

**THE
MACARONI
JOURNAL**

**Volume XVII
Number 2**

June 15, 1935

The Macaroni Journal



Minneapolis, Minn.

JUNE 15, 1935

Vol. XVII No. 2

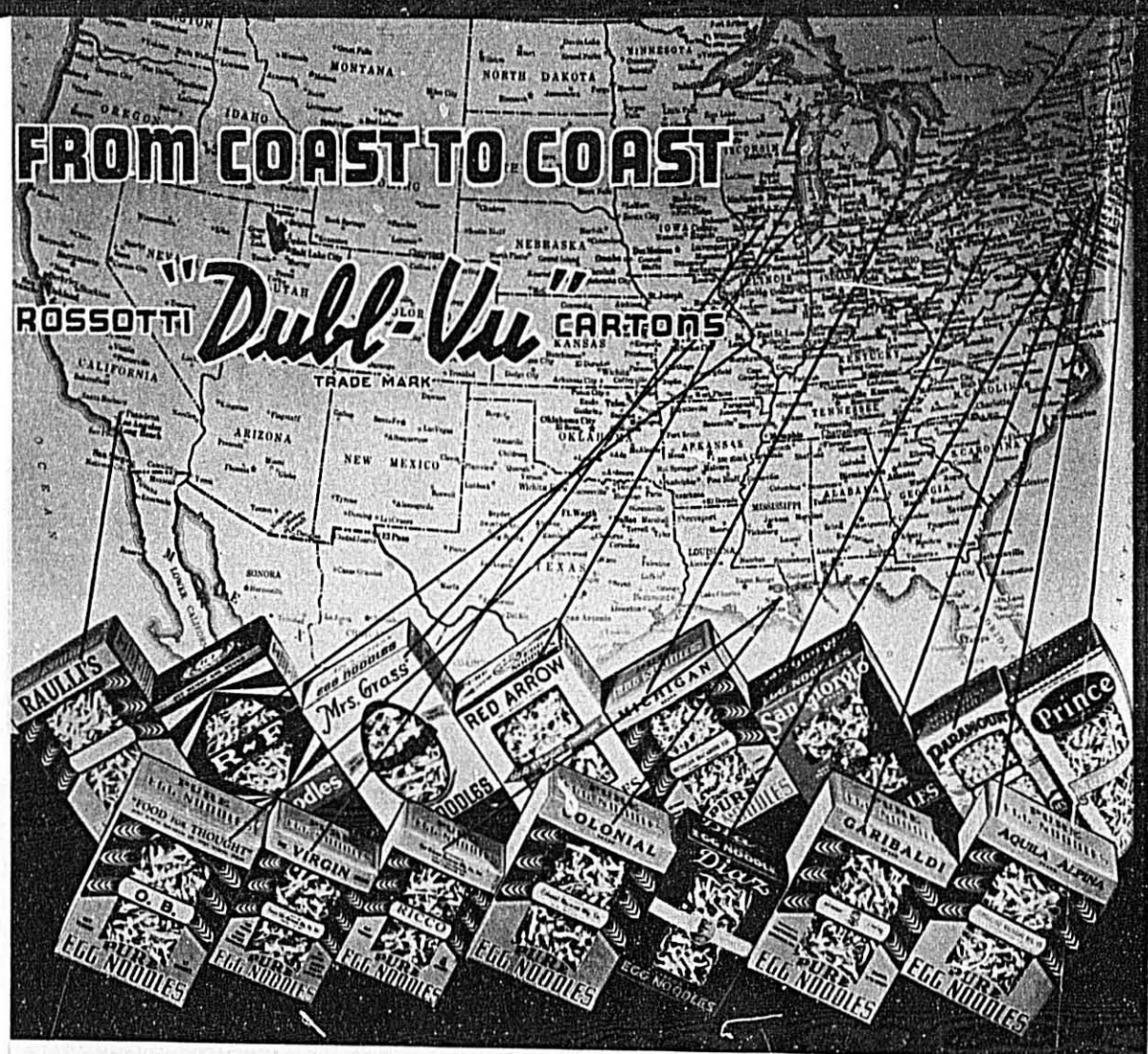
A Wise Course of Action

The first effect of the Supreme Court's decision invalidating the National Recovery Act was to suspend code enforcement as a matter of law. It should not affect code compliance as a matter of common sense.

First, the Macaroni Industry should refrain from any precipitating action that will disturb its relation with employes and distributors, pending a study of what course of action is best to pursue.

Second, an honest, determined coöperative effort should be made to find ways and means of retaining all the beneficial features of industry self government.

Third, no one in the Industry should underestimate the value and importance of the 1935 Conference as the time and the place for a calm and unbiased study of the after effects of the decision and a wise course of action to be followed by the industry as a whole.



Macaroni manufacturers from coast to coast are using the new Rossotti "Dubl-Vu" Window Egg Noodle Carton. Although introduced but a few short months ago, these remarkable new, full color packages are creating a sales sensation... outselling and overcoming competition in practically every market where introduced. No more wrinkled, battered down, "sloppy bag" type of egg noodle packages. Instead, a clean, sturdy, dust-proof carton that gives ample visibility plus full protection. Breakage and return goods are reduced to a minimum. New sales and merchandising opportunities are offered. Once again manufacturers feature brand name, trade mark, and signature up big, in color, with recipes on side panels. These cartons fill quickly and seal with semi or fully automatic machinery if desired. Attractive stock design available for immediate shipment. Special private brand design suggested in full color sketches, without obligation. Write today for samples, prices and full particulars.

BRANCH OFFICES: 612 N. Michigan Ave., Chicago • 443 San Pedro St., Los Angeles • 1814 Orthodox St., Frankford, Philadelphia.

ROSSOTTI
LITHOGRAPHING COMPANY, INC.
121 VARICK STREET, NEW YORK CITY

PACKAGING HEADQUARTERS FOR THE MACARONI TR

A Sales Sensation!

ASK ABOUT ROSSOTTI
"DUBL-VU" CARTONS

SEE OUR EXHIBIT AT
THE CONVENTION
IN BROOKLYN.....

OFFICIAL PROGRAM

Thirty-second Annual Convention
NATIONAL MACARONI MANUFACTURERS ASSOCIATION
Hotel St. George, Brooklyn, N. Y.
June 17-19, 1935

SPECIAL

SUNDAY, JUNE 16, 1935

10:00 p.m.—Final Meeting 1934-1935 Macaroni Code Authority.

10:00 p.m.—Final Meeting 1934-1935 Board of Directors.

MONDAY, JUNE 17

9:00 a.m. to 2:00 p.m.—Roof Garden)

10:00 a.m.—Registration of Manufacturers and Visitors (fee \$10.00).

10:00 a.m.—Formal Opening of Convention—President Louis S. Vagnino presiding.

a. Address of Welcome—Hon F. La Guardia, Mayor Greater New York.

b. Response and Greetings—Past President Frank L. Zerega.

c. President's Annual Message—Louis S. Vagnino.

d. Secretary-Treasurer's Report—M. J. Donna.

e. Appointment of Convention and Special Committees.

1:30 a.m.—Address, "Inter-food Competition"—Dr. L. V. Burton, Editor Food Industries.

Discussion.

Address, "The Industry's Problems"—Aaron Sapiro, Deputy Code Executive.

Discussion.

Forum—National Macaroni Manufacturers Association's Reorganization.

Discussion by assembly.

Appointment of special committee to consider suggestions, develop and present a working plan.

10:00 p.m.—Adjournment.

ENTERTAINMENT

(Arranged by Greater New York 1935 Convention Entertainment Committee)

TUESDAY, JUNE 18

(9:30 a.m. to 2:00 p.m.—Roof Garden)

9:30 a.m.—Call to order—President Louis S. Vagnino.

Special half hour Review and Discussion of Proceedings of Previous Session.

10:00 a.m.—Macaroni Code Authority's Financial Report—M. J. Donna, Secretary-Treasurer.

Address, "An Experiment and Its Lessons"—G. G. Hoskins, Chairman Macaroni Code Authority.

Discussion.

Address, "Matters of Current Interest in Federal and State Food Laws Enforcement"—Dr. W. S. Frisbie, Food and Drug Administration, U. S. Department of Agriculture.

Discussion.

Address, "Macaroni-Noodle Standards and Labeling"—B. R. Jacobs, Deputy Code Executive.

Discussion.

1:00 p.m.—Report of Special Reorganization Committee.

Discussion and Action.

Association's Annual Election.

2:00 p.m.—Adjournment.

SPECIAL

6:30 p.m.—Organization Meeting of 1935-1936 Board of Directors as most convenient as to time and place.

Election of Association Officers.

ENTERTAINMENT

Afternoon

(Arranged by Greater New York 1935 Convention Entertainment Committee)

Evening—7:30 p.m.

National Association's Annual Dinner-Dance. Guests of National Macaroni Manufacturers Association.

WEDNESDAY, JUNE 19

(9:30 a.m. to Adjournment—Roof Garden)

9:30 a.m.—Call to Order—President Louis S. Vagnino.

Special half hour Review and Discussion of Proceedings of Previous Session.

10:00 a.m.—Reports of Convention and Special Committees. Action.

10:30 a.m.—A Panel—Educational Macaroni Publicity—Vice President Joseph Freschi presiding.

A 4-Point Discussion by Experts as to how Americans can be made more "Macaroni Conscious."

"Macaroni—the Nutritious Food"—Dr. Daniel R. Hodgdon, Ph.D., J.D.

"Macaroni in the Low Cost Diet"—Miss Esther H. Funnell, Dietary Expert, Teachers' College, Columbia University.

"Macaroni in the Daily News"—Lucius D. Mahon, Newell Emmett Co.

"Macaroni Dramatized to the Masses"—E. B. Ryan, Ruthrauff & Ryan.

General Discussion and Action.

2:00 p.m.—Final Adjournment.

CONVENTION ENTERTAINMENT... See Page 8



QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XVI

JUNE 15, 1935

Number 2

After the Code, What?

As a result of the famous decision by the United States Supreme Court of May 27, 1935 dealing a death blow to the National Recovery Act and pending action by Congress to give the Act renewed life, if that is possible, the Macaroni Code is in a state of suspense, its powers having been derived from the Act now declared illegal. In the meantime, what is to be done to conserve for the industry the good that accrued from the Code's administration and to continue the cooperative activities of the trade for the industry's betterment? That is the question that is receiving the deserved attention of the readers of this business.

Not only the macaroni industry but the whole business world was astounded by the terseness and the thoroughness of the decision handed down by the judicial body in which it held, basically, that Congress had exceeded its constitutional rights in delegating legislative powers to the President and rendering illegal the fundamental principles of the Recovery Act establishing minimum wages, maximum hours and the right of self regulation under government supervision.

The staggering decision rendered the whole Recovery Act an empty shell and all the Codes thereunder inoperative. Though the decision involved a comparatively small poultry distributor in Brooklyn, it was the one selected by NRA officials as the best test case, and the decision affects every line of business operating under a code, irrespective of size or importance.

The contention of the government attorneys that the Recovery Act was the result of a dire emergency was declared to be no justification for the delegation of powers or their enlargement. While the country at large is studying the decision of the Supreme Court to ascertain the possible effects on business generally, the macaroni-noodle industry is seriously considering it from the viewpoint of its particular interest.

As in the case of business generally, opinions within the macaroni industry are equally differing. A group that has been loyal and faithfully observing the provisions of the Macaroni Code which derived its powers from the National Recovery Act, a group that has been satisfied with the stabilizing effects of the Code on the macaroni business, despite the incessant chiseling by persistent chiselers, their opinion may be expressed in the following general statement: "We feel that we have lost something of great benefit and of greater promise to an industry like ours. If the decision means that

Congress is not permitted to establish a system of voluntary, self government of business under state and Federal supervision, we have lost much more than is at present apparent."

Among those who have looked upon the National Recovery Act as an usurpation of individual rights to operate their own business in their own conception of what is right or wrong, and we have some in the macaroni industry, their composite views may be summed up in this general statement: "When the recovery act was first adopted we gladly cooperated in its adaptation to our business and to our industry. Our experience convinced us that its provisions were rather more restrictive to progress than helpful, though that act still has much of merit therein, we are now convinced that the decision of the Supreme Court will have a salutary effect all around. It will, first of all, restore our confidence in the future and in the ability of our industry to start a real business recovery by self regulation and self determination."

Between these divergent views there is unanimity of opinion that the macaroni industry should lose none of the benefits that may have accrued under the New Deal experiment. The administration of the Macaroni Code has brought to light many violations that heretofore were suspected but unproved. The wages paid by some employers were deplorable; the hours worked almost inhuman; abuse of the quality standards almost unbelievable and the sharp competitive practices to which some operators stooped could hardly be imagined. That they were rare exceptions rather than the rule, is cheering.

Therefore, the problem of the hour for the progressive macaroni-noodle manufacturer is: "How can we best conserve what was best under the code law?" That it can best be done through a cooperative, voluntary organization such as the National Macaroni Manufacturers Association, there is a very general, almost unanimous agreement. The matter, then, rests on how to equitably finance this action and no more important question will be up for decision at the convention of the industry this month. At this conference manufacturers will be given an opportunity to prove their loyalty to an organization of long standing and of satisfactory accomplishment, showing their sincerity of purpose and manifesting their unselfish, wholehearted interest in the future of their trade.



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 NATIONAL ASSOCIATION
 1934-1935



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SALVATORE NUNZIATO
 Director

Convention Entertainment

Collaborating with the Officers of the National Association, the GREATER NEW YORK 1935 CONVENTION ENTERTAINMENT COMMITTEE has arranged an elaborate program of pleasure and entertainment that should make all the convention guests happy and cheerful.

The Committee's Theme—"CHASING AWAY THE MACARONI BLUES."

It has been arranged so as not to conflict with any of the business of the convention. It will be complimentary to all Convention Registrants and their Guests.

Tickets for the several Entertainment Features will be provided by Secretary Donna on behalf of the Committee. The program is subject to slight changes to meet all requirements.



EDGAR O. CHALLENGER
Chairman

WEDNESDAY, JUNE 19TH Afternoon

Program being arranged. Visiting Exhibition of Modern Macaroni Machinery, Packages, Labels and other Manufacturing Accessories displayed by Progressive Allies.

Illustrated Lectures, Motion Pictures and other Educational Features.

Convention Registrants will be entitled to Tickets for all of the Entertainment whether provided by the Committee or the Association. Their Ladies and other Guests will be supplied Tickets for all the events except for the Dinner Entertainment on Tuesday which may be purchased at a cost of \$3.00 for Ladies and Children and \$3.50 for Gentlemen.

Greater N. Y. 1935 Convention Entertainment Committee.

E. O. Challenger, Chairman
Chas. Rossotti, Secretary
John Zerega, Jr., Treasurer
M. J. Donna, Supervisor.

SUNDAY, JUNE 16TH

Afternoon

Reception in Hotel's Sky Lounge—Renewing Old and Forming New Acquaintances.



CHAS. ROSSOTTI
Secretary

Evening

Aquatic Exhibition in the World's Most Luxurious Swimming Pool.

MONDAY, JUNE 17TH

Afternoon

Bus trip to Huntington, Long Island. Out-door Recreation — Swimming, Fishing, Boating.

Evening

Dinner in Crescent Athletic-Hamilton Club, Music, Dancing.

TUESDAY, JUNE 18TH

Afternoon

Sightseeing boat trip Around Manhattan Island. Lecture on Points of Interest.

Music and Refreshments.

Evening

NMMA's Annual Dinner-Dance and Entertainment in The Colorama Grand Ball Room. Speaker, Singers, Girls' Revue, Entertainers.



JOHN ZEREGA, JR.
Treasurer

Price Increase Is Zero

Macaroni manufacturers will be interested to learn that the price of their products has not fluctuated even a fraction of 1% during the year April 1934 to April 1935 as per government figures. While some competing foods have increased in retail price as high as 91% over their April 1934 level, macaroni continues on its even price keel.

The figures are from the *Consumer's Guide*, the official organ of the Consumers Council of the AAA for the period

referred to, intended to show the upward trend in food prices. Of the list of staple foods compared, *macaroni is the only food that shows no increase in price.* Cabbage recorded the highest percentage of increase—91.9% followed closely by lard with an increase of 81.6%.

Is it possible that macaroni manufacturers are getting, at the very least, their costs out of their products? Surely semolina, farina and flour prices have increased considerably because of the decreased production of good macaroni wheat in the 1934 drought year. Other ingredients and accessories have likewise increased in price,—so where have these

increases disappeared? The comparative increases are shown in the following: table prepared by the Consumers Council: Bread, 3.8%; Butter, 20.2%; Milk, 7.2%; Round Steak, 41.4%; Pork Chops, 33.2%; Lard, 81.6%; Lamb, 25%; Eggs, 13.8%; Spinach, 44.8%; Cabbage, 91.9%; Flour, 4.2%; Macaroni, 0%; Canned Corn, 14.2%; Canned Peaches, 10.1%.

"The greatest structure is made up of little things—nails, stones, bricks, beams, bits of glass. So is life made up of little things—words, smiles, frowns, thoughts, gestures. Watch the little things."—*Forbes*.

Reputations for Good Macaroni Start Here



Gold Medal Semolina

"Press-tested"

CONVENTION SPEAKERS

Code Chairman Cautions Industry



B. R. JACOBS
Deputy Code Executive
Washington, D. C.

Subject: "Macaroni-Noodles Standards and Labeling"



DR. W. S. FRISBIE
Food and Drug Administration, U. S.
Department of Agriculture
Washington, D. C.

Subject: "Matters of Current Interest in Federal and State Food Laws Enforcement"



DR. DANIEL R. HODGDON, Ph.D., J.D.
National Food Authority
New York City

Subject: "Macaroni, the Food for the Masses"

In a circular to the entire industry Chairman G. G. Hoskins of the Macaroni Code Authorities calls attention to the adverse decision of the U. S. Supreme Court and cautions macaroni men to proceed cautiously, to maintain wages and hours pending action by Congress and the President. He said, in part:

To All Members of the Macaroni Industry:

The Supreme Court has held that "the code making authority as conferred on the President by Congress is an unconstitutional delegation of legislative power." Donald Richberg, Chairman of the National Industrial Recovery Board, states: "This decision, of course, makes codes of fair competition unenforceable as a matter of law; and in deference to that ruling, all methods of compulsory enforcement will be immediately suspended. This will not affect the enforcement of any contractual obligation which may have arisen by agreement of a party requiring no sanction of the federal authority."

Chairman Pat Harrison of the Senate Finance Committee said it would be possible to enact legislation that would continue NRA and meet all of the Supreme Court's objections. Other commentators feel that the Supreme Court decision has wiped out the entire NRA program and has made it virtually impossible for Congress to reconstruct it on anything more than a very limited basis.

Macaroni men, whom I have contacted since the decision was announced, are naturally at a loss to know how to proceed. Many of these men have given their time and thought without stint to the problems of the industry under the Code and the action of the Supreme Court naturally comes as a great blow.

It is too early to count our losses and consolidate the gains which have been made during the two years of code making and administration, but it seems that the best course for us to pursue as members of the industry and as administrative officers is to accept the subject matter of the code as a standard of fair practices which, if observed, will benefit individual members and the industry as a whole. The Code lists the rules governing fair play. Let us be sportsmen.

It is a patriotic duty for manufacturers to maintain the labor standards of the Code. No prosperity is going to be built by the exploitation of labor.

With a few exceptions, the Standards Provisions are the same as federal and state laws and to the extent that they correspond with the federal and state laws, efforts will be continued to enforce them. The Copeland Bill was passed by the Senate yesterday and it appears it will pass the House. Under it we should be able to have our standards modified on the basis of experience, written into the federal law. We have reason to believe that if the Macaroni Industry maintains a closely-knit organization among its members, much of the progress made can be continued.

Insofar as is possible, we will attempt to prevent sales below cost. Any activity along this line will have to be by voluntary agreement. This office will act temporarily as an intermediary should disputes arise which might be settled by arbitration.

Since it cannot longer be held compulsory to file prices, the Open Price Division will be discontinued except that, if manufacturers so desire, this office will temporarily act as a clearing-house for price lists. If you are interested in this service, please write to Mr. W. Fred Dolke at this address.

Because of the Supreme Court decision, the President and Congress will undoubtedly concentrate upon new legislation. No one knows what form this will take, but we believe the best bet is that the laws governing the Federal Trade Commission will be amended to give industries a chance to organize to do some of the very things which have been attempted under codes. The industry is now organized in such a way that quick action can be taken on any problem. Your national officers will keep in close touch with the trend of affairs and advise you from time to time.

Regional organizations should be strengthened and voluntary activities carried on. By convention time, we will be better able to predict and plan for the future.

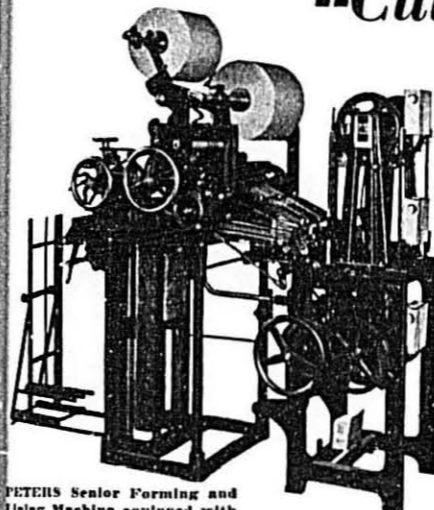
Meantime, please do not reduce wages or increase hours, misbrand your goods, or cut prices. Perhaps we will find that with compulsory provisions suspended in favor of voluntary cooperation, we will more easily do the things we have found so difficult to do in the past.

Now It's the Artichoke Movement

The old saying, "There's nothing new under the sun," may be modified to read "There's nothing new in Macaroni." Yet every once in a while someone broadcasts that he has invented a new kind of this nutritious grain food. The latest announcement comes from California where many new ideas emanate, like EPIC, with every prospect that it will be equally shortlived.

The announcement referred to states: "Spaghetti made from artichokes and artichoke pulp put up in cans is a new product of the Monterey Bay area. Castroville is the largest shipping point of artichokes in the United States and for a long time some use of the over-supply of artichokes has been the desire of many growers. D. Conti of Castroville is now putting up a very nice package of the spaghetti, macaroni and other paste products, all made of artichoke pulp, therefore containing the very health giving vitamins contained in the fresh artichokes.

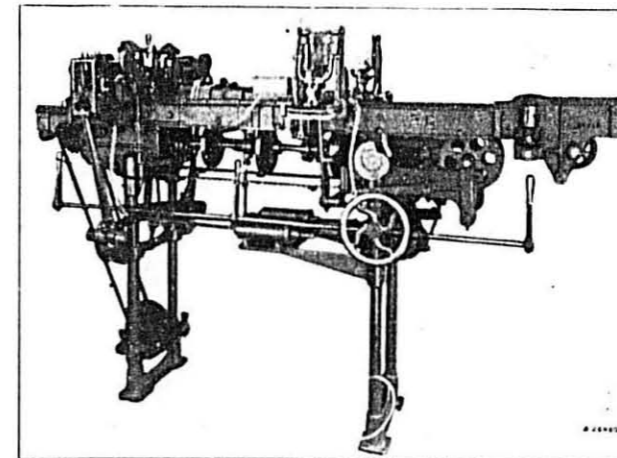
The Easiest Way to Make Money --Cut Your Packaging Costs!



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

Peters equipment will definitely cut the cost of your packaging through the automatic forming, lining and closing of your cartons. It takes only one operator to turn out 40 to 45 cartons per minute on the hand-fed Peters Senior Forming and Lining Machine. When equipped with the new Automatic Carton and Liner Feeding Device, one operator can turn out as many as 60 cartons per minute. Where time means money, Peters can save you both.

The Peters Senior Folding and Closing Machine is geared to run at exactly the same capacity as the Senior Forming and Lining Machine, with either automatic feed or hand fed. In this way you can modernize your packaging procedure a step at a time and let the equipment pay for itself. Many macaroni manufacturers have done it. You can, too. Send today for complete facts. No obligation.



Peters Senior Folding and Closing Machine.

GREETINGS TO THE MACARONI-NOODLE MANUFACTURERS CONFERENCE AND CONVENTION

Brooklyn, New York, June 17, 18 and 19, 1935

PETERS MACHINERY CO.

1700 Ravenswood Avenue



Chicago, Illinois

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
Armour & Co.
Frozen Eggs
Pierozzi Drying Machine Co.
Macaroni Noodle Dryers
Baur Flour Mills Co.
Flour
Capital Flour Mills, Inc.
Flour and Semolina
John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners, Folders, Kneaders, Mixers, Presses and Pumps



Champion Machinery Co.
Brakes, Flour Blenders, Sifters and Weighers, Mixers
Chicago Neostyle Envelope Co.
Containers
Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamping Machines
Commander Milling Co.
Flour and Semolina
Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers, Folders, Kneaders, Mixers, Presses and Pumps
Creditors Service Trust Co.
Mercantile Collections
Crookston Milling Co.
Flour and Semolina
Wm. S. Doig, Inc.
Nailing Machines
Duluth-Superior Milling Co.
Flour and Semolina
Charles F. Elmes Engineering Works
Brakes, Cutters, Die Cleaners, Driers, Folders, Kneaders, Mixers, Presses and Pumps
Huntington Laboratories
Spray Insecticide
King Midas Mill Co.
Flour and Semolina
Frank Lombardi
Dies



F. Maldari & Bros. Inc.
Dies
Minneapolis Milling Co.
Flour and Semolina
National Carton Co.
Cartons
Peter Machinery Co.
Packaging Machines
Pillsbury Flour Mills Co.
Flour and Semolina
Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers
The Star Macaroni Dies Mfg. Co.
Dies
Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

Make Friday Macaroni Day

In a release from the convention of the National Macaroni Manufacturers association in Atlantic City, June 9, 1924 the people of the country were asked to look upon Friday as "Macaroni Day" and the manufacturers urged to support the idea in their advertising. After a little spurt, the suggestion failed to get the continued support it deserved, but was revived vigorously early in 1935 by a well planned, ably directed campaign to popularize the use of Milk Macaroni on Friday—Macaroni Day.

Following a nationwide survey of macaroni consumption, the Quaker Oats company has embarked upon a newspaper campaign on Quaker Quick milk macaroni, which aims at one peak consuming day each week, and which emphasizes low cost meatless macaroni recipes.

Heading each of the advertisements in the series is the slogan, "Friday Is Macaroni Day." The advertisement then directs attention to a specific dish made with macaroni that provides a full meal for four people at little cost.

The appetite appeal of the macaroni dish as well as the fact that it is meatless is stressed. The dish is then illustrated and the recipe given. The rest of the advertisement is devoted to copy on the macaroni.

"Our 'Friday Is Macaroni Day' idea is more a recognition of existing consumer habits than an attempt on our part to promote Friday over other days," Donald B. Douglas, vice president of the Quaker Oats company, in charge of advertising, stated.

"A national survey just completed shows that macaroni is used far more extensively in meatless dishes than any other way; also as might be expected, that Friday is the most important consuming day for macaroni."

The grocer thus has an opportunity to promote not only his macaroni sales but sales of cheese, tomatoes, eggs, olive oil, vegetables, and the other ingredients used with macaroni in making meatless dishes, Mr. Douglas points out.

The Quaker Quick milk macaroni advertising has been designed to help the housewife by giving her recipes for inexpensive dishes, and to provide a background for the grocer's own promotional effort.

To further assist the grocer, an unusual recipe store card, 9x12 inches, has been prepared. The card repeats the theme of the newspaper advertising, "Friday Is Macaroni Day," and shows a dish prepared with macaroni.

The card offers the shopper a recipe sheet containing 10 full meal dishes, all meatless. A bold red arrow across the face of the card reads, "Use these thrifty meatless recipes. Tear off sheet." With meat prices soaring, the cam-

paign is believed to have a particularly timely appeal. Many grocers will seek to build up sales of macaroni and related items on other days, as well as on Thursday and Friday, it is expected.

It's in the Spelling

Some may argue that it is in the spelling. But, stepping out of our character as a macaroni salesman, let's consider it from the viewpoint of the reporter, who writes:

A beautiful country home stands at the curving of a lovely road on Long Island near the town of Wading River. We exclaimed about it as we drove by the other day with a friend who knows the region. He stopped his car and pointed to a neat little signboard at one corner of the charming front lawn. It bore, in elegant script letters, the word "Seldoon." We asked if it was the name of the owner. It was not. Seldoon, it turned out, is the name of the estate. It is owned by Mr. Henry Mueller, the spaghetti-and-macaroni man. Still we didn't get the significance of Seldoon, and said so. "Spell it backward," said our friend, driving on.

He said he needed a change of altitude. What he really needed was a change of attitude.

Buy Approved Macaroni from Upstanding Manufacturers

Soybean Flour, Coloring Used in Place of Eggs

By DANIEL R. HODGDON, Ph.D., J.D.

Macaroni made from semolina is a very wholesome, nutritious product, and may be used extensively as a substitute for meat. But there are manufacturers who are selling macaroni made from the cheapest flour that can be purchased. Instead of buying genuine semolina, they are purchasing a cheap flour at half the cost, adding soybean flour to it and coloring the product with turmeric in order to disguise the fact that it is an inferior, cheaper macaroni.

Three carloads of soybean flour and artificially colored macaroni were seized in warehouses. This was destined to be used as a cheap ingredient of macaroni without any designation of the fact that adulteration was used in the product. In the packages under question I actually saw these words, "Made from hard wheat," or "Made from semolina." Such a description was a misrepresentation because it misled the users of macaroni into believing that the macaroni was made of hard wheat of semolina. On other packages I found that soybean had been used in egg noodles and instead of

the egg noodles containing five per cent egg solid, they contained about three per cent.

Soybean flour was used with an artificial color to make the egg noodles look as if they were rich in egg content. This racket has been going on for some time, according to the testimony of merchants who purchased this macaroni.

On some of the packages sold to the Jewish trade there appeared certification indicating Rabbinical supervision. Upon investigation, it was found that no Rabbinical supervision had been had. Not being content with selling an inferior product, this company had short-weighted every grocer who purchased this product. In other words, their packages were short of the actual weight indicated.

Macaroni made of genuine hard wheat rich in protein is an excellent substitute for meat. In these times when meat is so expensive, the family can use macaroni frequently. Of course, meat should not be entirely eliminated from the diet as there are specific elements in meat

which help to prevent certain diseases caused by an unbalanced diet.

The digestion of macaroni is rather rapid and less than 11 per cent of a good grade of macaroni is lost in the processes of digestion and assimilation. It has practically no by-products which are injurious to the system. It does not cause putrefaction in the intestinal tracts.

Due to the widespread tendencies to cheapen macaroni products, by making them from inferior wheat and adulterating them, it is necessary that one use care when purchasing this valuable food product. One must be assured the macaroni is worth the price paid for it, and that it is really macaroni.

Navy Wants Spaghetti

To supply the U. S. Navy with its spaghetti needs, in part, the Navy Department, Bureau of Supplies and Accounts, Washington, D. C. has announced that it will accept bids on miscellaneous quantities for delivery at Sewell's Point, Virginia and Mare's Island, Cal. The exact needs may be ascertained by interested manufacturers or distributors from the bureau officials. All bids must be in hands of the Bureau on or before the opening date, July 16, 1935. The schedule number for this intended purchase is 5319.

HUNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

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



COMMANDER MILLING CO.
Minneapolis, Minnesota

You **COMMAND** the Best When You **DEMAND**



USEFUL INSECTICIDE POINTERS

By J. L. BRENN, President Huntington Laboratories, Inc.

For many years the insecticide problem has been one of the most consistently annoying and serious problems the macaroni industry has had to face. Often actual money losses due to depredation of insects on large quantities of stored grain, finished macaroni, or other cereal products have been terrific—but even more than the money loss involved has been the danger to reputation. The American public is finicky, and demands scrupulous cleanliness, absolute purity, and perfect condition in all of the products which it buys and uses. A single package of infested macaroni is enough to cause the average American housewife to avoid that particular brand, perhaps all macaroni, for the rest of her life. A firm may lose thousands of dollar in cash and yet may speedily recover, but when its good name is destroyed that firm is poor indeed.

Disregarding all controversies as to the source of the insect infection, whether in the plant, in the raw materials, in warehouses or on shelves, we choose, in this article to treat of the factory phase of the problem of insect elimination, since infected goods are a direct reflection on the producer whose name appears on the box or package.

Methods of insect control have passed through a gradual development. Not so many years ago the only way to rid a factory of insects was to close it down completely, and use dangerous gaseous poisons throughout the entire building with consequent loss of productive time and danger to human life. To avoid the serious drawbacks of such a method of insect control and the excessive costliness of it, certain insecticides were devised in the early years using explosive or inflammable materials. If these did not result in a fire with a total loss of the macaroni manufacturer's investment, they often soiled or contaminated food products in such a way that they were no longer fit for human consumption.

About that time, nearly 15 years ago the laboratories set to work to devise some means of insect control which would have none of the obvious dangers or drawbacks of the older methods. Chemists realized that in order to be successful an insecticide would have to be effective as a liquid contact poison and a gaseous poison, in order that both the flying and creeping stages of the insects could be controlled. They also realized that such an insecticide to be effective must have penetrating power to reach into every crack or crevice. They realized that such a successful insecticide must be nontoxic and harmless to mankind, and that the vehicle for carrying it must be noninflammable, nonexplosive, practically odorless and noncontaminating to the most delicate cereal products. They felt that it should provide absolute control of insects without costly shut-downs or general fumigation. That was quite a list of specifications, and obviously the right product could not be

found without long and painstaking research and many costly experiments.

Nevertheless the chemists set to work and for the next two or three years the investigation and testing continued. Thousands of dollars were spent in this development work before a single ounce of insecticide was marketed, and before it was announced to the trade. Not a drop of it was sold until they were absolutely convinced that it met every one of the specifications set down at the beginning of the investigation.

Having finally achieved an insecticide which appeared to meet all of the requirements of a perfect insecticide, it was discovered that methods of application were equally important for its proper use. Working with the manufacturers of sprayers, there were developed types of hand and electrically operated sprayers which would produce a microscopically divided mist of great penetrating power and fineness, so that the air was literally filled with an invisible mist carrying both gaseous and liquid contact poisons, effective on insects but harmless to man. Only in that way could they be sure that insects, whether larvæ, pupæ or in the full grown crawling or flying stage would be reached. To make sure of proper application it was decided to furnish the sprayers to customers.

Then followed months of practical experiments which resulted in development of a definite technique of spraying and whitewashing that enabled macaroni manufacturers to keep insects completely under control with occasional applications that did not in any way interfere with the regular operations of the factory.

After some years it became apparent that another type of insecticide was absolutely necessary to be used in conjunction with the spray type, designed to keep the inside of conveyor machinery free from weevil, moth and larvæ. Macaroni manufacturers said that this insecticide should act automatically and continuously without the necessity of stopping the machinery and without dangers of deadly gases or heat.

Realizing the problems of the macaroni manufacturer and the opportunity which this gave to serve the industry, the chemists again set to work. Research, tests and experiments followed. It was not an easy job. Weevil and moth in a macaroni factory have ever been a perplexing question, and many have tried to overcome it but have failed. The spray type of insecticide took care of insects in the buildings and warehouses and in parts of the conveyor machinery which could easily be reached by them, but it was too costly to stop manufacturing for frequent spraying. Therefore, there was developed a safe, nonexplosive and noninflammable gaseous type of insecticide, and an entirely new and revolutionary way of applying it.

It offered an entirely new method of continuous control. It was merely poured

upon pads inside the conveyors or stacked stock, and it killed the weevil worms and moth at once. Because the gases continued to vaporize for long periods after application, they maintained the units entirely free from infestation with no further attention except to pour a little more insecticide on the pads every three weeks. At the same time that its effectiveness was proved it was also proved that it would not contaminate semolina even if poured directly into it. As a result the macaroni manufacturers of this country were saved a tremendous amount of labor, expense, loss and danger.

To develop these products and methods of application was certainly a big service to the industry—and it cost thousands of dollars to develop each product before a single dollar of profit was realized. No one laboratory was alone in this; for there are many big companies that specialize in insecticides and other products for the macaroni manufacturers, in the same position. Thousands of dollars each year are spent by these companies in the development and improvement of such products, and in advertising them to the benefit of the macaroni industry every single year.

Do you question the statement that money spent for advertising benefits the industry as a whole? Stop and think a moment. Advertising of the right sort is important news to the trade—but more important than that—advertising is the one and only thing that maintains business papers in the field. Advertising makes possible the publication of magazines which spread the gospel of better methods, and thus benefit the industry and help the smallest manufacturer as well as the largest one.

Contrast this continuous investment for the benefit of the industry such firms make with the practice of the large raw chemical firms and the little individual peddlers of insecticides who sit idly by, never spending a dime until some product is fully developed and has a very definite acceptance. Then they come in and offer an imitation at a cut price. They offer no service, they spend no money in developing methods of application or solving problems. They simply try to reap the benefits of the efforts of the others. There is an old saw that goes:

There never was a product made,
This truth you must confess,
But what some fool could make it worse,
And sell his junk for less.

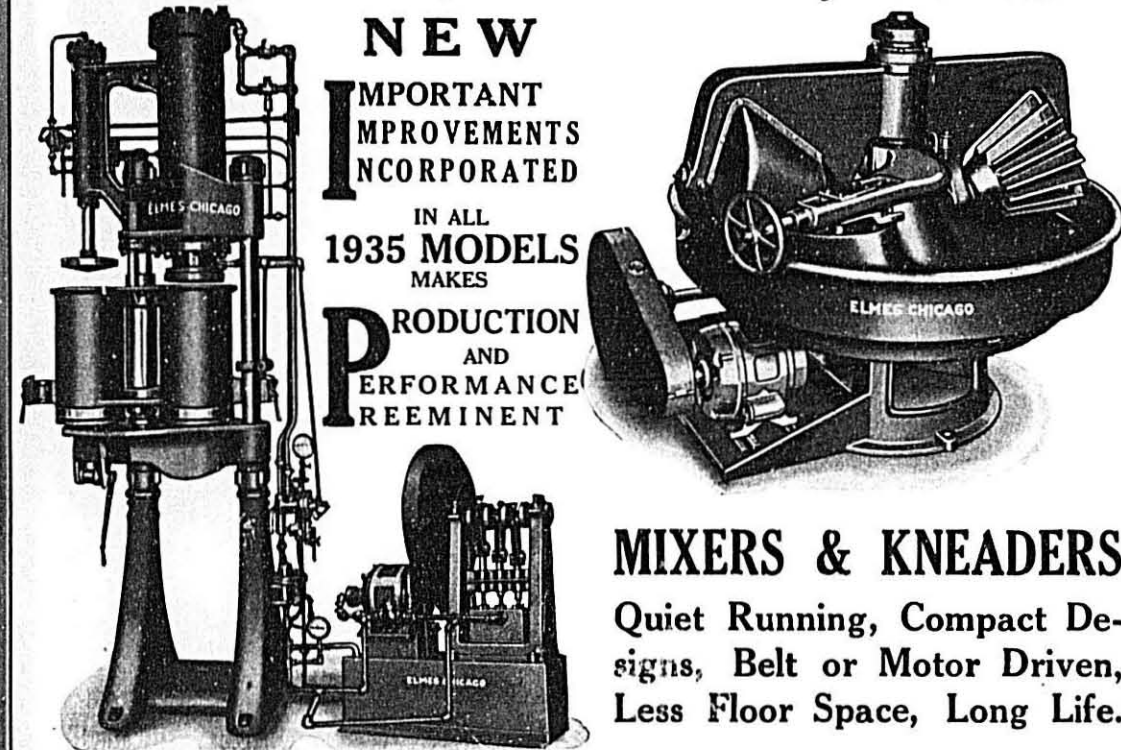
Take the matter of service. It costs a great deal of money every year to merely help macaroni manufacturers. Many old customers, although accustomed to using insecticides regularly, occasionally run up against some difficulty. Specialists are sent out to help them solve it. The imitators, the cheapers, the "just-as-good" guys, are not in a position to do that. You take what you get, and if it doesn't work you're sorry.

It is not only important to make a good product to begin with but it is necessary to employ men who understand macaroni manufacturing operations



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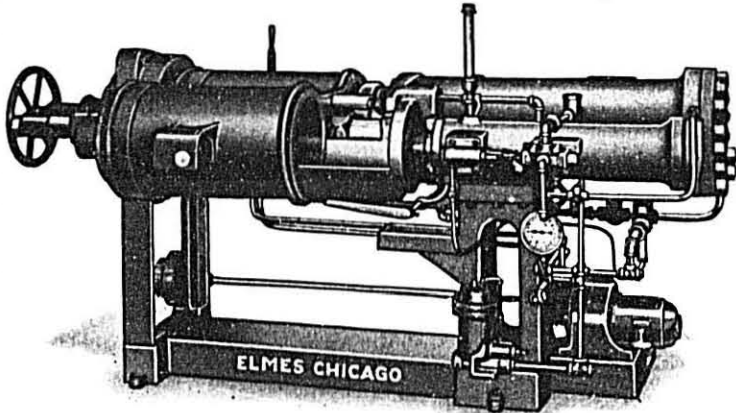
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POETIC SIDE OF MACARONI

tions and insecticides for this particular purpose. Certainly you will agree that that costs more money than to put out a product that imitates another product, and sell it by untrained sideline salesmen who are only after the extra dollar.

From the standpoint of the man who buys insecticides it is equally important to insist upon a product that is established in the field on its own merits, that is backed by a company with adequate financial responsibility and a reputation for honest manufacturing and square dealing. It is important for the buyer to know whether the firm he is buying from is in a position to render service from expert insecticide men who also understand macaroni manufacture. It is important for him to know whether the product is guaranteed on three points:

1. Effectiveness against insects.
2. Safety from poison or fire.
3. Freedom from contamination of products.

Using an untried product may be exceedingly costly, for thousands of dollars' worth of materials may be spoiled by odor or other contamination. It is important to know just what the guarantee means—how the firm is able to back it up, etc. And it is important from the buyer's standpoint to support those who advertise in publications which are valuable to him and to the industry in which he makes his livelihood.

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In May 1935 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in May 1935 and published by the Patent Office to permit objections thereto within 30 days of publication.

Washington Arch

The private brand trade mark of the Fagan corporation, New York, N. Y. for use on spaghetti, macaroni and other groceries. Application was filed March 29, 1934 and published May 21, 1935. Owner claims use since Dec. 1, 1932. The trade name is in heavy lettering.

TRADE MARKS REGISTERED

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

Quality De Luxe

The trade mark of West Virginia Macaroni company, Clarksburg, W. Va. was registered for use on macaroni and other alimentary paste products. Application was filed Jan. 11, 1935, published by the Patent Office March 19, 1935 and in the April 15, 1935 issue of The Macaroni Journal. Owner claims use since November 1928. The trade mark is the name in black type between each word of which appears a diamond shape.

Macaroni products, a staple food that should be even more popular among Americans who know and appreciate good things to eat, has a poetic side that is not often heard of. A columnist who edits "The Lighter Side," signing himself as W. J. F. quotes some very fine poetry that refers to this choice food of the "choose-y" Italians.

Macaroni Not a form of what the Italians call pasta, which includes, besides maccheroni (if you must have the Italian spelling) spaghetti, fettucini—when you've eaten that at Alfredo's in Rome, you know what poor things ordinary noodles are—scempio, sciocco, and several dozen other varieties.

Nor that form of macaroni Yankee Doodle called himself what he stuck a feather in his hat. Yankee Doodle thought he was a dandy, a dude, a fop, which is that meaning of macaroni.

But the sort of macaroni that fine old William Dunbar, for instance, wrote so well.

Our plesance here is all vain glory,
This fals world is but transitory,
The flesh is bruckle, the Feynd is slee—
Timor mortis conturbat me.

There's an older one in the Oxford Book of English Verse. The author is unknown, but it was written about 1300. Levedy is "lady." The rest is easy enough in this, the last verse:

Levedy, flour of alle thing,
Rosa sine spina,
Thu bere Jhesu, hevenc king,
Gratia Divina;
Of alle thu bers't the pris,
Levedy quene of paradys
Electa,
Mayde milde, moder es
Effecta.

But here's a far more cheerful one, "The Monk and the Vine Tree," supposed to have been written about 1525:

The best tree if ye take intent,
Inter ligna fructifera,
Is the vine tree by good argument,
Dulcia ferens pondera.

Saint Luke saith in his Gospel,
Arbor fructu noscitur,
The vine beareth wine as I you tell,
Hinc alii praeponitur.

The first that planted the vineyard,
Manet in coeli gaudio,
His name was Noe, as I am learned,
Genesis testimonio.

The first miracle that Jesus did,
Erat in vino rubeco,
In Cana of Galilee it betide,
Testante Evangelio.

Like as the rose excedeth all flowers,
Inter cuncta florigera,
So doth wine all other liquors,
Dans multa salutifera.

David the prophet saith that wine,
Lactificat cor hominis,
It maketh men merry if it be fine,
Est ergo digni nominis.

It nourisheth age if it be good,
Facit ut esiet juvenis,
If gandereth in us grate blood,
Nam venas purgat sanguinis.

By all these causes ye should think,
Quae sunt rationabiles,
That good wine should be best of all
drink,
Inter potus potabiles,

Wine drinkers all, with great honor,
Semper laudate Dominum,
The which sendeth the good liquor,
Proptu salutem hominum.

Plenty to all that love good wine,
Donet Deus largius,
And bring them some when they go
hence,
Ubi non sitient amplius.

Then the sauce for the macaroni. Son once thought it would be funny—which it wasn't, very—to write in a sort of hog latin. Here is one of the simpler ones to give you the idea. Incidentally, the pronunciation is that of the English schools, where "v" is "v" and not "w" and final "i" is very long.

Patres conscripti took a boat and went to Philippi.
Trumpeter unus erat qui coatum scarlet habebat,
Stormum surgebat et boatum overset-ebat,
Omnes drownerunt, quia swim-away non potuerunt.

But macaroni isn't only Latin. Here's a French-English one someone made for the Henry Clay presidential campaign of 1840. "That same old coon" was a party slogan: Ce meme vieux coon n'est pas quite mort, Il n'est pas seulement napping, Je pense, myself, unless j'ai tort, Cette chose est yet to happen.

Mais wait till nous le want encore,
Nous'll stir him with un pole;
He'll bite as mauvais as before
Nouse pulled him de son hole.

There. Just one more and I'm through. Someone once asked Victor Hugo if he could speak English. Mais certainement. And the author produced the following quatrain to prove his point.

Pour chasser le spleen
J'entrai dans un inn;
O, mais je bus le gin,
God save the Queen.

W. J. F.

Salesmen Must Know How to Sell

"If a salesman knows his proposition as he should he cannot help but sell," explained a food distributor recently interviewed. "If he does not know his proposition, no matter what the situation is he cannot sell goods as he should. The difference between a successful salesman and a failure is in knowing your proposition.

"Some salesmen are egotistic and feel they know it all—that they can present the proposition better than any one else and will not study or learn with the result that they are not as successful in their selling as they should be.

"As soon as a salesman feels he knows it all just then is the time he starts to slip. If he will try to learn and profit by the experience of others he will succeed nine times out of ten in boosting his sales.

"I find that more salesmen fail from lack of knowing their proposition, lack of paying attention to their instructions and failing to study their deals and talks, than for any other reason, excepting work. Of course lack of work and not knowing your proposition go hand in hand."

The Simplest and Safest Way to keep your plant Insect-Free

FROM the moment semolina is stored in your plant to the time the packages of macaroni start on their way, Dr. Loebel's protects your profits and your reputation.

Penetrating the stacked stock, and working down into the tiny cracks and hidden crevices, the gaseous spray reaches every breeding place of insects—kills them.

And Dr. Loebel's keeps your plant insect-clear without hazards or costly shut-downs. Non-inflammable, non-poisonous and non-explosive, it can be used without the slightest danger to any of the workers in your plant.

Now—while insects are becoming active—is the time to use Dr. Loebel's. Just a few regular sprayings on floors, walls, and ceilings, will prove to you that Dr. Loebel's is more effective than anything you have ever used.

Miller's Relief Non-Contaminating Juniquant

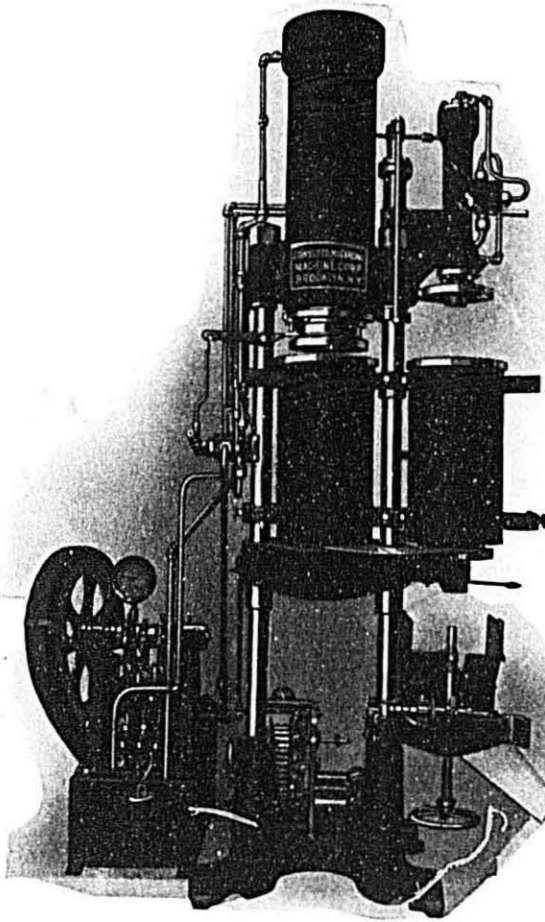
Weevil infestation in conveyor spouts, dryers, sifters, etc., is quickly ended by using Miller's Relief. Shot right into any infested unit, the heavier-than-air gas carries certain death to insects. It can be poured directly into semolina, for it will not contaminate, no matter how freely used.

The HUNTINGTON LABORATORIES Inc.

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W E L C O M E

The Consolidated Macaroni Machine Corporation gives greetings and extends a hearty welcome to all members attending the Convention of the Macaroni Manufacturers Association, which will be held June 17, 18 and 19, 1935 at the Hotel St. George, Brooklyn, N. Y.

The Hotel St. George is the largest Hotel in Greater New York, has every modern convenience, many of which are not found in any other hotel and you are assured of every comfort during your stay here.

Make this Convention the greatest ever, attend in full force.

The Time---June 17, 18 and 19, 1935.

The Place---St. George Hotel, Brooklyn, N. Y.

We are located but a short distance from the hotel and invite all members to visit our plant, where we will have on exhibition many of our latest machines and equipment.

Consolidated Macaroni Machine Corporation

KEEPING UP WITH THE TIMES

Fighting Depression Problems Through Modernizing Plant Machinery and Equipment

By FRANK A. MOTTA

One of the encouraging signs of progress in the macaroni industry is the widespread movement on foot to improve methods and modernize plants. Manufacturers everywhere are showing renewed interest in more efficient types of equipment. They are discarding old fashioned machines as too expensive to run, and investing in new equipment that saves time and money in production.

A few years ago, these same manufacturers were victims of the all too common "do nothing" policy. They tried to get along as cheaply as possible, avoiding any and all capital expenditures. Yet the more they followed this mistaken idea of economy the further they seemed to run behind. Then came the great change in conditions, with business operating under a new set of regulations. Many benefits resulted, due to better cooperation throughout the industry, but at the same time many new problems complicated the situation.

On one hand the demand for macaroni products was increasing, but on the other hand the cost of production was rising. Progressive manufacturers soon realized the necessity for action, and they found that the quickest and surest way to overcome all their difficulties was to bring their plants up to date by installing modern types of machinery. At one stroke they increased output and reduced upkeep by reequipping their factories with new mixers and semolina outfits for mechanical sifting and blending, also automatic weighing hoppers and weighing tanks for accurately proportioning the ingredients.

It is interesting to note some of the advantages gained by using these modern types of equipment. Consider for example, the latest flour sifting outfits and blending bins. For sanitary reasons alone all flour should be sifted. Cleanliness in manufacture is now demanded in all food products. The removal of all coarse, hard particles and impurities is essential to high quality, and it makes the difference between a first grade product and a second grade product. Your macaroni will command a higher price in the market, once you have established a reputation for using clean, sanitary methods that insure absolute purity of product.

Another practical reason for a sifting outfit is the saving in expense. In handling large quantities of flour there is always an accumulation of foreign material which eventually damages the dies. Little pieces of wood, paper, string or wire injure the dies as they go through with the dough. Some manufacturers have found by experience that the saving on their die repair bills will in itself finally pay the cost of a flour sifting outfit.

Sifting not only cleans the flour but also fluffs it up or aerates it, and makes it go further, producing a lighter, crisper macaroni of superior color and quality. And of course blending is an important and indispensable part of the process. By the use of the blending bin it is possible to combine different grades of flour into a perfectly blended mixture that is most economical for quality manufacture.

The man who makes the best product these days is the man who gets the most business. And modern equipment is the key to quality. Other types of equipment which prove valuable to the macaroni maker are the automatic weighing hopper and weighing tank. These insure the correct proportions for every mix and give positive uniformity of products at the lowest cost. In fact it is much easier and quicker to handle the ingredients with the use of automatic weighing hoppers and tanks, so that they pay for themselves in the long run.

Under present conditions and with increased competition macaroni makers can no longer afford to operate with obsolete equipment or with insufficient equipment. Immediate investments in mixers, flour handling outfits, weighing hoppers and weighing tanks and other time saving machinery, are fully justified by the resulting reduction on overhead expense. Manufacturers on every hand are proving by their own experience that it pays to modernize.

Expert Dietitian



Miss Esther H. Funnell, Ph.D. in Nutrition, member of the faculty, Teachers college, department of nutrition, Columbia university, New York city will appear in The Panel on Educational Macaroni Publicity at the June 19 meeting of the Macaroni Manufacturers of America to discuss the timely

subject—"Macaroni in the Low Cost Diet."

Miss Funnell has had seven years of experience as a teacher of home economics and two years as a dietitian for one of the largest hospitals in the east. She is author or coauthor of several authoritative articles on nutrition and dietary problems. Her discussion will add much to solution of the industry's most timely, vital problem, that of generally increasing interest in and consumption of macaroni products.

Champion Chef With Champion of Foods

Angelo Sterrazza, 14 years old, is the champion cook of the Madison Square Boys club, 312 East 30th st., New York city gaining that honor for the second consecutive year through the cooking of the "champion of foods,"—spaghetti—in a manner that would tickle any palate. He was the odds-on favorite at the club's annual cooking derby for the small boy members the day before the famous Kentucky Derby, winning by a good margin after a race down the stretch with Frank Marisglone, a 12-year old.

He was given his award by no less personages than Oscar, famous chef of the Waldorf, who with Luget of the same hostelry acted as judges. They congratulated Angelo on his second win, he having repeated his victory of last year in a similar contest.

Angelo's victory dish of 1935 was "Spaghetti Napolitano," a succulent creation done in two saucepans on the 3-burner gas range on the stage of the club's auditorium. Eager eyes of a large audience with watering mouths followed every move of the contestants, particularly craving a taste of the winning concoction. After being declared the winner Angelo did not say "Hello Ma" over the radio, but gave his radio audience and the actual audience a set of directions for preparing his delicious "chef d'oeuvre."

Angelo's victory is another win for one of the world's best foods—spaghetti. Were all cooks able to prepare as tasty a dish of this food as does Angelo, its popularity would be even more enhanced. The runner-up in the contest tried his hand at gingerbread, while third place was gained by Emanuel Camellire with his raisin cake.

EASIER TO CRITICISE

A dog hitched to a lawn mower stopped to bark at a passerby, says an exchange. The boy who steered the mower said: "Don't mind the dog. He is just barking for a chance to stop. It is easier to bark than to pull the mower." Yes, it is easier to be critical than to be correct, easier to bark than to work, easier to hinder than to help, easier to destroy reputation than to build character. Anybody can grumble and criticism is the cheapest thing on earth. A baby can tear a rose to pieces, but only God can make one.—Exchange.

Noodlettes

By Mack SpagNoodle



HANDICAPS

The man always looking for excuses for not doing things never fails to find as many excuses as he needs—and often some to spare.

Men who complain that they cannot do well in business because of certain handicaps, may be honest enough in appraising their efforts to overcome them. They fail to acknowledge that they might do better by trying harder.

Tex Neely, with only one arm, was a star football player at Dartmouth. Tommy Armour, one eye gone and one arm crippled in the war, won the open golf championship of the United States in 1927. To find men successful despite physical handicaps, we need not go back to Demosthenes overcoming impediment of speech by practicing with a mouth full of pebbles.

Caesar, Napoleon, Nelson, Wellington, Roberts, French, achieved greatness with physical stature under five feet. The deaf Edison gave us the phonograph and electric lights. The blind Milton gave us "Paradise Lost." The early blind Parkman gave us those great histories of early American life. Men who have accomplished wonders under great physical handicaps are so numerous as to cause little astonishment.

It seems natural, then, to ask why so many of us, without those handicaps, achieve so little.

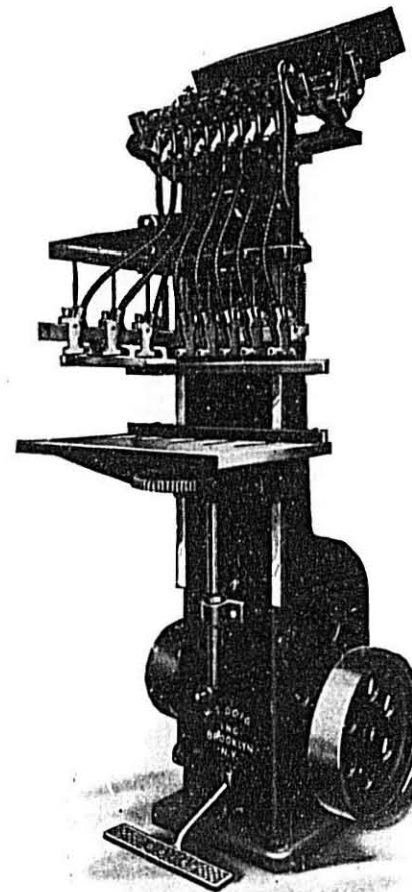
The answer is simple enough. Men who accomplish great things do so by reason of a spirit that accepts no limit, that stops for no obstacles.

Very few of us need be kept back by physical handicaps. Physical handicaps make it harder to accomplish things worth while, but when the spirit is stout enough we overcome those handicaps.

Let's learn to get around on crutches, if we must. Let's learn to use the typewriter with only one hand. Let's seek business diligently when and where there seems to be none. Let's not give up and explain our lack of effort by reading our handicaps.

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Notes of the Industry

Macaroni Firm Reorganized

The C. Marchese & Sons Macaroni company that formerly operated a macaroni manufacturing plant at 1106 Scovill av., Cleveland has undergone complete reorganization in ownership. The change involved removal of the firm's equipment into larger quarters at 2105 Woodland av., a modern 2-story building with a floor space in excess of 32,000 square ft. It will operate under the name of the C. Marchese Macaroni company.

chased their macaroni needs from plants in other cities. A meeting of the macaroni workers union was held and it was agreed to go to the help of their employers and for a week they picketed the Cleveland jobbers' and wholesalers' warehouses to prevent distribution of out-of-town macaroni. After a meeting with the distributors on May 18 the strike for Cleveland macaroni was called off, the distributors having promised to handle only Cleveland made spaghetti, noodles, etc., bearing the local organization's union label.

toes may be eaten when macaroni is used sparingly in soups. This inclination on the part of the people who are recognized as the world's greatest consumers of macaroni products, is called to mind by the little joke that is now going the rounds of the press.

Sweet Girl: "Aren't you feeling well, Cuthbert?"

Cuthbert: "No, I ate some German noodles and French fried potatoes for supper. I ought to have known that they wouldn't agree."

Score one for the Italian eating rule and habits.

Form Machinery Firm

From Cleveland, O. comes the announcement that there has been formed in that city a company to manufacture and distribute noodle manufacturing machines. The new firm, whose street address is not given, is the Triangle Noodle Machinery corporation.

Meggs Macaroni Company Chartered

A state charter was granted last month to the Meggs Macaroni company, Harrisburg, Pa. It will operate the macaroni plant at Seventeenth and Berryhill sts. formerly owned by the Meggs company. The new company has a capital stock of \$15,000. Its incorporators are E. S. Hartzell, M. F. Dille and A. W. Lick, all of Harrisburg.

Cleveland Macaroni for Clevelanders

A unique, unordinary action was taken by the workers of the dozen or more macaroni plants in Cleveland, O., last month when they picketed for rather than against their employers. The action was indirectly supported by the union macaroni employes connected with the local bakers and confectionery organization.

Opposites Don't Agree

Among the Italians there exists a definite rule that potatoes should not be served in the same meal in which any form of macaroni products is a part of the menu. On rare exceptions pota-

Adulterated Macaroni Seized

United States Attorney George L. Grobe of Buffalo, N. Y. last month caused to be seized and filed complaint against 26,340 lbs. of bulk macaroni products and 8,140 packages of noodles shipped into the Buffalo area from Pennsylvania and other states. He is seeking to libel the food, charging that it is adulterated with prohibited artificial coloring. Manufacturers of quality macaroni in and around Buffalo are supporting the move to drive out spurious goods.

Sprinkler Installed

The Rex Macaroni corporation of 1523-1567 63rd st., Brooklyn last month asked for and was granted a building permit covering the installation of a sprinkler system in its 3-story plant at an estimated cost of \$7,000. The request was filed by the macaroni firm through its architect, F. Soviarino.

Plan Plant Extension

Frank Dantoni & Company, New Orleans, La. manufacturers of macaroni spaghetti and noodle products have planned an extensive extension of their 3-story factory. The improvements are estimated to cost \$30,000, including new additional equipment.

New Chicago Firm

The Chicago Journal of Commerce announced the organization of a macaroni manufacturing company in that city to manufacture macaroni products and purchase and sell flour, grain and other cereals. It will operate under the name of Napoli Macaroni corporation. Neither the address of the firm nor the

Barozzi Drying Machine Company, Inc.

965 Dell Ave., North Bergen, N. J.

Renowned Manufacturers of

MACARONI-NOODLE DRYERS

ONLY!

The ONLY Firm Specializing in ALIMENTARY PASTE DRYERS

SPECIAL INVITATION—Every Macaroni-Noodle Manufacturer should attend the 1935 Conference of the Macaroni Industry in Brooklyn June 17-19 to see our wonderful exhibit of the latest developments in Macaroni Drying.

It will be my pleasure to explain personally the whole system to all who are interested.

J. E. BAROZZI, President

BAUR FLOUR has power.

It will pay you, like others, to use

ROMEO

Unbleached Granular Hard Wheat Flour.

Buy direct by telegraph or telephone

BAUR

Flour Mills Company

Est. 1870 St. Louis, Mo.

location of the plant is given in the announcement.

The capital of the concern will consist of 500 shares of par value common stock. The incorporators are August Gattone, Louisa Graziani and Joseph Graziani. There is a Tony Gattone associated with a plant that is operated at 2043 Ogden av., Chicago but it has not been ascertained whether he is in any way connected with the new firm.

Incorporate Aunt Leah Firm

Through Attorneys Duryea, Zunino & Amen of 20 Exchange pl., New York city, incorporation papers were granted the Aunt Leah Noodle company of Queens, in deal in macaroni products, including noodles and spaghetti. The new corporation has a capital stock of 200 shares of no par value common stock. Address of new firm not given.

A Food Champion

Food eating contests have lost some of their popularity, but every once in a while some such silly contests are held, often sponsored by promoters not directly interested in the production of the food used in the competition. From Buffalo, N. Y., comes a claim by Peter DiAddezzio of 1428 East Delevan av., that he can out-eat any competitor in a spaghetti eating contest. His claim to

the championship of Buffalo seems to have been substantiated through an unheralded contest last month sponsored by a restaurateur of that city, wherein Mr. DiAddezzio was declared the winner after consuming exactly two pounds of deliciously flavored spaghetti, prepared in the true, acceptable Italian style, in exactly 2 minutes and 59 seconds. As a result of his feat he now challenges the world.

San Francisco's New Factory

The new factory being equipped by Gaetano Ferrigno at 5767 Mission st., San Francisco, Cal. is about ready to start producing. In the building converted into a modern plant the new firm has in excess of 15,000 square feet of manufacturing, drying and packing space.

American Matches

The match box at your elbow likely came from Sweden or Japan. The racket built up by Match King Kreuger lives and thrives even though that master crook bumped himself off long ago. American made matches are still being crowded out of the American markets by tariffs and cheap labor fostered by Pollyanna international "good neighbor" guff. Our own country certainly is able to make its own matches. What this country needs is a huge fighting membership to a "Made in America Club."

Photo With Your Macaroni

There are many ingenious ways for encouraging the greater consumption of macaroni, particularly of some preferred brands. A middle west manufacturer is now offering to give consumers a free portrait of themselves, provided they can a certificate for that purpose by sending in direction panels from five of the firm's macaroni packages. It would be interesting to know just what the pulling power of this offer proved to be.

Business Discontinued

The Manchester Macaroni Factory, 56 Cottage st., Manchester, Conn. that started manufacturing macaroni products just a few months ago has found business not encouraging and last month notified the Macaroni Code Authority of its decision to discontinue the business at least for the time being.

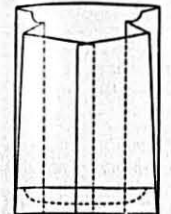
Sun Gold Quits

Having decided to discontinue its business of noodle manufacture and distribution, the Sun Gold company of 3828 Arsenal st., St. Louis, Mo. has offered its equipment for sale for the benefit of creditors. The firm manufactured "Mothers" and "Sun Gold" brands of egg noodles, but conditions necessitated taking the step to cease manufacturing says Frank A. Wilsdorf, president and general manager.

CELLULOSE TRANSPARENT CONTAINERS
Cellophane and Sylphrap

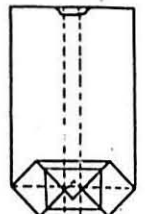


EXPANSION STYLE



Made with non-pressured (rolled) creases

SATCHEL BOTTOM



Has extra reinforcing patch on bottom

NEOSTYLE CONTAINERS are . . . Printed by Gravure Process. Packed in wax paper-lined, cardboard-partitioned cartons. Furnished with smooth (no saw tooth) edges. Carried in stock at 3 distribution points—East Coast—West Coast—Chicago.

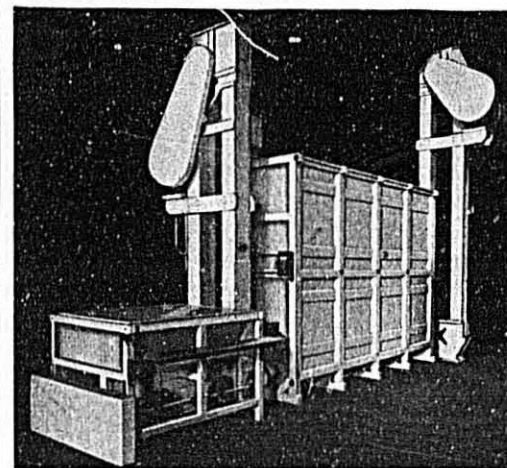
WE ARE THOROUGHLY EXPERIENCED IN PACKAGE DESIGN AND ANALYSIS. WE WOULD WELCOME THE OPPORTUNITY TO DESIGN OR REVAMP A PACKAGE FOR YOUR PRODUCT.

Write Transparent Container Dept.

CHICAGO NEOSTYLE ENVELOPE CO.

17 East Austin Ave. CHICAGO, ILL.

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with CHAMPION Flour Handling Outfits

Champion equipment is specially designed to provide lower production costs in the average plant of macaroni and noodle manufacturers. Flour outfits, blending bins, automatic weighing hoppers, weighing and tempering tanks, mixers and accessories, are priced within the reach of every plant owner—and sold on easy terms, with no carrying charges or outside financing.

Faster

These modern flour handling outfits and blending bins save time, lighten the work and speed up your production—and they quickly pay for themselves out of the extra profits.

Cheaper

By cleaning your flour of all impurities, you prevent injury to your expensive dies. The saving on die repair bills alone will more than justify the purchase of a Champion outfit.

Better

The man who makes the best products, these days, is the man who gets the most business. The sanitary handling of your flour through a Champion outfit insures a clean, wholesome product of supreme quality, which will command a premium in the macaroni market.

Write for complete information on this popular priced equipment.

Champion Machinery Co.

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JABURG BROS., Inc.

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With Quality

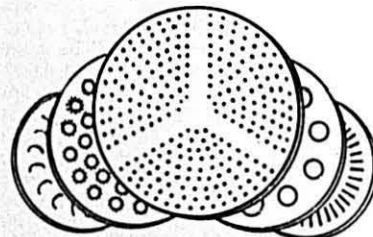
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QUALITY ★ SERVICE



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

AND

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



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

Secrets of Successful Trade Marking

"Fighting" Brands...the Shock Troopers of Competition

By WALDON FAWCETT

Written Expressly for the Macaroni Journal

Unless all signs fail we are due for a resurrection in the food field of what are known as "fighting" brands. That is predicted as the inevitable sequel of the sharpened competition that is expected to follow any letdown of the NRA. And even were it to come to pass that no member of the macaroni group personally resorted to a chip-on-the-shoulder brand, yet must the macaroni marketers be prepared to face fighting brands in the alternative lines which buck one another for the food buyer's dollar.

So insignificant, if not completely missing, have been the erstwhile fighting brands this past few years that it may be just as well to take the measure of this contender before we go surmising what devilment is in store. And just here looms a difficulty. Individual opinion has differed as to what constitutes a fighting brand and practice has varied in the application of the term. But inasmuch as all versions of the fighting brand are capable of butting in on the macaroni prayer meeting we may as well proceed with our examination of the restored factor which is due to figure in any sharp scramble for sales volume.

The conventional definition of "fighting brand" is a leader which is put forward at a special price in competitive territory to match a price cutter's offering or undercut a rival. Under this prescription the fighting brand may be either a new brand drafted for the occasion, or a standard product selected from the fighter's full line to function either temporarily or permanently as a dare-taker or dare-giver. In some instances the fighting brand takes up a part of the slack by slighting commodity quality or by use of a subsized package. But more often than not, the fighting brand is in effect a loss-leader, with the manufacturer or producer taking the loss instead of the dealer.

Market disruption by means of the invasion of fighting brands of the type just described smacks of unfair competition. Especially is this the case when the drive of the fighting brand is put over by the use of "flying squadrons" or other special selling forces which canvass sales territory direct and throw the business to jobbers where it will do the most good to their cause. There have been instances where the U. S. courts have disciplined interests that offered fighting brands to the customers of competitors

at prices lower or on terms more favorable than the price or terms asked for substantially the same goods under different trade names.

But for all that there have been these examples now and again of parties that were soundly spanked by Uncle Sam for unfair manipulation of fighting brands, let no macaroni marketer solace himself with the idea that the old gentleman at Washington can keep tab on all fighting brands in an era of free-for-all competition. To begin with, we must admit that an adroit strategist can take a fighting brand that is suspicious enough on its face and employ it so definitely that the Federal police would have no end of difficulty making out a case against him. And then there are variations of the fighting brand idea that are not so raw in competitive bludgeoning.

Foremost among the less sinful but none the less successful versions of market bombardment is the fighting brand which is not a sacrifice hitter but the beneficiary of concentration. By this recipe the producer who faces unusual competition or desires to open new territory puts the maximum punch in his attack by massing all his promotional resources behind one chosen specialty in his line. For the time being his other items are neglected. With or without a slight price concession and with or without the aid of a sampling campaign the brand chosen for its fighting quality has the benefit of the bulk of the advertising appropriation. This formula for featuring a headliner brand that is expected to ultimately become the pace-maker for the line is especially in favor with marketers who have to make a showing on a limited expense account.

A species of fighting brand that has its own important place in the competitive scene is the trade marked item which is frankly but not obtrusively of second quality. This is a pattern of which we may hear more if price competition grows keen in the food specialty field. It is a device which on occasion can prove strikingly effective in the hands of an independent operator who is called upon to outpoint mail order competitors and large chain organizations which are prone to scale down quality on their own private brands. On the other hand if and when the public's pocketbook allows a trend to the purchase of better grades of goods the fighting brand, which compromised quality, may have to drop

back or drop out unless the owner is nimble enough to change with the fashions and convince the trade of his reformation.

This brings us to the very important question of trade mark equities and maintenance of trade mark traditions in the face of guerilla warfare via fighting brands. It is because of a solicitude for trade mark prestige and heritage that certain shrewd marketers who are not themselves averse to the use of fighting brands urge that the scrappers be kept apart from the regular family. They do not cotton to the idea of making a fighting brand out of a fixture in the line,—be it leader or trailer. Nor do they so much as consider the open adoption of a fighting brand into a family-of-products that has by consistent integrity built up a valuable good will. This school of thought holds that the fighting brand when needed should be a thing apart from the full line and preferably should be signed by a different firm name or corporate name.

Straightlaced executives who advocate this policy of detachment for fighting brands are not so impractical as to argue that the seller owes it to himself and his public to evolve a different product to carry the fighting banner. They concede that it is not only ethically permissible but in many instances is in accordance with common sense to put out under fighting brand precisely the same goods that bear the established name. Indeed there may well be a case of killing two birds with one stone, of taking an outlet for surplus production and tying or beating a rival at his own game. But duality of quality in the goods can be kept a secret. Source of origin is another matter and hence the advice to invent a dummy corporation to father the supposedly short lived fighting brand.

Because of apprehension of the consequences to corporate good will if fighting brands are caught in a masquerade certain operators have chosen to play safe by doing their fighting a second hand via contract private brands. In other words, own label store specials are drafted as fighting brands and are primed with price concessions or whatever other stakes may form the gage of battle. By distribution through intrastate or regional jobbers private brands may be put on the warpath only in the territory



Steadily Gaining in Favor

Continued improvement in the buying power of our nation will enable Macaroni Manufacturers using KING MIDAS SEMOLINA to reap the benefits resulting from the swing back to quality.

☞ KING MIDAS SEMOLINA is made with only one thought in mind—to meet the exacting demands of quality Macaroni Manufacturers.

KING MIDAS MILL COMPANY
MINNEAPOLIS, MINNESOTA

where there is need of storm troopers. And the fine Italian hand of the instigator cannot readily be detected.

Market experts there are who argue that quite aside from any retaliatory mission fighting brands justify themselves by their appeal to that very considerable portion of the consuming public that is avid for novelty. Keen for "the latest thing" and eager to try anything at least once. By the same

THE PROCESSING TAX

It has been stated that even some members of the macaroni manufacturing craft are unaware that they are compelled to pay part of one of the heaviest taxes ever imposed on industry in this country. They pay at least \$1.38 processing tax on every barrel of semolina or flour used in the manufacture of their products. They pay it ungrudgingly, not because they believe in the law of "robbing Peter to pay Paul" but because it is imposed in a way that the tax is reflected in the price charged for the raw material. This tax is a good illustration of the fact that it makes fully as much difference how a tax is collected as how much it amounts to. Were it possible for macaroni manufacturers to agree to have the durum mills automatically add a special additional tax of 10c to 15c a barrel, about a tenth of the processing tax now unconsciously paid, what a liberal sum could be thus accumulated to make America macaroni conscious and easily double the annual consumption of this food product.

But the macaroni man is not the only one that pays a processing tax to help the poor farmer. The income tax makes all kinds of trouble, according to a tax expert who has made a thorough study of the government income from taxes, but the total of the income tax paid the past 21 months was only \$760,000,000, the total of the processing tax was nearly the billion mark, having already passed the total of \$792,000,000 in those months.

Besides being the biggest tax collected by the government the process tax differs from all other kinds of taxes in two ways. In the first place not a cent of hundreds of millions collected goes to help support the government. It is divided up among the farmers of the country who have complained that they were not making the money that they thought they should. The money is taken from one class of citizens and given unblushingly to another class to add to what they make by selling their products.

Another way in which a process tax differs from other taxes is that in effect it is a sales tax upon the necessities of life. The woman who buys a cotton dress contributes to it, but not the woman who buys silks. The person who buys bread and that includes pretty nearly everyone, pays. It adds to the cost of pork, to the cost of

sign, however, it must appear that it may well be hazardous to overplay the fighting technique,—featuring the fighting brands to the extent that they dominate or overshadow the good old standby brands which hold the faith of the conservative and deeply habited multitude of steady customers. And there is always the sobering thought that in every real fight one fighting brand has to get licked.

tobacco, to the cost of sugar and in fact pretty nearly all else that goes into the house. We think of the tax on wheat as being collected on bread. It is, but it is also collected from cake and pastry and spaghetti and the other things that are made from flour. We pay the farmers a tax on the pork we buy from them, but also on the lard and bacon and soap which we use.

We don't know who deserves credit for inventing this tax, but whoever he is, he is a genius. If we were not trying to get out of a depression not much might have been heard about it, any more than we hear about the gasoline tax from which also half a billion dollars is raised. But the gas tax we do get back in better roads, while the process tax we pass along to the farmers, except for a great, undetermined portion paid thousands of employees needed to collect the tax and enforce its payment.

Refund on Processing Tax

Every macaroni-noodle manufacturer is directly affected by the processing tax approximating \$1.38 per barrel of semolina and is therefore interested in the following statement issued by G. G. Hoskins, Chairman of the Macaroni Code Authority.

The Agricultural Adjustment Act in subsection (c) of Sec. 15, as amended June 16, 1934 provides for a refund of the processing tax to any person delivering to a charitable or a state or federal welfare organization a product processed from a material on which a processing tax has been paid. The amount of the refund on macaroni products has been established by the Treasury Department as three-quarters of a cent per pound of product.

Therefore on bids made by members of the macaroni industry direct to charitable, state or Federal welfare organizations the amount of the processing tax, ¾c per lb. of product, may be deducted from cost in figuring the price, providing (a) that the bid form or specification permits such deduction to be made and (b) that the written quotation definitely states that such deduction has been made. The Citizens Conservation Corps is a Federal welfare organization.

Bids to jobbers for charitable or wel-

fare business are not subject to deductions for the processing tax.

Bids to regular Federal and state departments, such as War, Navy, Indian Affairs, etc., and to penal, insane, and similar institutions operated by the Federal or state governments are not subject to the refund of the processing tax. The word "state" includes any political subdivision thereof.

Claims for refund must be made to the Processing Tax Division of the Internal Revenue Service of the Treasury Department on "P.T. Form 24-C," on the back of which are full instructions for use. These forms can be obtained at internal revenue offices. Each claim must be accompanied by a copy of bill of lading, if any, and an affidavit executed by a responsible officer of the organization which received the product. The claimant must establish either "(1) that he has not included the amount of the tax from the said organization, or (2) that he has repaid, or has agreed in writing to repay, the amount of the tax to the said organization."

"No refund will be allowed unless claim therefor is filed within six months after delivery of the products to the organization for charitable distribution or use." We are informed that many claims are rejected because the organization to which the sale was made is not a charitable or welfare organization within the meaning of the act. Therefore, each manufacturer should check this point carefully before he makes the deduction on any bid.

Emerson said: "The only way to have a friend is to be one." In the "Last Rose of Summer" Sir Thomas Moore painted a vivid picture of what our lives would be if devoid of friends. Thus few of us fail to feel that the little band of acquaintances we choose to call friends are more precious when we read:

When true hearts lie withered,
And fond ones are flown
Oh! who could inhabit
This bleak world alone?
Let's all be friends!

FIFTY-FIFTY

The taxi jolted and skidded along the street, and the old lady was glad when she reached her destination.

"You frightened me," she said. "It's the first time I've ever ridden in one of these taxis."

"You have my sympathy, ma'am," said the driver. "It's the first time I've ever driven one."

HIS FRIEND WONDERED

Jones picked up the daily paper and was astounded by seeing an announcement of his death in a traffic accident. He immediately rang up a friend.

"Bill," said he, "have you seen the notice of my death in this morning's paper?"

"Yes," replied Bill; "where are you speaking from?"

ESSENTIAL

TO HIGHEST QUALITY MACARONI

AMBER-BRIGHT



HOUR GLASS

UNIFORM
FANCY NO. 1

SEMOLINA

a *Duluth-SUPERIOR* Product

Duluth-Superior Milling Division
OF STANDARD MILLING CO.

Executive Office

MINNEAPOLIS, MINN.

DULUTH - SUPERIOR - CHICAGO - PITTSBURGH - NEW YORK - BOSTON

A Successful Salesman's TEN COMMANDMENTS

"I should label the ten commandments of successful selling as:

1. To treat each customer with courtesy that springs from genuine friendship and respect.
2. To have more thought for the customer's final satisfaction than for the amount of the immediate sale.
3. To know the goods you are selling and to be accurate in statements about them.
4. To be as attentive to the purchaser of an inexpensive article or a small quantity as to one whose needs are more elaborate.
5. To be patient with the customer who is provoked; prompt with the customer who is in a hurry; sympathetic with the customer who is puzzled; considerate to those who are difficult to satisfy; hospitable to strangers in their initial dealings with you.
6. To seek a fair understanding of the customer's exact requirements so that the salesman may present his goods as precisely the thing desired.
7. To be friendly but not familiar, cheerful but not boisterous, to give information, not advice.
8. To keep service up to the standard.
9. To increase sales, not by means of persuasion or trickery but by making customers feel that your place is the one to come to if they wish to be served pleasantly, capably and promptly; so that they will desire to do as much of their buying from you as their needs will permit.
10. To be loyal to the business and the management, considerate of associates and true to one's self.

"The ten commandments of success for the individual salesman, I should label as:

1. Be honest
2. Work hard
3. Live cleanly
4. Have a hobby
5. Use imagination
6. Help others
7. Don't weaken
8. Stay smiling
9. Avoid conceit
10. Keep studying your job.

"A good live selling organization is half the sales battle. With the right kind of a sales staff your business just grows, sales increase. They know how to sell, and every sale makes a friend out of a customer so that he buys again and again and patronizes you in preference to others.

"A good salesman is really a partner in the business. It should not be difficult to have the right kind of goods to sell, that people want to buy at a price they are willing to pay. But it is some job to get and keep the right kind of a salesman, and I should base any successful merchandising policy largely on that basis—on the backs of the salesmen.

"When we hire a salesman we teach him how to sell. We try to develop his enthusiasm for selling. Everybody pulls together here with a one-for-all and an all-for-one feeling. It is almost like a family business. And that makes for better selling."

DANDY SAYINGS

By Andy

All are complaining that trade was overstressed during Lent. One wrote that even the "dead beats" were not ordering.

* * *

Wheat crop this coming year will be immense. With no export, big corn along with cheap vegetables, wheat in July should sell for less than 80c a bushel.

* * *

When Whiskey sold for 25c a gallon, no one bought. When Whiskey sold for a Dollar after the Civil War, the public bought. When Whiskey sold for \$24 a gallon during prohibition, everybody drank.

The moral—People buy what costs the most and what is most fashionable. If Macaroni cost 50c a pound, sales would probably double, if properly advertised.

* * *

Chain stores are wrecking our country fast. Japan is taking a hand in the game. It already furnishes us with watches, electric light bulbs, toys and soon automobiles. Japan's textile output is now more than England's.

Macaroni and noodle markets may be the next target. Better start preparing for the inevitable by conference and action along with others in your trade at the convention in Brooklyn this June. Next year may be too late.

Sincerely yours,
ANDY.

FARINA

Some men have a lot of difficulty getting attention for a subject because the subject is self.

Things are getting better since there's less of everybody trying to have the best of everything and more of each of us trying to give the best we have in us.

2,000,000 Durum Acres

Welcome rains have somewhat delayed the sowing of durum and other wheats in the areas of the northwest that are specially adapted to fine durum wheat growing. The continued delay in the necessary preseeded work is raising some doubt in the minds of durum wheat experts among growers and millers.

"In the past," concludes the Capital Flour Mills, Inc. of Minneapolis in a release to the macaroni trade the middle of May, "when wheat had not been planted by May 15 in North Dakota and northern Minnesota, farmers usually turned to feed grains and other crops. Accordingly planting conditions about that time should govern the final durum acreage planted this year.

"Some comments from several private sources indicate that there is a possibility of fewer than 2,000,000 acres of durum being planted, unless there is more acreage in South Dakota than has been estimated by the government in the March report showing planting intentions."

From many dependable sources come reports of durum wheat planting despite the welcome moisture which has slowed up the seeding, indicating that the wheat growers of the northwest have heeded the advice of the wheat experts and laid plans for sowing a greatly increased durum wheat acreage over that thought possible under the wheat restrictions in midwinter.

Macaroni and the Horse

To the ordinary run of macaroni makers and consumers there seems to be no apparent connection between macaroni products and horses, but to the imaginative and to the students of history events anything can be conceived.

Macaroni, says a scribe, in Italy may mean a cab horse and not a food, at least in Naples the real home of this tasty cereal food. When a visitor to Italy tips his cab driver the fellow smiles brightly and says "For Macaroni!" This Italian nickname for a cab horse came to America early, for when Yankee Doodle rode to town he followed the old custom of sticking a feather in his horse's hat "and called him macaroni."

Italian steeds are decked out with brilliantly colored artificial flowers, rosettes and colored ribbons of paper, so that the city often assumes a carnival appearance. The crowning effect, however, is a long pheasant feather caught at the top of the horse's bridle.

To obtain the American version of macaroni in Naples one calls for "pasta." This famous food has almost as many shapes as there are cities in Italy, for most towns have their favorite ways of preparing it. At Bologna it is ribbon shaped, in Rome it comes in strips. That of Sicily is the most intricate of all, skillfully rolled around knitting needles to make it a tiny spiral.

15, 1935

THE MACARONI JOURNAL

31

Our sincere hope for a convention that will accomplish much in solving the important problems now confronting the Macaroni Industry - and may all members and their families find real pleasure and enjoyment as well.

CAPITAL FLOUR MILLS, Inc.

Safeguard Your Purchases

Buy from a responsible firm, capable and willing to back their products and services.

Since 1903 we have grown to the largest and most responsible firm, manufacturing and repairing insuperable macaroni dies for the discriminating manufacturer.

We renew our invitation to visit our Plant during Convention Days.

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"

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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Vol. XVI June 15, 1935 No. 2

Die Maker On Pacific Coast

Frank Lombardi who formerly operated a macaroni die and repair shop in Chicago, has opened a new establishment at 2043 Sacramento st., Los Angeles, Cal. in order to provide quick service to his clients on the Pacific coast. While in the middle west he also had a repair shop in St. Louis, Mo.

Peeper Steals Macaroni Secret

It's an age old story, but bears repeating in its changed form. It tells how macaroni was supposed to have been invented and how a spying neighbor garnered the credit for its invention. This is how Christi Payne has revamped the story in his illustrated "Food Oddities":
 In 1220, during King Frederick's reign in Italy Chico, a man known to his neighbors as a sorcerer, invented macaroni. A prying woman named Javanelle, peeping from her window opposite his and noting his experiments, had her curiosity aroused to such an extent as to cause her to watch his actions continually. In this manner she learned the secret of making macaroni. She cooked the dish herself and found it so delicious she went to the king, telling him she had made the discovery of a most delicious food. He commanded her to prepare some for him, and he was so highly pleased he named it "Macaroni" from the word Marcus, meaning "a divine dish." She gained much fame and money. It was not until her death bed confession that her deceit was discovered and Cicho given the honor. This came too late for him as the real inventor to gain from his discovery.

Macaroni Products

During March 1935 the macaroni products in international trade were steady according to the report published by the U. S. Bureau of Foreign and Domestic Commerce for that month.

Imports Higher

The importation of macaroni products was higher during March 1935 than in the previous month. The March business totaled 102,394 lbs. with a value of \$8,445 as compared with the February figures,—95,270 lbs. worth \$8,154.

The total macaroni products imported for the first three months of 1935 is 286,643 lbs. costing \$24,444.

Exports Drop Slightly

Macaroni products for exportation to foreign countries in March 1935 totaled 209,207 lbs. bringing to American exporters \$18,639, as compared with a total of 212,823 lbs. in February 1935 with a value of \$18,336.

During January, February and March there was a total of 562,987 lbs. of macaroni products exported by American manufacturers worth \$49,369.

Below is a list of the countries to which American-made macaroni products were exported during March:

Countries	Pounds
Netherlands	8,168
United Kingdom	1,800
Canada	45,458
British Honduras	2,708
Costa Rica	99

Guatemala	116
Honduras	52
Nicaragua	24
Panama	193
Salvador	19
Mexico	10,272
Newfoundland and Labrador	96
Bermuda	72
Barbados	3
Jamaica	2
Trinidad and Tobago	6
Other B. W. Indies	42
Cuba	22,942
Dominican Republic	25,912
West. Indies	10,115
Haiti, Republic of	6,342
Colombia	18
Surinam	12
Peru	12
Venezuela	18
British India	18
China	2,922
Netherlands India	12
Hong Kong	72
Japan	12
Kwantung	48
Philippine Islands	27,912
Siam	18
Br. Oceania	18
Fr. Oceania	18
New Zealand	18
Union of So. Africa	48
Liberia	2
Mozambique	2
Hawaii	16,112
Puerto Rico	72
Total	443,712

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Engineers and Machinists

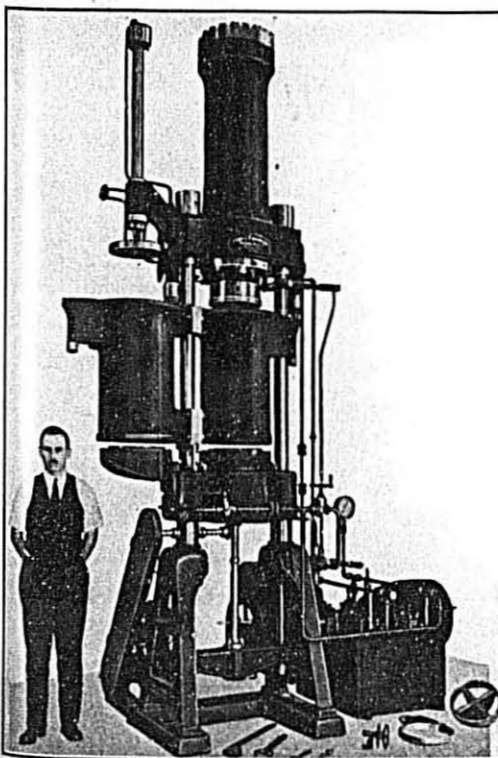
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PRESS No. 222 (Special)

OUR PURPOSE:

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ELEVATE

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ORGANIZE
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OUR OWN PAGE
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Association*
Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

—
Then--
MANUFACTURER

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The Macaroni Industry Must "Carry On"

The Supreme Court decision which held that "the code making authority as conferred on the President by Congress is an unconstitutional delegation of legislative power" made all Codes of Fair Competition unenforceable as a matter of law. That decision altered completely the convention program setup as conceived by both Code and Association Officials.

In the brief time between the date of the memorable decision, May 27, 1935 and the publication of this issue of THE MACARONI JOURNAL, a completely revamped program was prepared in keeping with the new conditions created by said decision. It is our opinion that the program of this year's convention and conference is chock full of interest and information for every macaroni-noodle manufacturer and allied and we earnestly urge all to attend all of the sessions.

In the opinion of this office there is nothing more important at this moment than that we, as an industry, should in an organized way consolidate the gains made during the past two years. To do so in an organized way is to proceed through a voluntary trade association similar to the National Macaroni Manufacturers Association which has for over a generation carried on faithfully and efficiently.

These truths are self evident: (1) Every business of any consequence in this country has a national organization to look after its general affairs. (2) The Macaroni-Noodle Manufacturing Industry is far too important not to have a trade association to watch for its interest nationally. (3) The Macaroni Industry needs such an Association, voluntary in nature and equitably financed by manufacturers interested in trade betterment. (4) For 32 years the National Macaroni Manufacturers Association has served this Industry judiciously and during the period of cole rule succeeded in maintaining a skeleton organization ready and willing to "carry on" whenever the need arose.

It seems most logical, then, that the leaders of our Industry should now rally around the National Association, as they are doing, pledging it equitable financial and unstinted moral support. Heretofore the cost per member of maintaining a National Organization has been very reasonable but the investment has proved most profitable. What would be a fair and reasonable share of the cost of refinancing a somewhat similar organization? The answer naturally depends upon the extensiveness of the organization and the activities sponsored.

"Trade Associations, such as yours," says C. H. Janssen, leading official of the National Food and Grocery Distributing Association, "are created in response to the necessity for group action on problems which are common to all members of a trade, which problems can not be effectively dealt with except through the adoption of rules of conduct, voluntary or imposed."

Every element in the Macaroni-Noodle manufacturing Industry can unite and cooperate in supporting a national trade association and thus make a common cause against the elements and the practices that would retard natural recovery and ultimate progress. Planned voluntary cooperation through the National Macaroni Manufacturers Association will consolidate all the gains made under the code rule and reap for the trade many benefits that would be lost entirely if the trade remained disorganized.

Therefore rally to the support of the National Association. Make it your servant,—the trade body you want it to be—potent, voluntary, but most efficient.

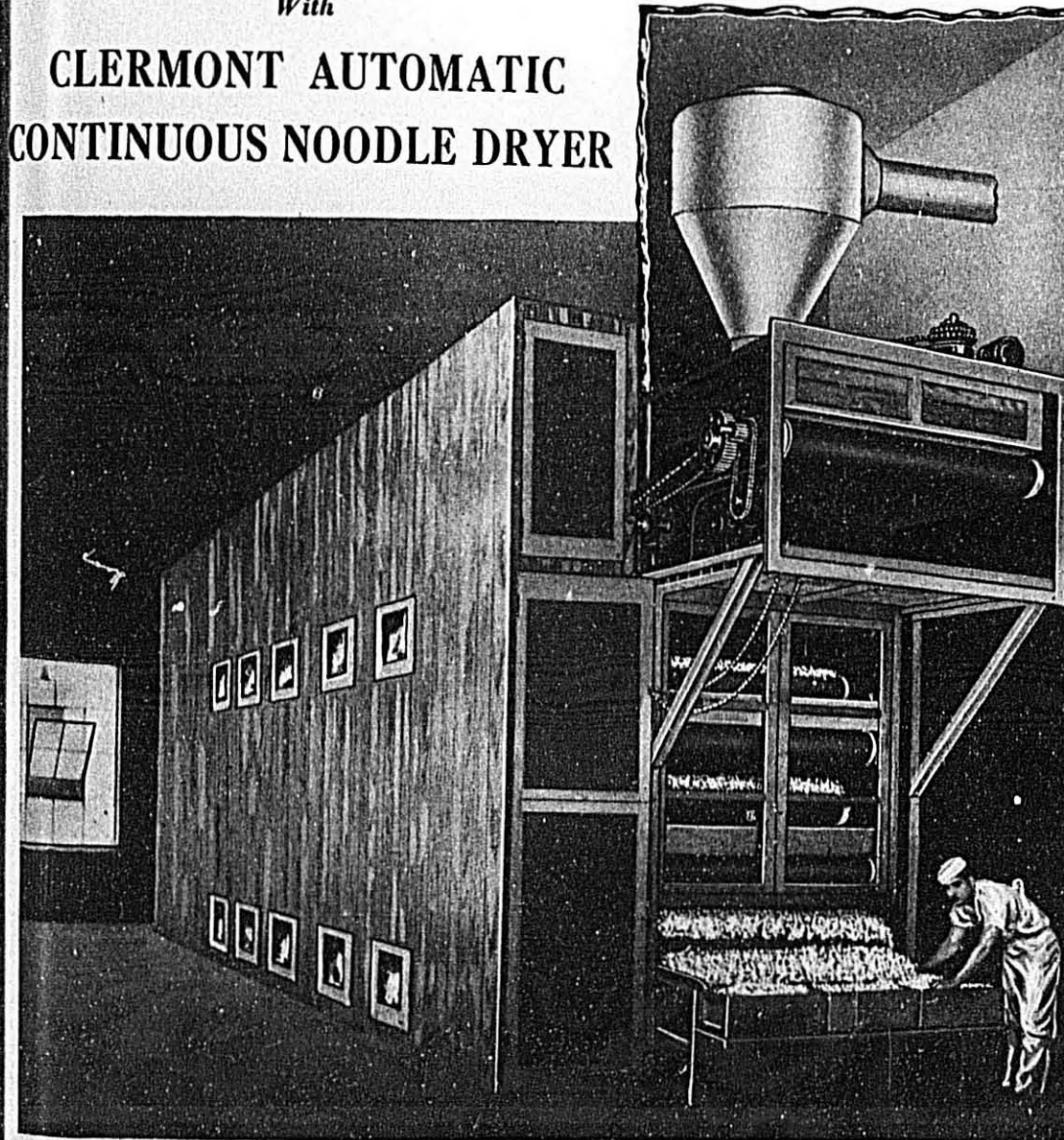


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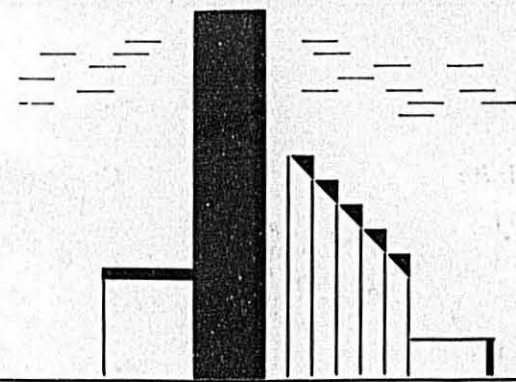
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