

The noodle manufacturing business, 808 Croghan st., Fremont, Ohio, formerly operated under the name of Noody Products company has been purchased by C. W. Mercer of the C. W. Mercer company of 1450 W. State st. of the same city, who will enlarge the plant and continue its operation. Its products have been well known in northern Ohio.

Die Firm in New Quarters

Frank Lombardi, maker of macaroni dies who last year opened a new manufacturing and repairing shop in Los Angeles, has announced his removal to new and enlarged quarters in order to be better able to care for his increasing business. His new shop is at 517 So. San Pedro st., Los Angeles, Cal. In it he has installed some improved equipment for handling larger and better grade dies.

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MACARONI-GRAMS

By Spag MacNoodle

Optical Illusions

In the gardens of the Luxembourg there is a fountain that deceives the eye and makes the impossible seem to happen. From one point of view the water seems to flow in one direction. From the opposite point of view it seems to flow in the opposite direction. A clever geometric trick, worked out with masonry and urns, makes it seem that the water flows up hill. An optical illusion.

In certain types of stores there are displays of merchandise so priced as to make it appear that the customer can get something for next to nothing. Consider the so-called "One Cent Sale." Two \$1 items for \$1.01. But try to get anything for one cent at a "One Cent Sale!"

Automobile priced at \$775, when the minimum actual cost of model so priced may be \$810, and if fully equipped for the road, even more—to give inexact but representative figures. An optical illusion.

Chain store items priced for the "Great Anniversary Sale," at one package for 25c, two for 49c. Looks like a bargain and the salesmanship back of it makes it sound like one, but the saving offered is only half a cent.



Filling station signs. In large letters: "GAS, 11c!" In small letters, "plus 5c tax."

Grocery store price cards that look like low prices on standard quantities, but on closer examination show you, "Bananas, 14c lb." "Apples, 25c for 5 lbs." "Potatoes, 19c for 5 lbs." You think of bananas by the dozen, of apples by the dozen or bushel, of potatoes by the peck. The price is in such large figures and the quantity in such small figures that you are deceived. Optical illusions.

Nothing really dishonest about such little tricks of the trade. People with sharp eyes, people accustomed to shopping amid such appeals, are used to being fooled in such ways. But nobody likes it. No one likes to be fooled, even

a little bit. We would like better to have the actual facts and figures plainly stated, not camouflaged with an application of bargain applesauce.

Millers Ill

Two well known semolina millers have been in ill health during the winter.

John F. Diefenbach, president of the Amber Milling company of Minneapolis, Minn. was hospitalized early in April for observation in preparation for an operation which his physician believes is necessary.

James M. Quilty, vice president of the H. H. King Flour Mills company, Minneapolis, Minn. successfully weathered a severe attack of bronchial pneumonia contracted last month in line of duty.

A Healthful Combination

The public is waiting for this little story about macaroni which the manufacturers should tell cheerfully and frequently.

A dish of macaroni is not only pleasing to the taste, but it contains the elements which make it a healthful dish.

—the carbohydrate in the macaroni, the basis of the dish,

—the protein in the cheese, —the minerals in the tomatoes and onions;

—a rare combination in a food so satisfying, so nutritious and yet so economical and easy to prepare.

GUARD AGAINST TEMPTATION

Low prices have always tempted the bargain hunter.

The wise buyer considers quality first.

We manufacture and repair INSUPERABLE MACARONI DIES for the latter and thus help him save money in the long run.

Be Wise--Economize--Buy Insuperable Macaroni Dies

From

F. MALDARI & BROS., INC.

178-180 Grand Street



New York, New York

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

Dire Menace Threatens Industry

The National Macaroni Manufacturers' association, the only nationwide organization in the trade in a position to do so, is endeavoring to consolidate every progressive macaroni-noodle manufacturer in the country in a movement to combat a menace that threatens not only to give individual manufacturers continual worries and needless expense, but to cast on the entire trade some unfavorable publicity that united action alone can avoid.

This dire menace was brought forcibly to the attention of the trade by a recent decision in the Superior Court of New York wherein a dealer was found guilty of having sold "weevil-y" noodles to a customer who claimed to have become quite ill after eating same. Damages for several hundreds of dollars were sought and granted by the decision. Were the decision permitted to remain unchanged it would uphold the vultures that have been preying on food manufacturers for years.

The board of directors, recognizing the seriousness of the menace and not wishing to permit any one manufacturer to fight the industry's battles lonehanded, voted to support the manufacturer and his distributor in an appeal to higher courts, feeling sure that the upper courts would reverse the decision. Recognizing its financial limitations the National association is seeking the moral and finan-

cial support of all progressive firms, not in the form of direct contributions but merely in the form of added dues from firms that should have a membership in the national organization that is constantly on the lookout for the trade's best interests.

To a selected group of successful firms that might become legitimate prey for this ruthless group of what have been termed "cloaked blackmailers," the Secretary of the National association had directed an appeal for support. He refers them to a previous circular on the subject and asks,

"You may be one of the few fortunate ones that have so far escaped from the danger that confronts all food manufacturers, but for how much longer will you be safe if the decision referred to is not reversed by higher courts?"

No food purveyor is free from "hold-ups" of the nature involved in the case in question. The more successful, the more reputable a firm is the more certain it is to be picked out for "plucking" by some of these semiorganized "racketeers."

Macaroni-noodle manufacturers, like other food distributors, have for years stood for "shakedowns" at the hands of "parasites" who claim that foreign substances found in foods have cut their mouths, broken their teeth or injured their health. They have found nails,

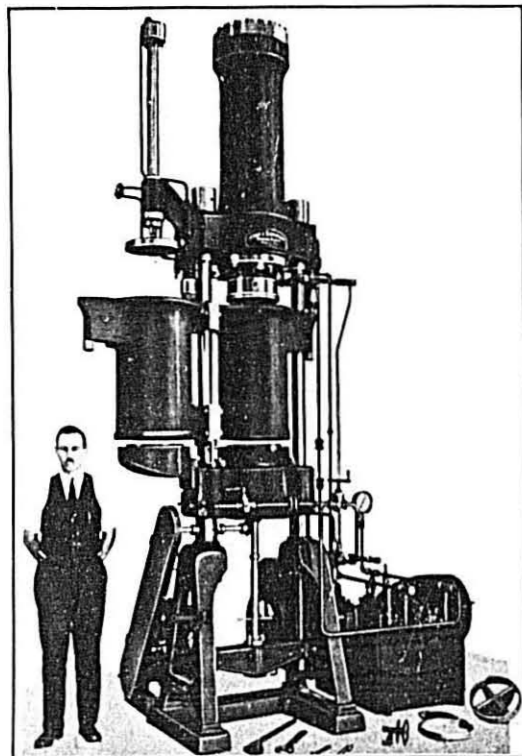
tacks, slivers of wood, hair, flies, broken glass and weevils, so they charged and demanded damages always in proportion to the willingness or ability of the producer to pay.

The "racket" is becoming more prevalent because many fear the public opinion involved in standing the threatened firm. They settle, but overlook the fact that by settling they are merely encouraging the racket. The thing must sooner or later come to a showdown and on a case of some of the best attorneys in the country the case in question is a good one to make a test case against the growing racket that has not only proved costly, but most embarrassing.

In fairness to one's own business as a friendly gesture to a fellow manufacturer involved in this particular case and in support of an organization pledged to fight the industry's battles, it is hoped that all progressive nonmember firms will cooperate in the move to rid the industry of a dire menace by joining the National association.

Too often our talking about it is round about talking about it.

Most often when we speak our minds it is our nasty dispositions that speak.



PRESS No. 222 (Special)

John J. Cavagnaro

*Engineers
and Machinists*

Harrison, N. J. - - U. S. A.

Specialty of
Macaroni Machinery

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Presses
Kneaders
Mixers
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Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop

255-57 Center St.
New York City

April 15, 1936

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*From the Top-Cream
of 1935 Crop*

AMBER DURUM WHEAT



AMBER-BRIGHT

HOURGLASS

UNIFORM

SEMOLINA



a Duluth-SUPERIOR Product

Research Body Created for Modern Living

To place before the public the latest findings of modern temperature engineering, the Temperature Research Foundation has been established at 80 Broadway, New York, N. Y.

The foundation will act as a clearing house for authoritative facts and figures on heating, food preparation and preservation, air conditioning in home, office and factory, humidity control and the scientific filtration and circulation of air. In accordance with Lord Kelvin's dictum that "the life and soul of science is its practical application," the foundation will seek to advance health, comfort, convenience and leisure standards among the American consumer public.

The advisory committee, which will closely cooperate with the foundation in all its activities, includes Shirley W. Wynne, M.D., Dr.P.H., former health commissioner of New York city; Dr. Warren M. Persons, consulting economist and former professor of economics at Harvard university; Francis Keally, architect; Count Alexis de Sakhnoffsky, consultant designer; Lulu G. Graves, consultant in nutrition and organization of dietary departments; and Anne Pierce, consultant in home economics.

The members of the advisory board have long been prominent in their respective fields. Dr. Wynne was associated with the health department of New York city for 29 years, serving as commissioner of health from 1928 to 1933. He was formerly professor of preventive medicine at the New York Polyclinic medical school and hospital, and is president of the Children's Welfare Federation. He has been identified with many organizations and movements interested in educating the public to an appreciation of the importance of the health problem.

Dr. Persons, an outstanding statistician and economist, was professor of economics at Harvard university, and editor of the "Review of Economic Statistics" from 1919 to 1928. He is a member of the International Institute of Statistics, and served as a delegate of the United States government to the session of the institute at Cairo in 1927.

Prominent as a practicing architect in New York city, Mr. Keally has been associated with the architectural staffs of Rice Institute at Houston, Texas, the University of Minnesota, the Schools of Architecture of Columbia and New York university, and the New York School of Applied Design for Women. Mr. Keally's design for the Federal Pioneer monument at Harrodsburg, Ky. won in a national competition, was completed over a year ago and dedicated by President Roosevelt.

Count de Sakhnoffsky is one of the foremost exponents of streamlining in industrial design. His latest work has

been the designing of the modern 1936 Kelvinator refrigerator which features the built-in thermometer.

Since 1924 Miss Graves has been a consulting dietitian in New York. She organized and developed dietetics departments at leading hospitals in New York, Chicago and Cleveland, and was professor of dietetics at Cornell university

Sugar Institute Decision

U. S. Supreme Court Hands Down History Making Decision in Trade Association Activities Suit

A decision of great concern to business generally and of specific interest to all trade associations was that handed down by the Supreme Court of the United States in the case of The Sugar Institute, Inc. et al., vs. The United States of America, March 30, 1936. While held that The Sugar Institute, Inc. and its members, through its "code of ethics" had engaged in an unreasonable restraint of trade, and so violated the Sherman Act, business leaders generally feel that the decision has clarified some of the doubtful points on the legality of certain trade association activities.

It was brought out that The Sugar Institute, Inc. was a trade association formed in 1927 to further cooperative action on the part of sugar refiners, that at the time of its formation after a discussion of trade conditions "with particular reference to undesirable practices and secret concessions," the institute adopted a "code of ethics" and submitted it to the U. S. Department of Justice for review. After some discussions and changes, the "Code" was adopted in January 1928.

The suit was brought to dissolve The Sugar Institute, Inc., a trade association, and to restrain the sugar refining companies which composed it and the individual defendants, from engaging in an alleged conspiracy in restraint of interstate and foreign commerce in violation of the Sherman antitrust act. Final decree was entered which while it did not dissolve the Institute, permanently enjoined the defendants from engaging directly or indirectly in 45 stated activities.

The decision, found, in part: "That the vice in that agreement (Code of Ethics) was not in the mere open announcement of prices and terms in accordance with the custom of the trade. That practice which had grown out of the special character of the industry did not restrain competition. The trial court did not hold that practice to be illegal and we see no reason for condemning it. The unreasonable restraints which defendants imposed lay not in advance announcements, but in the steps

and Iowa State college. She is honorary president of the American Dietetic association, which she helped organize, and was chairman of the dietetic section of the American Hospital association.

Miss Pierce is well known as a consultant in the home economics field. During the formative period of federal food law enforcement, she was editor of the bureau of chemistry of the United States Department of Agriculture. In subsequent years she has organized and guided the successful operation of home economics institutes and has written extensively for periodicals in the field of home economics.

taken to secure adherence, without deviation, to prices and terms thus announced. It was that concerted undertaking which cut off opportunities for variation in the course of competition however fair and appropriate they might be. But in ending that restraint, the beneficial and curative agency of publicity should not be unnecessarily hampered. . . .

"If the requirement that there must be adherence to prices and terms openly announced in advance is abrogated and the restraints which followed that requirement are removed, the just interests of competition will be safeguarded and the trade will still be left with whatever advantage may be incidental to its established practice."

On the basis of this and other pronouncements contained in the decision, the first reaction of those trade association executives and business leaders who have studied the decision is that the legitimate use of statistics has been furthered. It is the use to which they are put which provides the test, not the data itself.

The decision is a lengthy one covering 45 points and 27 printed pages. It will require more than casual reading to disclose its full incidence and meanings. It appears to have followed the line of earlier decisions and to have more fully developed the area for the legitimate use of business data.

Engagement Announced

The engagement of Dwight K. Yerxa Jr., son of Vice President Dwight K. Yerxa of the Pillsbury Flour Mills company has been announced. The bride-to-be is Miss Louise Carr, Toledo, Ohio. The wedding is to take place late this summer.

The happy young man is not as well known to the macaroni manufacturing trade as is his dad who was formerly an executive of the Yerxa, Andrews & Thurston organization prior to his connection with Pillsbury. Junior is associated with the Cleveland branch of the Pillsbury Flour Mills company.

The Highest Priced Semolina in America
and Worth All It Costs

The
Golden
Touch

King Midas Semolina

Leads in Quality

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINNESOTA



MACARONI IN MUSEUMS

Odd and Novel Shapes Add Much to the Attractiveness of Food Displays

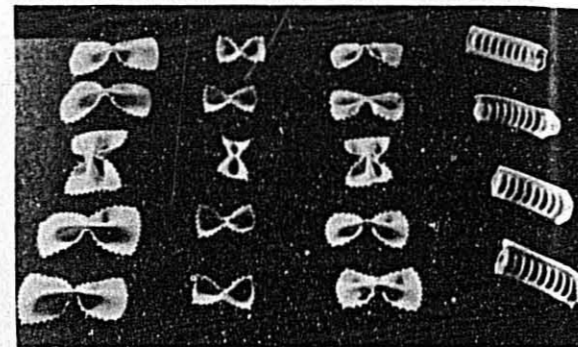
Subjects for consideration of authors of such outstanding cartoons as "Believe It or Not" and "Oddities In The News" are some of the more fanciful shapes of macaroni products that are so popular among the Italian people, heartiest and heaviest consumers of macaroni, spaghetti and the other 157 varieties.

Macaroni products as manufactured in the modern American plants are on display in every museum that numbers a food exhibit in its showing of odd and interesting things. Every visitor to a museum is interested in foods and that section has been developed in some museums to the extent that it is the center of attraction. Museum managers have long discovered that "food oddities" are very popular with the patrons. It is safe to say that no one who views an up-to-date food display in any museum can honestly say that he is familiar with or has partaken of more than half of the foods that make up an ordinary exhibit.

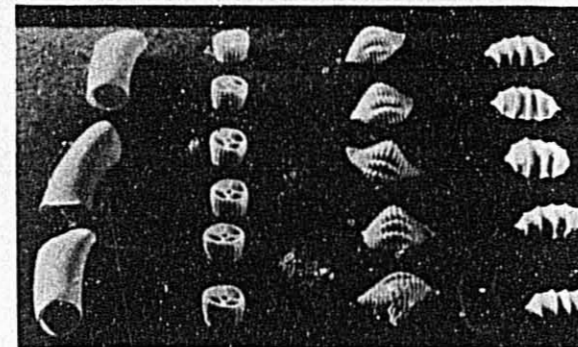
The National Macaroni Manufacturers association gets frequent requests from museum managers for an original display or for a replacement, but they are usually for the more popular, best known shapes. However all do insist that the products that go to make up any macaroni exhibit be made of the best macaroni wheat because their experience has been that only those that are made from the highest grade raw materials will stand up under the changing effects of heat and cold, light and darkness, drouth and dampness without too frequent replacement to give due credit to the products shown and to the food generally.

Oddities of every kind always attract attention, and oddities in foods are no exception to this rule. Therefore in addition to the regular, commonly recognized shapes and kinds of foods usually displayed the better class of museums finds it helpful to add a "curious food" section showing rare foods, odd shapes and unusual sizes. In answer to several requests for macaroni products of odd and novel shapes, the secretary of the National Macaroni Manufacturers association recently requested samples to be used in museum exhibits to show the public the oddities in macaroni products.

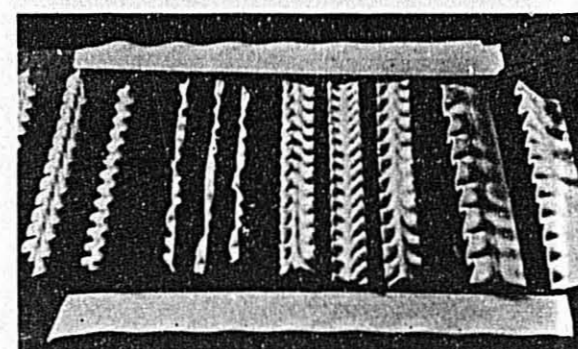
Three firms that specialize in the manufacture of the more odd shapes and sizes of macaroni products, one eastern and two midwestern, agreed to supply the products for the exhibit of macaroni rarities with the understanding that the displays would bear no name of the manufacturers. Other firms have asked time to gather samples of their best and oddest shapes, which when added to those now on display in several museums will prove a valuable addition to the exhibition of "curious foods" and indirectly create greater consumer interest in macaroni products generally.



Courtesy Milwaukee Macaroni Co. and V. Viviano & Bros. Macaroni Mfg. Co.
"Bows," "Butterflies" and "Triangles"



Courtesy Milwaukee Macaroni Co.
"Cannons," "Wheels," "Shells," and "Snails."



Courtesy V. Viviano & Bros. Macaroni Mfg. Co.
"Ruffles," "Ribbons," "Spirals," and "Laces"



Courtesy Ronzoni Macaroni Co.
"Tarts," "Cock's Combs," and "Clown Caps"

April 15, 1936

THE MACARONI JOURNAL

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6-Day Bike Racer Craves Spaghetti

Caused to withdraw from a 6-day bicycle race recently held in New York city because of a bad cold that handicapped him practically throughout the whole meet, William (Torchy) Peden had one great food craving—he wanted and wished a heaping dish of good spaghetti, even before he sought rest and sleep after the tiresome grind. He knows from experience that a good meal of delicious, nutritious spaghetti would help restore quickly much of the vitality lost in the hard race. The recuperation value of macaroni products is recognized and appreciated by all athletes in every field of competition where strength and vigor are important factors. Here is what William Clarke, Associated Press sports writer, had to say about the unsuccessful, though popular, contestant:

William (Torchy) Peden, whose thick-thewed legs carried him only to fifth place in the international 6-day bike race which ended recently, wasn't tired enough to go to bed when the grind was over, so he headed for a spaghetti dinner and a night club belt.

Peden and his partner, Belgium's Gerard Debaets, were among the field which found the German team of Gustav (Gust) and Heinz Vopel too fast to follow.

Peden trudged down in the depth of Madison Square Garden, pumped himself a bottle of milk from the barrel that rested just outside the door, and announced that he was headed for a restaurant and a feed of spaghetti.

"I won't turn in for several hours yet," he said. "I want to be good and tired when I hit the hay, so that I will go right to sleep. I'm going to have that feed of spaghetti, perhaps to a night club and hear some music and then when I get good and tired I'll hop into bed. Six hours will be plenty for a starter, then I will get up, eat some more and perhaps take a two-hour nap."

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.

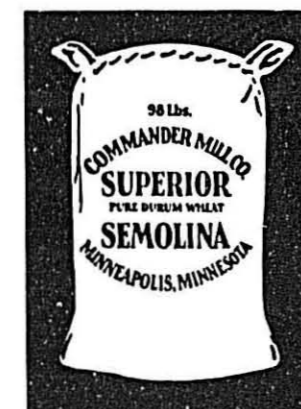
That's why over 75% of our orders are repeat orders from regular customers.

COMMANDER MILLING CO.
Minneapolis, Minnesota

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COMMAND
the Best
When You
DEMAND



TELL IT TO THE WORLD

The "Macaroni Story" may not be "The Sweetest Story Ever Told" but it could be told very interestingly and convincingly to the millions of housewives in America who would welcome help in preparing their three meals a day—over 1000 meals a year.

As Uncle Ezra of radio fame might say it, "Give us a tootle on your tooter, Tommy," macaroni-noodle manufacturers appreciating the receptive mood of the aforementioned housewives should not wait for invitations to "tootle their tooters", particularly because they have such a naturally good story to tell the men, women and children in this country about their product—the world's best grain food.

Literally there is no end to the interesting food facts that might be told about macaroni, spaghetti and egg noodles, facts that would greatly increase the consumer's regard for this wonderful product. Primarily this information might suggest ways and means of using macaroni as the main dish of any meal, as a cereal for breakfast, with sauces for luncheon and with meats for dinner in desserts and in salads, or in many healthful combinations with other foods—all with the object of pleasing the differing tastes of a conglomeration of people that constitutes America's melting pot.

For instance the average housewife does not know that basically there is no difference between macaroni, spaghetti, elbows, alphabets and the many other shapes in which the product is made. Tell her the simple truth that macaroni is merely the best grade of macaroni wheat, ground, mixed with water, shaped and dried into any desired form.

Tell the interesting fact that it is made in modern American plants out of American grown wheat, specially cultivated for macaroni making and by American workers who are paid wages recognized as sufficient to enable them to live on the American scale of living.

Tell her the interesting stories of the origin of macaroni making—the story that appeals to the fancies of the listeners—the Chinese story of invention, its introduction to Europeans by German travelers or its development by Italians, but do not overlook the part that American producers have taken in standardizing and refining this great grain food.

Emphasize its value as a food for growing children. We are cutting the corners everywhere we can in these days without denying the little ones any of the foods needed for their sturdy growth and healthy development. The proteins in the better grades of macaroni supply these bodily needs and because this food can be served in so many different, appetizing ways, the anxious mothers can satisfy their youngsters by frequent serving of welcomed macaroni dishes.

There are so many good things to be said about high grade macaroni and egg noodles as a food for all ages that no

manufacturer should ever be at a loss to say something of interest to consumers of his products. Macaroni manufacturers are proud of the fact that they make a very good, very economical and very nutritious food, but hesitate too much and too long in telling their interesting story to waiting ears. "Toot a TOOTLE on your TOOTER" might not be a bad rallying cry for the members of the American macaroni industry. You have a wonderful food. Popularize it by telling it to the world.

Sales Made to Insolvent Buyers

This letter gives me an opportunity to make a point that I have had in my mind for a long time:

Hartford, Conn.
About two months ago we received an order for some shoes from a wholesale shoe concern amounting to several hundred dollars. There were rumors as to this company's financial standing at the time, but one of the proprietors told us they were all right. So we shipped the order. Three weeks afterward they made an assignment for the benefit of creditors and we hear that they had been in bad shape for several months before our sale. We are very much averse to taking a small dividend in our case as we feel we have been victimized, and we would like to ask you if there is something we can do to keep these people from getting away with it.

G. & Co.
The point I wish to make is based on this letter. In my judgment hundreds of sales of merchandise are made to buyers who at the time are insolvent and know they are insolvent and who realize that their chance of paying for the goods is very remote. When the collapse comes, as it often does, sometimes quite soon, the average seller is apt to say "Oh, well, let it go. I'll collect my dividend and forget it—it wouldn't pay to go to a lot of trouble over it."

In many such cases the seller could get his goods back; that is my point.

Two legal principles are thoroughly and universally settled as to sales of merchandise. Both apply to the kind of case I have sketched. First, when a seller has been induced to part with merchandise by the fraud of the buyer, he the seller can cancel the sale and get the goods back by a legal proceeding called by various names, depending on the situation. If the buyer represents himself to be solvent when he is not, that is fraud in the eyes of the law.

Second.—It is also well settled that one who buys and gets delivery of goods with an intent not to pay for them, that is also fraud and the seller can get the goods back.

Applying this principle, you don't have to actually prove intent not to pay. That you can almost never do, unless you are a mind reader. You need go no further than to show that the condition of the buyer's business was such that he must have known that he was on the brink

of failure. Prove that and you have established the intent and the fraud, and any court will give you back the goods.

No matter what kind of a legal mess the buyer has got himself into, any seller who can prove the above things will be given his goods back. If the buyer has gone into bankruptcy, a petition for reclamation will get the goods, if the facts are proven. If he makes an assignment for the benefit of creditors, the action is replevin. The form of action is not important; the point is that any court, if the evidence is sufficient, will restore to the seller the goods sold to an insolvent buyer under circumstances like the above.

It is necessary, however, that the legal demand for the return of the goods be made promptly. Many such proceedings have failed because the seller waited too long; in some cases the goods had been meanwhile sold, and the longer the case is allowed to drag, the less convincing is the claim of fraud and surprise.—B. ELTON J. BUCKLEY, Counselor-at-Law.

Dry Edible Peas

The production of dry field peas (other than cowpeas) in seven states leading in commercial production estimated at 6,117,000 bu., an increase of 1,303,000 bu. over production last year. The area harvested was 386,000 acres which compares with 305,000 acres harvested in 1934, 289,000 in 1933, and 252,000 acres in 1932. Washington the 1935 acreage was increased over the 1934 acreage by 35% in Idaho by about 15%; and in Colorado by almost 100%. The per acre yield of 15.8 bu. for all states reported was about average. The price per bushel averaged 128.5c in comparison with 158.8c in 1934 and 151.3c in 1933. The farm value of the 1935 crop at December prices is given as \$7,863,000, about 3% above the farm value of the 1934 crop, while the production in 1935 exceeded 1934 production by 27%.

Michigan and Wisconsin taken together had about 10,000 acres less than in 1934, and production in those states was 137,000 bu. less than in 1934. Michigan and Wisconsin almost all of the peas are used for human food, mainly as split peas for soup stock. Ordinarily, two thirds of the Colorado crop is consumed by humans, the remainder going into livestock and seed. The Montana, Idaho, and Washington crops go mainly for seed. Some portion of the Idaho and Washington crops are taken for soup stock, and the remainder is used for local seedings. Washington farmers in Spokane and Whitman counties the past three years have taken to planting peas on their wheat fallow land, which explains the large increase in pea production that state.

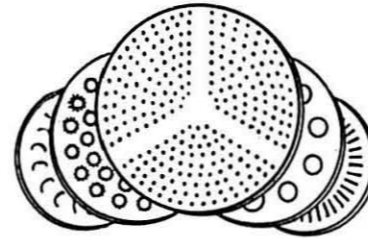
One way to find something to do to call attention to something that needs doing and to one's fitness do it.



..... in the manufacture of your highest grade macaroni products

... we recommend
Duramber No. 1 Semolina
ITALIAN STYLE
... uniform granulation
AMBER MILLING CO.
J. F. DIEBEBACH President Minneapolis Via Prof. E. J. THOMAS
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Very Satisfactory

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CHAMPION EQUIPMENT

"Regarding the Champion Machinery which has been in operation in our plant for some time now, we wish to say that we have found it very satisfactory in every way.

We also want to comment on the very efficient installation service rendered by you. The flour handling outfit and dough mixer have been in constant use without any trouble whatsoever.

We are glad to be given the opportunity of letting you know just how much we appreciate the fact that our machinery was purchased from you.

SCHMIDT NOODLE COMPANY
Detroit, Mich.

This is typical of the reports received from the many macaroni and noodle manufacturers, who have equipped their plants with Champion Equipment, including FLOUR HANDLING OUTFITS, DOUGH MIXERS, WEIGHING HOPPERS AND WATER SCALES.

More and more Champion Outfits are sold every year, and the reason is *satisfaction* in price, in performance, in economy, and in durability.

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CITY..... STATE.....



Spaghetti Popular in University Cafeteria

That macaroni products are daily becoming more popular, despite no concentrated effort of producers to publicize the merits of this nutritious food is becoming more and more evident from reports concerning the food likes and dislikes of Young America. Because of the ease of its preparation, the endless variety of combinations and the economy and no spoilage qualities of macaroni in every form, this food is popular with food purveyors everywhere.

The following article from the pen of Bert Vogel appearing in the *New York University Heights News*, New York city indicates the trend referred to. It attempts to measure the quantity consumed in the college cafeteria "The Commons" by saying that the "Spaghetti Consumed Here Weekly Averages 3 1/2 Miles." Figured on the basis of ordinary spaghetti which averages about 38 feet to the pound, "The Commons" would serve slightly less than 500 lbs., or one quarter ton of this food weekly. The article follows:

Three and one-half miles of spaghetti! No, that's not the amount of elongated dough supplied to Italian grocers annually. It merely constitutes the total mileage of the dish eaten at The Commons each week by New York University students. Next to sleeping, eating appear to be our boys' favorite pastime and the total number of edibles consumed daily would cause even the most gluttonous epicure to hide his face in shame.

Heading the list of foods most regularly eaten is the combination lunch. Close behind and traveling with full speed may be discerned the hamburger sandwich, 140 cuts of pie, chocolate pudding, green peas, corn, and milk. Believe it or not the cups of coffee and tea drunk in The Commons would not even get a fly wet.

Crowding the hamburger sandwich for the limelight are the egg, ham, and cheese sandwiches, named in order of their popularity. The total number of sandwiches consumed at each lunch session is somewhere in the vicinity of 500. It might also be mentioned that 120 pieces of cake are sold to the students daily, which calculation is a meagre 20 slices to the rear of the pie.

Very little fish is used since it is not a food greatly in demand. Fish cakes however, constitute one of the favorite staples at the Heights, reaching their peak of popularity on Fridays. Although, according to Miss Noles head dietitian tastes seem to change each year, fish cakes have always been relished with gusto. Which all makes a rather fishy story.

Baked beans is another comestible which sets a fairly consistent pace year after year, as does luscious spinach. To the latter we may no doubt attribute our hardy, rugged physiques.

With some 600 students dining at The Commons each day (this figure increases from one to two hundred on rainy days) the cafeteria has managed to do very well. The student averages 23c on his lunch, a rise of almost 3c over the last few years allotment for food.

Unprofitable Work

Dodging the question as to what constitutes "unprofitable work," the sad, short Japanese poem by Takuboku, an unhappy young Japanese poet, that many Japanese learn by heart, is timely and interesting in the light of Japanese competition in many lines. Wages paid to Japanese laborers for producing products to be exported to the nations of the world are so meager as to be considered a mere pittance compared with even the lowest scale of wages paid elsewhere.

The ten million unemployed men in this country produce nothing because there are no gainful jobs at which they can work. It is recommended that they read and memorize the plight of the sad young man of Japan, who through the poet speaks these words:

"I work. I work as best I can,
Yet for all that
My living
Is none the better—
Blankly, I gaze at my hands."

A man usually gets there if there's just one "there" in his life.

President Visits Headquarters

Among the several out-of-town visitors to the headquarters of the National Macaroni Manufacturers association at Braidwood, Ill. were Mr. and Mrs. Louis S. Vagnino of St. Louis, Mo. Mr. Vagnino, the president of the National association conferred with the secretary the second week of April on convention program details. During his visit the general plan for the 1936 convention in Chicago June 15-16, was whipped into shape.

During the first week in April, Mr. and Mrs. Glenn G. Hoskins and eldest son Charles stopped off for several hours on their return from a tour of several thousand miles that took them to Memphis, Dallas, McAlester and Kansas City. Mr. Hoskins is the association's adviser.

Other visitors were George Fabre, Chicago representative of King Midas, a large and valuable stock. His shelves are filled with up-to-date merchandise, which would appear to furnish substantial security for any debt he may incur. A salesman visits the store and takes an order. It is a new account and the question of credit is raised by the salesman's employer. "He has a fine stock apparently worth several thousand dollars," reports the salesman, "and I think he's good."

Let's Help to Create It

We mention this as an example of the predilection of all of us for ripeness; the business which has been developed to that state by others. Our conscience bothers us, and we know how we deplore having a competitor disturb our own customer relationships. But that juicy ripeness of established business lures us.

A lot of our crossing over into another's business pastures is inevitable, of course, but in business we can have enough ripe melons to go around only if each concern does its part to create business melons, and bring them to that state.

SPRING

Look who's here! The jolly flirt!
Sometimes merry, sometimes hurt:
Always cutting up some shindy,
Days of calm and days so windy—
What March brings to us—ah well!
I'm quite sure no one can tell.

Yesterday the geese flew north—
Too warm there in fields down south—
Then we said, "Ah, Spring is here,
Summer days are very near."
Skies above us were so blue,
Breezes soft about us blew.

Now today the sky is gray;
Summer seems so far away;
Not a bird song can we hear,
All about is dull and drear,
But we know her tricks so well—
Summer's near, but she'll not tell.
—Selected.

Do You Consign Goods

The practice is widespread, more in some lines of trade than in others, of shipping goods on consignment to what would otherwise be a buyer, manufacturer to jobber or retailer, and jobbers to retailers—any situation in which the receiver of the merchandise gets them in order to sell them again. Usually the arrangement is that the consignor remits for the goods as sold.

The law recognizes this as a legitimate practice, but surrounds it with conditions and restrictions. The object of those conditions and restrictions is the protection of the creditors of the receiver.

Let me explain. Suppose a retailer opens a store with apparently a large and valuable stock. His shelves are filled with up-to-date merchandise, which would appear to furnish substantial security for any debt he may incur. A salesman visits the store and takes an order. It is a new account and the question of credit is raised by the salesman's employer. "He has a fine stock apparently worth several thousand dollars," reports the salesman, "and I think he's good."

The order is accepted, a line of credit is opened, and the goods shipped. Later it develops that the greater part of the stock on display has been sent on consignment. The retailer gets into difficulties and the seller, or consignor, claims all the stock as his property, leaving merely consigned it.

The law is well established that the retailer's creditors are not bound by that, but can claim the goods as an asset subject to their debts. The claim of the seller (consignor) is thrown out because he put it in the power of the receiver (consignee) to create the false impression in his creditors' minds that the consignee was the owner of the goods.

A consignment agreement is always made as between the consignor and consignee; for instance, the consignee would never claim the goods as against the consignor. But where the rights of the consignee's creditors intervene—that is where the law sets aside the consignment agreement and holds the goods to be assets of the consignee for the payment of debts.

How can this be gotten around so that the right of all parties are protected? In other words, so that in case of trouble, the consignor doesn't lose his right to the goods, and so that the consignee's creditors aren't misled into giving him credit on the strength of his apparent ownership of them.

Let me describe what was done in a recent case. A retail dealer arranged with a manufacturer to consign him a lot of goods. The manufacturer knew the law of consignment, so this is what he did: He made the retailer sign an agreement to put the consigned goods

Honor Glycerine Discoverer

The recent action of the American-Scandinavian Foundation in honoring the 193rd anniversary of the birth of Dr. Karl Wilhelm Scheele, the great Swedish chemist reminds us that the pioneers in industry, science and art seldom get due recognition during their lifetimes. One hundred fifty-seven years ago Scheele isolated glycerine but almost a century elapsed before the world realized the importance of his discovery. Today there is scarcely a branch of therapeutics in which glycerine does not play a leading rôle, and in industry and the arts it fills a place scarcely less important.

A peculiar property of glycerine which makes it invaluable for a thousand and one different uses is its affinity for water. It attracts water and evaporates only at high temperatures. These peculiarities make it indispensable to the pharmacist as a medium for almost countless medicaments. It is a basic constituent of nearly all lotions, face creams, tooth pastes and many other toilet preparations. In complexions its moisture attracting and non-evaporating properties help to keep the skin soft and pliable. Tobacco companies use it almost universally to keep their cigarettes from drying out before they are smoked.

Scheele himself, apparently had no conception of the importance of his discovery. If he could return today one of his surprises would be to find it in one form or another in almost every civilized household.

The Personal View

The personal viewpoint counts big in the operation of any business. We're all apt to think that the troubles we have in our business are peculiar to that business. Of course, they are not, but we childishly allow ourselves to think so. We think we can do that and still do our best by our businesses. The fact is that when our loyalty to our businesses is shaken, we haven't the firm grip on them that men should have on their undertakings.

There is keen competition in all lines, and in all fields there are customers whose demands are unreasonable. Profits universally are below expectations because expectations so generally are beyond what is warranted.

It doesn't help matters any to allow ourselves to think that we are engaged in the world's rottenest business. Good businesses are built up in all fields, and we rather suspect that it is done by executives who recognize that a business is about what it is made to be. Let's all be mindful of the fact that how we regard our businesses has a lot to do with how those businesses reward us.

in a separate part of his store, some distance from his regular stock. All the consigned goods had to be marked as the property of the consignor, so that anybody who saw them would instantly know that they were not the retailer's. Next the retailer had to keep a separate account of them in his books, earmarking them as the consignor's property. Finally the retailer was to furnish monthly statements of everything sold from the consigned stock and pay for it whether he had actually collected for it or not. There were some other details, but these are the main features.

That I regard as perfect protection in such cases, and in no case where this or something as complete is done, will the courts hold, in my judgment, that the consignor's creditors have any right to the goods.

I have come in contact with many cases of consigned goods and not in 1 per cent of the cases has the consignor done the one most vital thing that he should have done, viz.: had the goods visibly marked so that everybody who saw them in the consignor's store knew whose property they were. Quite often the consignee doesn't want that done and will avoid it in every way he can. Naturally he doesn't want people to know that the goods he is carrying don't belong to him. Unless the consignor sees that he does it, there may be a slip-up.—By Elton J. Buckley, Counselor-at-Law, Philadelphia, Pa.

There's always a lack of business where the lack of business gets a lot of attention.

We get so little of the good because we lack the manhood to take the bad which goes with the good.

Much of having to buck odds is due to seeing them as something to run one's head against.

So much that we think our business is ours only because WE think it so.

The most important thing for an employe to be is good value for the money that is paid him.

It is more important to be above the average in persistence than to be above the average in ability.

A sound body is the reward of safety; untold misery is the penalty of carelessness.

The MACARONI JOURNAL.

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

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

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

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

ADVERTISING RATES

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

Vol. XVII April 15, 1936 No. 12

Kentucky Has Unfair Practice Law

The state of Kentucky has recently adopted a most drastic fair practice law. It goes so far as to provide prison sentences for persons who deliberately sell goods at prices below cost if shown that it was being done to injure competitors.

The newly passed law provides that persons who engage in cutthroat competition by selling below cost or who engage in business practices that are considered unfair, shall be liable not only to fines of \$100 to \$1,000 for each offense but also to court injunctions, civil damage suits and prison sentences up to six months.

To encourage action against violators of its unfair trade practice law the state of Kentucky will permit a plaintiff alleging unfair practices to collect three times the amount of the actually proved damages. On a third violation a violator would be liable to deprivation of his rights to do business in that state.

Business men in other states and those who are doing business in Kentucky are carefully watching the effects of the enforcement of this drastic law in that commonwealth.

Inquisitive Johnny

Life to Little Johnny American is just one big question mark. It isn't asking why potatoes have eyes and corn has ears, he will be wanting to know by what process those peas got inside the pod. He may not be *inquisitive*—perhaps *curious* would be the better word—

but he is ever asking "why this?" and "why that?"

During the Lenten season just passed—in fact, in any season when Johnny is fed his favorite dish of macaroni, he may abruptly ask—"Who puts the hole in macaroni?" It might be safe to say that 99 per cent of the American housewives and an equal per cent of the fathers to whom the question is popped would be stuck.

Then it is that the anxious mother and the proud father feel that it is high time to make an investigation of this great macaroni hole mystery. There is only one place to find the true answer. Some manufacturers may be glib enough to explain the process, but there is nothing quite as good as seeing exactly how it is done.

Macaroni Men—invite the school children to visit your plants in company with their teachers or tutors. See to it that the teacher understands the process so that she can explain it to the pupils in her class who are little slower than the average in "catching on." Satisfy the boy's curiosity and you stand a good chance of making him a lifelong user and booster of your product.

Price Cutter Fined

Selling "below cost" is a violation of the California Unfair Trade Practice Act as some of the price cutters are beginning to find out. The press recently

carried a story of a test case against an operator of one of the units of a supermarket chain of stores wherein he was charged with violation of the act on complaint that he sold a 6-lb. can of Orisco for 89c, a price considered considerably below cost. It was shown that the offender was open to criminal court action with possible fine and imprisonment.

On proof of violation of the act, the offender was fined \$500 and sentenced to six months in jail. The California law is quite drastic in that it provides criminal action against offenders by a municipality as well as by the state.

WANT ADVERTISEMENT

WANTED—Used Kneader. Must be in good condition. Capacity 50 to 60 lbs. C. W. Mercer Company, Manufacturers of Noody Noodles, 1450 W. State St., Fremont, Ohio.

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THE SECRETARY'S MESSAGE

Alphabet Soup

Mr. Donna

An exchange, in commenting on the recent decisions of the law interpreting department of our Federal Government says:

"The Supreme Court found the NRA and the AAA were NG, though TVA seems to be OK. Still the situation isn't as simple as ABC."

The avalanche of alphabetical combinations that hurtled itself upon the IP (Innocent Public) with such force and frequency the early part of the NDR (New Dealers' Regime) may have been confusing to most of the innocent people affected but to most members of the macaroni industry, the juggling of alphabets is an every day, very common occurrence. They are all past masters in the art of tossing alphabetical combinations and compare with the ND (New Dealers) as experts and novices.

It has been suspected that most if not all of the BT (Brain Trusters) must at some time or other have had some experience with the manufacture of macaroni alphabets, but a thorough study of all the records of all the plants in the country fails to disclose any intimate connection with any macaroni factory of any of the so-called ND (New Dealers). But imagine, if you will, how these BT would revel in a modern macaroni plant, and particularly around the little press that shoot out the macaroni alphabets ad infinitum! Why even the most radical ND would be dazzled with the unlimited number of letter combinations possible and with which they could play to their hearts' content!

MSN (Macaroni-Spaghetti-Noodles) would be to them, as it has always been to the macaroni manufacturers and consumers, merely WBGF (World's Best Grain Food). Instead of TNT that would be more interesting to the Army and Navy Departments, they could get TEF (The Energy Food), a more peaceful element with which the Agricultural Department might better concern itself.

Speaking of alphabets and initials, there is one combination which many macaroni-noodle manufacturers might most profitably and satisfactorily nurture. It may not have been directly recommended by the BT (Brain Trusters) who are the ascendancy or descendency in WDC (Washington, D. C.) but it has the support of every thinking BM (Business Man) and particularly of the leaders in the trade. It is a combination from which all the PMM (Progressive Macaroni Manufacturers) would get much satisfaction, enjoyment and other commensurate benefits. The combination referred to is NMMA (National Macaroni Manufacturers Association), the TB (Trade Body) that is constantly and consistently fighting the industry's battles every day, under every administration, irrespective of the party in power.

So while the BT (Brain Trusters) are racking their craniums for new letter combinations to designate new bureau commissions or regimentary bodies mostly concerned in spending specific appropriations, the members of the Macaroni Industry in this country who for any reason whatsoever have not or are not allied with their FM (Fellow Manufacturers) in their Industry's NMMA, should agree here and now to spend a little of their time and a little of their money in co-operating with said FM (Fellow Manufacturers) in SP (Self Protection) and GTP (General Trade Promotion.) This they can do by volunteering their membership and their wholehearted support of what to the Macaroni Industry are the most important alphabetical combinations—NMMA, the National Macaroni Manufacturers Association and its official spokesman TMJ (The Macaroni Journal).



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