

**THE
MACARONI
JOURNAL**

**Volume XVII
Number 5**

**September 15,
1935**

The Macaroni Journal



Minneapolis, Minn.

SEPTEMBER 15, 1935

Vol. XVII No. 5

INDUSTRY-SELF-HELP

As a result of a situation arising from a trial of business supervision by government, the obligation of self-regulation falls heavier than ever on the shoulders of the leaders in industry.

The National Macaroni Manufacturers Association is not without experience in that duty. Its constructive actions for many years to help bring about a measure of self-regulation is a sound basis for continued confidence in the ability of that organization to function toward that end.

Whatever program of action may finally be agreed upon by the Macaroni Industry, the National Association should have the full support of every progressive manufacturer. Consider your duty in this matter and offer immediately to help maintain this organization nucleus for any plan of self-control and self-promotion the Industry may agree upon.

MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

**POWERFUL SALES LEVERAGING
FOR GREATLY INCREASED SALES AND PROFITS**



NEW or improved packaging by Rossotti gives the irresistible leverage that forces up sales and profits. Manufacturers of egg noodles and macaroni products from coast to coast are experiencing the greater sales and production advantages of Rossotti's specialized packaging service. It will pay you to consult with this 37 year old, national organization on your problems. Write to our nearest office for samples and full particulars.

ROSSOTTI LITHOGRAPHING CO., INC.
 MAIN OFFICE AND PLANT • 121 VARICK ST., NEW YORK, N. Y.
 BRANCH OFFICES ... CHICAGO—612 No. Michigan Ave., PHILADELPHIA—1814 Orthodox St., Frankford, PITTSBURGH—423 Kingsboro St., LOS ANGELES—443 S. San Pedro Street.

PACKAGING HEADQUARTERS FOR THE MACARONI TRADE

Fire Prevention

Fire prevention in macaroni factories is a matter which should receive continual attention on the part of the plant management, based on an understanding of the causes of fire and the effective methods in use for preventing and controlling fire. It is sometimes assumed that carrying fire insurance relieves the manufacturer of the risk of loss by fire and that therefore he need not be concerned with fire prevention, but this is a false assumption. Fire insurance can be obtained to cover direct fire losses, and other related kinds of insurance such as life and occupancy insurance can be secured to cover some of the indirect losses, but there are some losses which cannot be covered by insurance—vital business records and loss of customers due to inability to fulfill orders, for instance. Then too, fires frequently cause loss of life which no kind of insurance can really cover. Fire prevention is the business of every manufacturer. If he can get along without having any fires he is the one to gain most by it—not the insurance companies, for their business is essentially to collect enough in premiums to pay the losses. They do not really bear the loss, they distribute it so as to lessen the burden on each of the assured. For convenience the subject of fire prevention in macaroni factories will be divided into two parts—(1) Preventing fires from starting and (2) Preventing fires from spreading to serious proportions. The first phase of the subject deals with the causes of fires and the second with structural and protective features for controlling the spread of fire.

PREVENTING FIRES FROM STARTING

The Department of Fire Record of the National Fire Protection Association has reports on 49 fires in macaroni factories from 1905 to 1935. This record cannot by any means be considered a complete list of the fires which have occurred but it is useful in pointing out the factories which have been responsible for fires and which deserve attention when considering how to prevent them. Tables showing the assigned causes and the point of origin of the fires follow.

Causes of Fires in Macaroni Factories

Cause	No. of Fires
Electric motor short circuited or overheated	5
Smoking	5
Electrical short circuit or defective wiring	3
Exposure (fire started outside macaroni factory)	3
Incendiary	3
Hot bearing on sifter	2
Hot bearing on fan dry box	2
Spark or back fire from boiler	2
Careless use of acetylene torch	1
Defective oil burner	1
Friction of pulley ignited oily floor	1
Ignition of flour dust at dough mixers by overhead shafting	1
Air compressor exploded	1
Total known causes	30
Unknown	19
Total	49

Point of Origin of Fires

Location	No. of Fires
Drying room	11
Boiler room	4
Packing room	3
Store room	3
Outside macaroni factory (exposure)	3
Grinding room	2
Press department	1
Miscellaneous nonmanufacturing locations	6
No data	16
Total	49

It will be noted from the table of fire causes that electric wiring and equipment, including motors, are an important fire cause. The responsible factors are

FIRE PREVENTION WEEK

October 6-12, 1935

Annually this country observes a Fire Prevention Week. This year it falls on October 6 to 12.

Its purpose is to concentrate mankind's attention on the heavy loss annually caused by fires, many of which could have been prevented had ordinary caution been exercised.

While the macaroni-noodle industry has been fortunate in that it suffered no major fire loss during the past year, there are on record several small fires that have been quite costly in life and property.

Chief Engineer George W. Booth of the National Board of Fire Underwriters in this timely, well written and informative article, offers suggestions and makes recommendations that might well be heeded, not only during Fire Prevention Week but at all times.

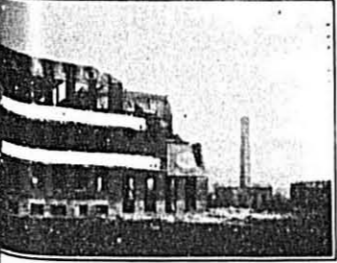
Arrange your plant layout and your fire control so as to make every week a FIRE PREVENTION WEEK.



poor maintenance of the electrical equipment, incorrect type of equipment and overloading of motors. By attention to the proper details these fires may be largely prevented. To accomplish this deteriorated wiring must be renewed and defective electrical fixtures and appliances fixed or replaced. All electric circuits must be protected with fuses of the proper size. Oversize and bridged fuses permit short circuits which, as the table shows, are a frequent cause of fires and are especially apt to start a fire in plants such as macaroni factories where flammable dusts are found. It must be remembered that flour dust is flammable, and when mixed with air in the right proportions the mixture is highly explosive as many dust explosions in flour mills have proved. In rooms where there is considerable dust in the air all electrical equipment should be protected against the possibility of igniting dust clouds. If there is any doubt about the safety of the electrical equipment have it checked by a responsible electrician to see that it conforms to the National Electrical Code.

The next most important cause of fires as shown by the table is carelessness in smoking. This cause is subject to control but requires close attention on the part of the plant management. The combustible nature of the flour and of the paper and boxes used in a macaroni factory makes the danger from smoking especially severe.

(Continued on Page 22)



Proper observance of Fire Prevention Week October 2-12—will prevent the recurrence of scenes like this.



View of a modern macaroni plant after fire had completed its destruction.



QUALITY

IS

SUPREME

IN

TWOSTAR

MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume XVI

SEPTEMBER 15, 1935

Number 5

The Boat Still Rocks

Tragic reports from summer resorts are as frequent and as shocking this season as ever, despite every effort of guards and authorities to warn and to educate. The story seldom varies. A thoughtless, hilarious youth, meaning only to "frighten" his companion just a "wee bit," starts to rock the boat in the most treacherous waters, always with the same results, the accidental drowning of his companion and himself.

Tragic reports from the various macaroni markets of the country are as frequent and as shocking this season as they have been in seasons past, despite every effort of leaders, thinkers and organizations to advise, to caution and to educate. The story seldom differs. Some thoughtless manufacturer, hoping to snare a few orders from his unwary competitor or to "get even" with another for some fancied wrong, starts to rock the price and the quality boat during a period when sales can most easily be made at a reasonable profit, and always with the same result—the sinking of himself and seriously injuring the whole trade.

The macaroni manufacturing trade is a rather frail business craft, greatly overmanned and heavily laden. Operators therein have learned, that is some of them, that the craft must be handled cautiously, rowed carefully and steered wisely. Allowed to drift naturally through calm waters or guided properly through the more stormy ones, it will gain its objective. But if improperly piloted, or if the boat is unduly and untimely rocked, it will flounder, even sink, throwing into the sea of business distress, self created, not only the guilty but, unfortunately, the innocent also.

The pilot, a figure composed of the best thought in the trade, is ever on the alert for the dangers from the outside, but apparently cannot guard his craft from the careless, unfair and surely unwarranted actions of those who should be doing their part in helping to steer the industry's ship into profitable waters, particularly when the going gets a little rough, as times it will, despite all plans and every precaution.

There are many kinds of "boat rockers," but all of them can be placed rightfully in a general group of foolish fellows who believe that in some way or other they can always fool the consumer. The chief offenders are those who rock the quality boat. To meet either apparent or imagined competition they resort to the use of inferior grades of raw materials and to the questionable means of trying to palm off the resultant low grade products to unsuspecting buyers and consumers. The innocence or the ignorance of the buyer or consumer permits of this being done, once or perhaps twice, but sooner or later their sins catch up with them, but not until the whole

industry has suffered a setback and a black eye that only years of fair dealing will efface.

There is another equally treacherous group of "boat rockers," those who persist in rocking the price boat. In the macaroni industry there will always be and there always should be price variations, but they should be reasonable, based fairly on production costs plus reasonable profits. Reference, however, is made to the individual who apparently is never willing to sell his products at prices that are fair both to himself, his competitors and his customers. Perhaps they feel that when placed on an equal footing with other fair operators they are at a mutual advantage. Why that inferiority complex even the afflicted ones are at a loss to know.

Macaroni products, made of good, easily available raw materials (and there is none better suited for this wonderful food than the durum wheat produced right in our own country), manufactured under the experienced eyes of expert producers, conserved in boxes, cartons and wrappers that are scientific and practical, are the products upon which American macaroni manufacturers have built an enviable reputation. They have produced and are producing a food that is a "cheap" food even when made out of the highest priced raw materials, cheap when compared on the "calorie-per-dollar" basis.

We have entered the season when macaroni products are in the heaviest demand. Most of the factories are busy filling orders for early fall delivery. Unfortunately some of the manufacturers booked their orders at unreasonably low rates and with the prevailing trend in semolina prices will not be able to realize even a reasonable profit on their operations. Others who sold more sensibly will garner some badly needed profits, yet supply their trade with quality goods at prices that are just, fair and reasonable.

The busy fall months are usually the macaroni men's harvest season. No "boat rocking" should be resorted to during this period of heavy demand and easy sale of this great wheat food. Manufacturers who will continue to give their undivided attention to the production of high grade macaroni and to its profitable sale to an ever enlarging group of satisfied consumers, will easily attain their objective. On the other hand, macaroni-noodle manufacturers who continuously seek to cheapen their goods through the use of inferior grades of raw materials, distributing them in cheap, unattractive and impractical containers at unprofitable prices, will soon, sooner than some suspect, be on the rocks of bankruptcy and oblivion.



Opportunities and Problems in Packing and Shipping

Modern Transportation

Whether or not we are engaged in shipping I think everyone realizes that the two outstanding features in today's transportation scene are:

1—The sensational stepping up of train speeds.

2—The enormous tonnage of goods moving over the highways in trucks.

In spite of our familiarity with these movements it might prove valuable to explore further their effect on present and future shipping containers. From this standpoint these two developments present two similar but contrasting questions namely, "Do higher speeds require stronger boxes?" and "Can truck deliveries be made in weaker boxes?" In the answers to these questions is wrapped up a good part of the future development of container design.

Train Speeds

The entire general public is keenly aware of the recent developments in increased train speeds due to the wide publicity given to such individual examples as the Zephyr, the Flying Yankee and Union Pacific's No. 99. Not since the advent of the iron horse has a transportation development so gripped the public imagination. These however are still individual passenger trains.

What is not so well known is that the prosaic old freight train has also been speeded up to a surprising extent. This was not done to make the front page nor as an echo of the spectacular passenger gesture, but instead has been a more gradual move which was made imperative by today's economic conditions. In other words the present distribution tempo requires that goods must be manufactured in comparatively small quantities and must be made and delivered in intervals of time so short as to have been considered impossible a few years ago.

To meet these conditions the railroads in a quiet way have worked marvels in undertaking to make carload and even less-than-carload deliveries on schedules often approximating passenger train schedules and the stream line trains will inevitably force still higher speeds in freight as well as passenger movement. One manufacturer, for instance, states that he used to consider 10 days reasonable service from San Francisco to Chicago whereas now he is disappointed if the goods do not arrive in five or six days.

All of these are wonderful developments from the standpoint of service but what of the other side of the picture? Higher speeds for freight movements can mean only harder wear and tear on the goods carried. Starting, stopping and switching impacts will be

by J. D. MALCOLMSON,
Container Division,
Robert Gair Company, Inc.

more severe, as will vibration and shifting of packages while in transit.

Truck Transportation

The enormous growth of LCL movements in highway trucks is too well known to warrant amplification at this time. There is, however, a controversial question as to the specifications for boxes used in this service. Accurate data regarding damage to containers or contents are not so readily available here as is the case in railroad statistics. I think we are all agreed however, that there exists a serious confusion regarding what makes a good container for this service. In a way this is natural in a young industry that has grown so quickly. The railroads over a long period of time have gradually arrived at a set of specifications which in general is remarkably acceptable to everyone concerned and which pretty well describes a safe, and at the same time an economical container for a given commodity. In fact there is so much harmony here that we have recently succeeded in effecting some quite considerable simplifications in Rule 41, especially as regards box styles, sealing requirements and glassware packing specifications. Incidentally the shipping public is to be congratulated on the way it has accepted these changes. Instead of looking on the revision as a letting down of the bars for all types of inferior boxes the general level of quality has been well maintained. It must be gratifying to the railroads to see their faith in box-makers and shippers sustained during this dangerous period of removal of so many restrictions.

As regards truck specifications however, considerable confusion still exists. Many shippers and many truck operators honestly feel that truck shipments can be made in boxes considerably below the requirements of Rule 41 and that Freight Classification containers would impose an unnecessary cost handicap on this industry. They base their arguments on the claim that truck shipments receive personal attention and fewer transfers, usually traveling from origin to destination in the same truck. Others however are equally convinced that the constant vibration of the highways, the many starts and stops and the irresponsibility of some truck operators call for a better box even than is required for the smoother movements of railroad traffic.

The answer is somewhere between these two opinions and depends a good deal on the type of truck service being used. The large responsible truck operators and company owned systems no doubt give real attention to their freight while some of the smaller operators under the stress of severe competition feel little or no responsibility. Both however must face the question of road vibration and frequent starts and stops

Truck Legislation

Reports have been current for some time that definite interstate regulations are in the making for the supervision of truck shipments. It is also understood that these will include some form of specifications for describing boxes and packing requirements. Some such unified specifications should certainly prove of value in clarifying today's unsettled conditions. If present truck packing methods are insecure and if they are pulling down railroad requirements below the safety line for competitive reasons, an unhealthy condition is developing that demands prompt attention.

What Is the Answer?

If we are agreed that higher speed freight trains and wider use of motor trucks means an increase in the hazards of transportation, and if we concur with the statistics and the statements of such organizations as the National Wholesale Grocers association we must recognize the need for a new knowledge regarding shipping containers and a new technique in studying damage and in constructing boxes that will prevent this damage. Inasmuch as most damage is to the contents, and often concealed, as in the case of macaroni, spaghetti and egg noodles) we have to depend almost entirely on the ability of the outer container to protect the contents as well as to hold them together during the vicissitudes of transit and handling. The obvious remedy is to make the outer container stronger, heavier and more expensive. This however is weak and faulty engineering. The only real and scientific answer is a study of the present container, its weaknesses and its good points with a view to diagnosing the weak points and building them up—if possible by improved design and workmanship rather than by increased weight. In other words the creation of true "balanced construction".

These analyses of boxes in actual use are being made not only by individual shippers and boxmakers but also by the railroads. In addition certain trade groups of boxmakers are at present financing a comprehensive study of shipments in fibreboard cases—mostly cases—with a view to analyzing the causes of damage and prescribing

remedies. Tabulations are being made not only of the condition of the outer box but also of "concealed damage" which includes dented cans and chafed labels. In this connection the recent work of the Export Fibre Case association has shown that much of the damage to canned goods can be eliminated when case is specified of the proper strength and with inner flaps long enough to permit all cans to ride on the same level. This sort of constructive analysis has been going on among package engineers during the past few years at an increasing rate. We owe a debt of gratitude to some of our customers who have laid down certain definite specifications for improving containers for their own specific needs but which in the long run have automatically improved all containers. The new knowledge obtained in this way includes such subjects as,

Retention to contents vs. protection of contents.

Top, side and end compression and their relation to each other and to the action of rough handling and warehouse stacking.

The relation of grain direction and corrugation direction (in corrugated boxes) to retention of contents of varying physical characteristics.

The relation of workmanship in box manufacture to the final value of the finished box.

Any one of these points alone could be expanded to make up a most interesting discussion. Suffice it to say now that as a result of this new knowledge we have recently learned how to overcome the previous weaknesses in containers and how to make them far more resistant to any given stress both internal and external. Best of all this has usually been accomplished without increasing cost but rather by a scientific application of new principles to the better assembly and fabrication of existing materials. The best evidence of the correctness of these statements is the fact that today many of the country's largest shippers have a special department for the study of containers, container materials and container performance. Many of these companies have installed comprehensive box testing laboratories and are making increasing use of the excellent facilities and impersonal judgment of independent testing laboratories. Briefly, these companies all follow a similar plan of procedure. They first analyze the damage occurring to their product by studying the product on the shippers' shelves. Once the exact damage is accurately known the next step is to diagnose its cause. For instance it is often found that compression is causing distortion to the carton or other type inner package and this distortion requires permanent. Or perhaps the product has a tendency to dry out or shrink leaving a space at the top of the shipping container, which eventually collapses under pressure if the container is too weak. At any rate the first step is to determine just what it is to prevent this trouble. Then

when it has been thoroughly demonstrated that this really is the remedy the specifications for the new container are prepared and passed to the purchasing department. We of course are taking it for granted that the boxmaker has cooperated in all this work so that the final specifications don't get out of line with practical manufacturing and cost limitations.

In practice the above procedure is much slower and deliberate than it sounds and usually has to be accomplished one step at a time. The actual result is that more and more shippers are now buying their containers on a definite performance basis rather than on any specified raw materials. Performance here comes to mean workmanship in box construction rather than the choice of raw materials. At first we boxmakers resented very much our customers telling us how we should make our boxes. That was our job and we had always made them the same way and we didn't need some other manufacturers telling us about our own business. Maybe we had our eyes focused too closely on "our own job." At any rate when we did take the broader perspective we learned a lot of new things and we now realize that this new knowledge has benefited all of our customers. Our inks are different, our printing plates have been improved, our methods of printing have changed radically and some of us are fashioning the same old materials into a 1935 model container which is no more like the soft flexible containers of past years than the Zephyr is like the spur line rattler, even though both trains are made of metal and wood.

Didn't Think of Danger

Mr. Macaroni Manufacturer—Could this happen in your plant?

A workman was moving a large paper carton of packaged goods, by turning it over and over along the ground. Some jagged pieces of glass became embedded in the carton, and his hand came in contact with them and was severely cut.

That was a most unusual accident, and another just like it might not happen "in a thousand years." But no doubt there are thousands of equally strange incidents every year, in connection with the innumerable packages that are handled daily with no thought of danger.

That's just the trouble with all of us. Altogether too often we don't think of danger—at least, not seriously enough to go to a little trouble, in order to do things in a safe way.

Consider the case described. It would seem that the workman could have secured a hand truck on which to transport the carton, or could have got another man to help carry it. At least he might have worn gloves to protect his hands. He didn't do any of these things however—probably because he didn't think of danger in connection with the simple operation of moving a paper carton.

Jazz Band Leader Needs Veal and Macaroni

Fred Waring, radio's new jazz dynamo needs meat to carry him through his heavy working schedule, according to Miss Amy Vanderbilt in a beautiful pen description of this popular artist in the September 1935 issue of "Tower Radio," one of the Tower group of magazines sold in the Woolworth stores. One of his prime favorites is meat with macaroni prepared in accordance with a recipe which the graceful Mrs. Waring says she thinks most American men would like.

Fred Waring who for the staggering sum of \$12,000 per broadcast has agreed to continue on the Ford Dealer's hour over CBS, is, domestically speaking, a gentleman of very simple tastes. True, he has just moved to a penthouse on upper New York's fashionable East Side, but it might just as well be a house in the country. It even has a games room and a flowered terrace where eight months Dixie Waring can play, safely. He has a real southern colored cook who prepares his favorite American dishes that he prefers vastly to any foreign flourishes. On the cook's night out he has a habit of sneaking off to a chain cafeteria where he can drop coins in slots and get what he considers good, plain food that's clean and wholesome.

Fred likes huge T-bone steaks with grilled apples, mushrooms and rice, mixed grills and roast beef with Yorkshire pudding, dislikes fish. He drinks gallons of orange juice with and between meals. But he doesn't smoke or drink, although guests at the Warings are never bound by any blue laws. He nibbles crackers at odd moments with evident enjoyment. He even orders packages of graham crackers by the case, just in case.

Veal and Macaroni

Put 2 tablespoons butter in large kettle or Dutch oven. Add 1 onion, chopped fine, 1/2 cup celery and one carrot, both diced small. Put in a four pound brisket of veal, brown on both sides for 5 minutes. Add 2 quarts of boiling water, 1 heaping teaspoon salt, pinch cayenne pepper, and one clove. Cover tight and cook slowly for 4 hours. Break macaroni in 1-inch pieces and cook until tender in salt water. Drain, dash with cold water and cook in broth for 15 minutes. Place meat on platter—macaroni around sides. Thicken broth and pour over all. Serve with tomato sauce or catsup.

Did you know that cassaba melons are so called because they originated in Kassarab, a town in Asia Minor, from whence the seed was sent to California about 1878?

Did you know that grapefruit has been grown for more than two thousand years in India but has been an United States product only since about 1900?

Consumer Reeducation Needed

Once upon a time all macaroni was good macaroni. That was the time when every manufacturer in the business had but one aim—the production of quality goods from the very best grade of raw materials available. It was in the days when a manufacturer was proud of his brand. Thank goodness there are still a few who possess those exalted ideals. In those happy days of some time ago it was not absolutely essential for the consumer to “know his macaroni,” since all macaroni was of a fair or better quality.

Have times changed? They must have when even the salesmen express the hope that somebody do something immediately to save the trade from its present trend toward lower quality, cheaper macaroni!

Next to the manufacturer, his salesmen are perhaps the most seriously affected by the dwindling popularity of macaroni, even among consumers who look upon this food as almost a daily necessity. A salesman will sense a slump in popularity even before it becomes noticeable to the proprietor or the salesmanager. Discouraging as lame excuses for failure to keep up to set sales quotas the stories of lazy and indifferent salesmen, one might profitably counsel with his force to ascertain the true picture of the sales situation, especially when sales are off more than ordinarily.

One prominent manufacturer in the middle west who employs a large staff of salesmen has benefited materially

from his close contact with his sales force, studying their reports and heeding their suggestions. An example of the advice he gets from that source is shown in the following letter from one of the field men—a letter that contains an interesting story and a timely suggestion:

“I have recently done much pondering of the question of how to sell more Macaroni Products and it seems that the whole proposition always comes around in a circle to the point of the NECESSITY OF CONSUMER EDUCATION BACK TO QUALITY.

“I believe that a large number of former consumers of macaroni products have been WEANED off the use of this type of food product entirely by reason of having got a package or two of some kind of cheap junk that would not stand up in the cooking and had to be thrown out, and this situation has just naturally narrowed the demand for ANY macaroni item down to the point where it just isn't producing the volume it should now be producing for the length of time these products have been made and distributed in this country.

“Reeducation of the consumer back to QUALITY in Macaroni Products appears therefore to be the key not only to increased sale of macaroni products, but perhaps to the salvation of the entire industry.

“This problem therefore is not entirely that of any particular firm. It is the

problem of every manufacturer in the industry—bad as well as good. IT IS THE PROBLEM OF THE MILLS HANDLING DURUM WHEAT. IT IS ALSO THE PROBLEM OF THE VERY GROWERS OF DURUM WHEAT, who received a PRICE ADVANTAGE amounting to 24½¢ per bu. for their 1934 crop.

“This price advantage to the growers of durum wheat was NOT possible except for the fact of the USE of durum wheat in high grade macaroni products—and growers should be made to appreciate the fact and urged to lend their assistance to a campaign to re-establish QUALITY in Macaroni Products in the minds of the consumer.

“My thought was that it is high time for manufacturers, millers and GROWERS to join in another effort to put the idea of QUALITY in macaroni products across to the consumer. I know the last attempt of the Association to do this was a fizzle—but the IDEA remains sound, and with the added cooperation of the GROWERS perhaps sufficient funds could be raised to conduct a successful campaign to reestablish the fact in the consumer mind that GOOD Macaroni Products can only be made from High Quality Amber Durum Wheat.

“I believe that if this ball were started rolling it would gather favor in the industry—certainly it could not help being an advantage to all concerned, manufacturer, miller and GROWER.”

Refund or no Refund

While the constitutionality of the agricultural adjustment act is being tested in the courts of the land, processors are being warned to conserve their rights under the law by fulfilling their obligations. The Millers National Federation in a special bulletin to its members warns them to scan their contracts and to proceed cautiously in all matters pertaining to payment of just taxes and just claims for refunds.

Under an old and well established policy of the Bureau of Internal Revenue the bureau will not make any payments for refunds to any person who owes the government. Under this policy no checks for outstanding claims for refund will be turned over to any processor who has his subsequent processing taxes tied up in an injunction suit, even though his claim may cover taxes actually paid prior to that date.

Also no claims for refund will be allowed in the case of any taxpayer who has his processing taxes tied up in an injunction suit on the ground that the taxes with respect to which claim is made have not actually been paid to the government, even though they may be paid into the court in escrow pending the outcome of the litigation.

It is possible that this policy will be extended to purchases by government agencies of either goods or service. In other words, any person who owes the government tax money which is due and payable, even though legally he may have it tied up in escrow in an injunction proceeding, may not under this policy be paid for any goods delivered or services actually rendered to any government agency. If this policy is carried forward, therefore, no government agency would be permitted to pay a miller, for example, for any flour furnished to that agency if the miller has his processing taxes tied up in an injunction suit.

ORIGIN OF LEAD PENCILS

Strange as it may seem our modern, so-called lead pencils contain no lead and are not pencils according to the original Latin meaning the word from which it came, which meant a small brush. Later the Romans used solid sticks of lead. When graphite was discovered in England in the 16th century it was found to be a far better marker than the hard lead. From this rude beginning our present day pencils have gradually evolved.

Announces Approval of Plan

The reorganization committee for Grocery Store Products, Inc. of which James M. Hills is chairman, announces that the modified plan of reorganization for the company has been made operative, following its confirmation by the United States District Court of Delaware on August 8, states Arthur A. Kron of the Gotham Advertising company, selling counselor, New York city. The committee is notifying holders of debentures, certificates of deposit and voting trust certificates that the time and place for deposit of securities for exchange under the plan will be designated within the next few weeks. There will be presently outstanding only \$224,350 of collateral lien convertible bonds and 126,218 shares of capital stock.

September issues of leading women's magazines carry the opening advertisements of a vigorous and sustained campaign on behalf of Kitchen Bouquet. Announcement is expected shortly concerning the plans of Grocery Store Products, Inc. for promotion of its products, Jacob's and Kennett Squares, Mushrooms, Fould's and Golden Spaghetti, Egg Noodles and Macaroni.

Quality



There is no substitute

Champion Employes Enjoy Outing

Employes of the Champion Machinery company, Joliet, Ill. and members of their families, numbering about 275, enjoyed an outing on Sept. 7 at the Industrial Health Camp near that city. They were the guests of the officials of the firm who supplied food and refreshments and a calendar of sporting events that kept everybody happy throughout the day.

The chicken dinner was served by Paul Schoene, manager of Woodruff Inn, Joliet, assisted by his famous chef. In the field events the married men easily won the honors, having to their credit victories at baseball, tug-of-war and horseshoe pitching. Only in the races did the single men prove best.

This outing has become an annual affair to which the employes look forward eagerly every summer. The firm manufactures flour handling and sifting apparatus, mixers, kneaders and noodle brakes, for the macaroni trade.

Macaroni Joins Food Price Decline

Though macaroni prices have been abnormally low throughout the year in comparison with other food prices, that food followed the downward price trend during the week ending Aug. 31, 1935 according to information broadcast by the U. S. Bureau of Labor Statistics dated Sept. 6, 1935:

"Following the steady rise in the price of foods during the past two months wholesale food prices showed a slight reaction during the week ending Aug. 31, 1935, declining 0.1 per cent. The decrease was largely accounted for by the 1.3 per cent drop in average prices of meats. Other important foods showing price declines were macaroni, corn meal, canned fruits, lard, peanut butter and vegetable oils. The present index of foods, 86.0, is 12.3 per cent higher than a year ago and 31.7 per cent above 2 years ago."

The same release reports an increase in the price of flour. It seems almost unbelievable that in the face of higher semolina and flour prices macaroni should be lower priced.

CONVENIENT TABLE OF QUANTITIES FOR COOKING

(Information that live macaroni-noodle manufacturers can profitably pass out to consumers in literature extolling the virtues of their products.)

- 3 tsp. equals 1 tbsp.
- 2 cups equals 1 pint
- 4 cups or 2 pints equals 1 quart
- 2 cups granulated sugar equals 1 lb.
- 4 cups flour equals 1 lb. (sift before measuring)
- 2 cups butter equals 1 lb.
- 2 tbsp. butter equals 1 oz.
- 1 square bitter chocolate equals 1 oz.

Secretary's Daughter Weds

Mr. and Mrs. M. J. Donna, Braidwood, Ill. recently announced the marriage of their eldest daughter, Miss Esther L. to Leo B. King. The bride is well known to the macaroni-noodle manufacturers



THE BRIDAL COUPLE
Mr. and Mrs. Leo B. King in their bridal array.

because of her service at the registration desk at most of the conventions of the industry during the past ten or more years, aiding her father and her younger sister in that work.

The wedding took place in the Immaculate Conception church, Braidwood, on Aug. 31, 1935. Her sister, Lucille M. acted as bridesmaid. Mr. and Mrs. Leo B. King will reside in Chicago where the bridegroom is employed in the Wisconsin Steel Mills.

The bride was for many years a teacher in the Braidwood common schools, serving as the primary teacher for the past nine years.



THE SECRETARY'S FAMILY
Picture of the bride, her bridesmaid and the happy parents. Reading from left to right, Mrs. M. J. Donna, the bride's mother; the bride, Mrs. Leo B. King, formerly Miss Esther Donna; the bridesmaid, Miss Lucille M. Donna, the stenographer in the Association's headquarters; and the proud father, M. J. Donna, the Secretary-Treasurer of the National Macaroni Manufacturers Association.

Lowly Potato Protected by Law

Some 3,000,000 or more potato growers of the country will be affected by a law recently adopted by Congress wherein control of the potato crop was placed under the AAA. The 15,000 word rider attached to AAA amendments became a law last month, and was passed without more than an hour's discussion in either house of Congress. Reports have it that it was not requested by AAA officials or by any farm organization, but principally by a small group of growers in the southeastern states.

Arguments in favor of the new potato control act were that "farmers have continually been driven from cotton, tobacco and peanut production by regulatory legislation and taxes, and had gone into the production of potatoes." To protect the potato man from the tobacco-cotton-peanut competitor, particularly the small group of complainants the radical law will affect every grower and seller of potatoes in the United States.

According to provisions of the amendment no one may buy or offer to buy potatoes not packed in closed containers approved by the Secretary of Agriculture and bearing the proper government stamps showing that the potato tax or license has been paid. Penalty for the first offense is \$1,000 fine; for a second offense a year in jail, and additional fine of \$1,000 or both.

On the other hand no farmer can sell potatoes without such containers and stamps, subject to like penalties. He will be given the official stamps on payment of a tax of 45c a bu., entitling him to the tax exemption stamps or the quota allotted him.

To the 30,000 large potato growers the new law will prove beneficial if the tax is reflected in the sales price and that latter is boosted as per the expectations of the sponsors, but to the 3,000,000 small growers of the country it will prove troublesome.

The potato growers are not all in favor of the potato control act as evidenced by the attitude of a large group of growers in New Jersey who are determined not to observe its provisions, arguing that the act is unconstitutional in that the tax is "confiscatory" with no pretense of being a revenue raising law.

Macaroni manufacturers are naturally interested in the new act that will naturally increase the price of potatoes to consumers with the probable effect of widening the macaroni demand as a substitute for the lowly spud.

BUSINESS FAILURES

In 1933 there were 20,307 business failures in 1,960,700 business concerns. In 1932, 31,822 business concerns failed—an all time high.

The number of 1933 failures was the smallest since 1923.

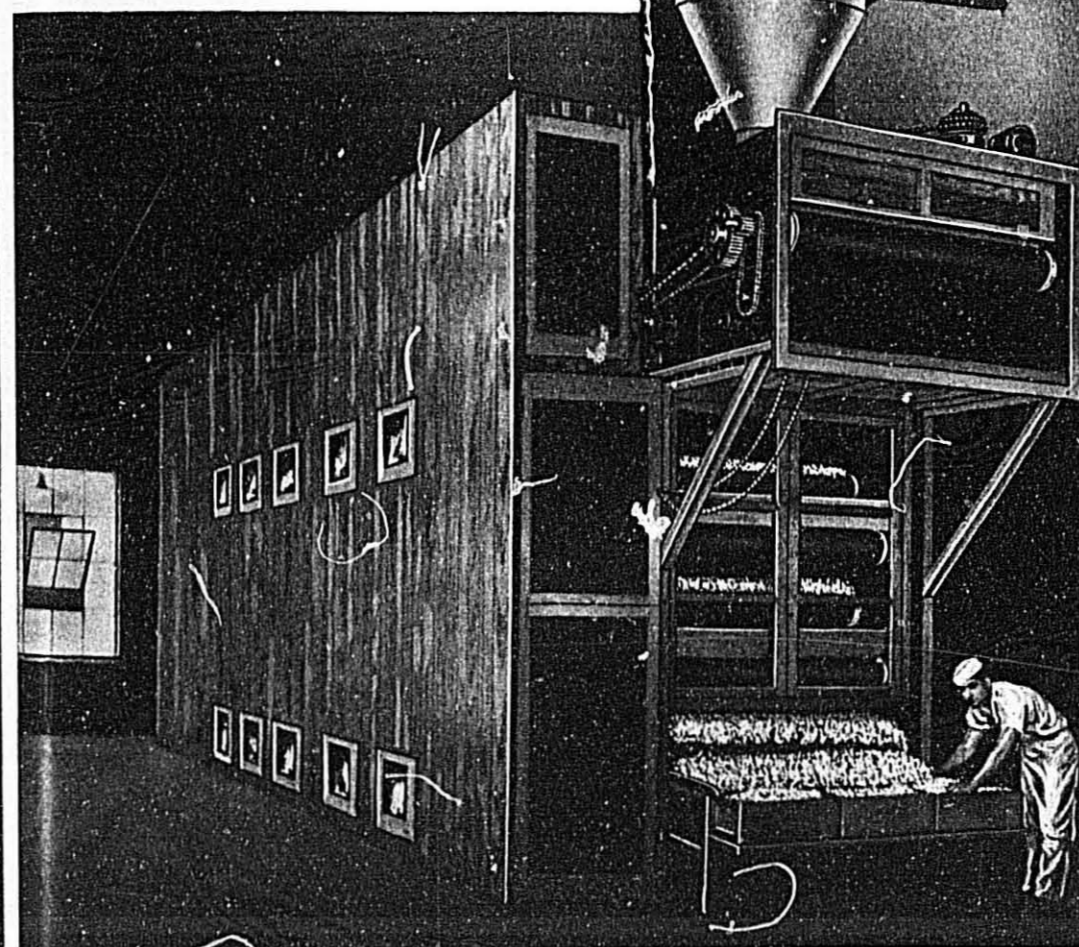
30 per cent of the business failures usually occur in each of the first and last quarters of the year and 20 per cent occur in the 2nd and 3rd quarters.

ANNOUNCING

Revolutionary Process of Noodle Drying

With

CLERMONT AUTOMATIC CONTINUOUS NOODLE DRYER



NO TRAYS

NO TRUCKS

NO HANDLING

From Noodle Cutter, to the Packing, in continuous operation, at rate of 1200 pounds per hour. Drying process 3 hours.

For Further Particulars, Write to

CLERMONT MACHINE COMPANY, Inc.

268 Wallabout Street

Brooklyn, N. Y.

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

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



Amber Milling Co.
Flour and Semolina
Barozzi Drying Machine Co.
Macaroni Noodle Dryers
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



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

Commander Milling Co.
Flour and Semolina

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

Creditors Service Trust Co.
Mercantile Collections

Crookston Milling Co.
Flour and Semolina

Duluth-Superior Milling Co.
Flour and Semolina

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

King Midas Mill Co.
Flour and Semolina

Frank Lombardi
Dies

F. Maldari & Bros. Inc.
Dies



Midland Chemical Laboratories, Inc.
Insecticides

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons

Peters 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

Need Freight Adjustment

The melon growers of Georgia, like many others whose products must be consumed at points distant from the scene of production, are more than ever convinced that freight rates should be adjusted.

W. L. Stone, director of the state bureau of markets, reported last month that the melon grocers of Georgia had received less than \$620,000 for their 1935 melon crop. At the same time, the railroads received \$2,085,000 in freight for hauling the crop.

The announcement brought a criticism of the railroads and of the freight rates from Jud. P. Wilhoit, chairman of the Georgia Public Service Commission, who is leading a fight to reduce freight rate traffics in the south.

With the cost of distribution nearly 3½ times the cost of production, as reported by the figures referred to, the melon growers and other shippers have a good reason for demanding more equitable rates and a greater share of the price paid by the consumer.

"Who was the first man?"

"Washington. He was first in war, first in . . ."

"No, no—Adam was the first man."

"Oh, if you're talking about foreigners, I suppose he was."

It's Now Colonel Viviano

Joseph Viviano, president of the Kentucky Macaroni company of Louisville, Ky., is now a member of the large and growing clan of Kentucky Colonels. The honor was conferred upon him on July 2, 1935 by Governor R. Laffoon. Mr. Viviano is one of the few maca-



COLONEL JOSEPH VIVIANO

roni men to be thus honored and appreciates the recognition given him by the act of the chief executive of his state. His commission, duly signed and

sealed by the Governor is proudly displayed in the office of the firm. The commission reads:

"I hereby invest him with full power and authority to execute and discharge the duties of the said office according to law. And to have and to hold the same with all the rights and emoluments thereunder legally appertaining for and during the term prescribed by law."

(Signed) RUBY LAFFOON,
Governor of the Commonwealth of Kentucky.

Develops Rust Resisting Wheat

A rust resistant wheat has been perfected in the Manitoba Research Laboratory which should put an end to the "calamity of rust" that usually takes its toll on millions of acres of rich wheat lands in western Canada. According to Maj. H. G. L. Strange, Winnipeg grain statistician, the new wheat will eliminate the red rust menace from the prairies. Sufficient quantities of the seed of the rust resistant wheat will be ready for distribution within two years to supply the needs of all wheat growers in the devastated areas.

An explanation is not needed by your friends nor believed by your enemies.

September 15, 1935

THE MACARONI JOURNAL

13

Noodlettes

By Mack SpagNoodle

Some Men Succeed Anyway

There have been plenty of business failures during the last few years, but there would have been plenty of them had business continued at a high level of prosperity.

A large proportion of those who went to the wall and blamed general conditions for their failure, would have failed just the same had conditions been good. Only a small minority make a real success of business any way. Hard times try you out, but if we have the necessary stamina we succeed in spite of hell and high water.

I know a retail merchant who was in financial difficulties before the business slump came along. Everybody thought it would not take much to push him over the edge. The chain store competitors in his town were, so people said, getting his fat.

But that merchant turned out to be one of the fellows who never say die. When he found himself in the last ditch he decided to die fighting, if die he must. He looked at the chain stores in his town, noted the volume of trade they were doing, the large number of customers calling on them. He picked

out the one doing the most business, rented a store next door and moved right in under his nose.

This independent merchant and the chain store were in the same line of business, but Mr. Independent had studied the situation. He stocked the items and lines the chain did not carry. He featured better qualities and such products as did not turn over fast enough to be good chain store merchandise. He met chain store prices on certain leaders and he gave services the chain could not give.

Crowds came to the chain store and they saw his window displays and the activity inside his store and they drifted in there. He couldn't lose much business to the chain store, for he hadn't much to lose. They provided him with plenty of prospective customers and he seized them. Today, despite generally adverse conditions, this independent merchant is



making money and doing more business than he ever expected to do.

Right across the street from him is another independent merchant who had the same opportunity but did not seize it, and now he is failing fast and will soon go down, declaring the chains put him out of business. He will probably be right, but it need not have been so.

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



Coffee Industry's Fair Trade Principles

Macaroni manufacturers who are still hopeful that some day many of the unprofitable and harmful practices in the trade will be eliminated either by peaceful agreement or under compulsion through enabling legislation, are watching with interest the experiment of the coffee industry of America. At the annual convention of that industry in Chicago last June the coffee trade agreed to preserve most of the benefits it had enjoyed under the coffee code through the adoption of a declaration of fair trade principles which not only defined some of the practices which the industry believes unfair but went unanimously on record as being opposed to them in fact as well as in principle.

In the coffee industry's declaration of fair trade principles, there are set up things approved and disapproved, as follows:

First—We endorse the maintenance of the labor standards prescribed under the former coffee code.

Second—We affirm that the following shall be deemed unfair trade practices in the coffee industry.

Section 1. False Advertising. The making or causing or permitting to be made, or the publication of any false, untrue or deceptive statement, by way of advertisement, labeling or otherwise, concerning the grade, quality, quantity, substance, character, nature, origin or preparation of any product of the industry.

Section 2. Unethical Advertising or Disparagement of Competitors' Products. The false or misleading disparagement of the grade or quality of the products of competitors, or the dissemination of any false statement or information relative to a competitor, or the products manufactured and distributed by such competitor.

Section 3. Adulteration and Misbranding. To violate the spirit of the Federal Pure Food regulations and particularly the use of cereals, chicory, coffee screenings, or other such products compounded with coffee unless containers be plainly and conspicuously labeled to indicate the presence of such ingredients.

Section 4. Commercial Bribery. No member of the industry shall give, permit to be given, or directly offer to give, anything of value for the purpose of influencing or rewarding the action of any employe, agent or representative of another in relation to the business of the employer of such employe, the principal of such agent or the represented party, without the knowledge of such employer, principal or party.

Section 5. False Invoicing. The publishing of any false or fictitious price list, and the use of invoices which falsely indicate date of invoice or shipment, price, discounts, quantities or terms of sale.

Section 6. Excessive Samples. To furnish to hotels, restaurants or institutions of like character excessive or un-

reasonable amounts of coffee in the guise of samples.

Section 7. Advertising Allowances. To make or grant to distributors any payment in the guise of advertising or cooperation allowance which is excessive or unreasonable in amount, and which is not related to a specifically defined service actually performed.

Section 8. Free Equipment. To induce or retain business by lending money or giving or lending any equipment such as coffee mills, urns, steam tables, etc., or by furnishing any parts, replacements or services, or by any direct or indirect subsidy.

Section 9. Cash Discounts. To allow discounts for cash which are not earned by payment in accordance with the cash discount terms specified.

Section 10. Unfair Substitution. No member of the industry shall substitute, without due notice and consent of a buyer, another product for that ordered from him.

Section 11. Destructive Price Cutting. To engage in destructive price cutting, either directly, or indirectly through free goods, premiums, or otherwise.

Section 12. To pay brokerage on green coffee, to direct buyers.

Caruso's Spaghetti Eating Etiquet

The contribution to music of the world's greatest tenor, the renowned Enrico Caruso, will be appreciated as long as human beings are able to sound a musical note, but his contribution to the human need for and proper eating of spaghetti is something which should be known and appreciated by every manufacturer of that tasty and nutritious product.

The story goes, that when Enrico Caruso took off his Pagliacci clown costume and walked across from the Metropolitan Opera House to an obscure little Italian restaurant for his evening dish of spaghetti with meat sauce, he accomplished more than making a fortune for the owner of the little restaurant. He put spaghetti on the map. He made it an international dish.

Secrets of the great Caruso died with him. Much has been written about his energy, his perseverance in the face of physical affliction, and the mystery of his throat and vocal cord formation, which it is said have never been discovered in any other human, unless possibly in that of his daughter—and which had much to do with producing the world's greatest tenor.

Roll Your Own

But with the popularity of spaghetti, it has often been wished that Caruso had passed on his secret of capturing and eating his favorite elusive food. Now with the advent of delicious spa-

ghetti in cans—and the custom in many homes of making one dinner a week spaghetti dinner—style scouts have pressed their noses against the windows of native Italian restaurants in order to get first-hand information on how one eats spaghetti—authentically. And here is the dope. You don't have to be a rodeo queen to lasso it, nor a snake charmer to tame it. Just sit down before the dish, calmly, recognizing the fact that you are its master. Grasp the fork in your right hand, the spoon in your left—firmly. Then pushing the spaghetti with your spoon onto your fork, begin a gently rolling motion. If you're lucky at rolling dice you may be lucky at rolling spaghetti.

Then, when your roll has reached the proportions of a good-sized ball of yarn lean over your dish—it's done in the best Italian restaurants—and go to it. You'll be amply repaid for your patience.

You may not hit a high tenor note immediately after eating, but you'll feel like going out and doing big things. Eat spaghetti, with its various savory sauces is an energy-giving food. It costs little and goes a long ways.

New Plant in Pennsylvania

A new macaroni manufacturing plant is ready for operation in Parkside, Pa. at 8th and Chestnut sts. of that city. Experts who have viewed the little factory declare it to be one of the most modern of its kind and size.

The machinery was installed by experts from the Consolidated Macaroni Machinery company of Brooklyn, who the dryers are a creation by the Haroz Drying Machine company of Nor Bergen, N. J.

The members of the new macaroni firm are two well known and experienced manufacturers—Pietro Vizzini formerly of the Nicolo Vizzini Macaroni company, Rochester, N. Y. and Joseph Di Napoli, formerly engaged in the business in Philadelphia, Pa.

BOILED MEAT BALLS

This appetizing recipe comes from Scandinavian neighbor.

Ingredients:

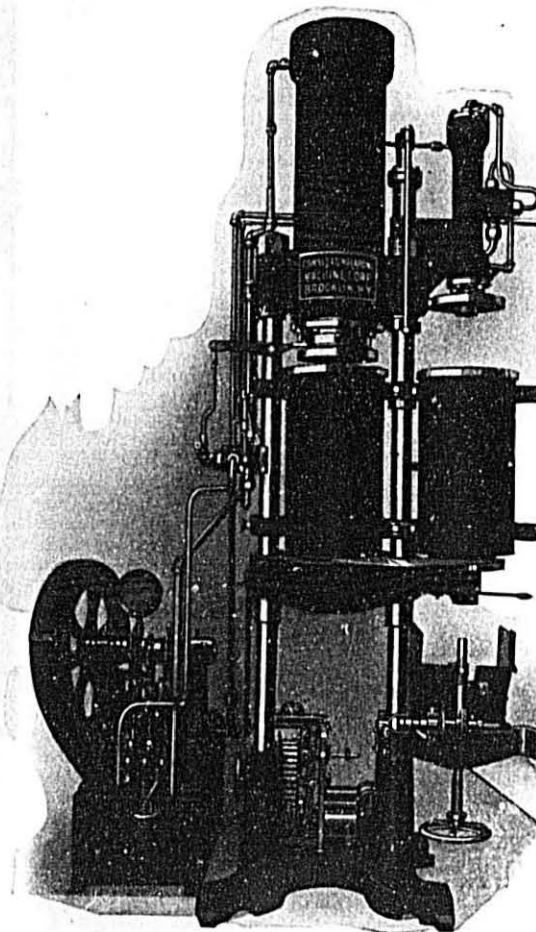
1 lb. chopped round steak
 ½ cup uncooked rice
 ½ cup milk
 2 tsp. finely chopped green pepper
 2 tsp. finely chopped onion
 2 cups boiling water, slightly salted
 1 can tomato soup
 Salt and pepper to taste.

Method:

Combine all ingredients except the water and soup, mix well and form into balls. Drop the balls into boiling water and simmer 20 minutes. Add the tomato soup and simmer about 20 minutes more. Serve with noodles.

Consolidated Macaroni Machine Corporation

Designers and Builders of High Grade Macaroni Machinery



The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

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

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

Built in various sizes and types.

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

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

**MIXERS
KNEADERS
PRESSES**

**DIE CLEANERS
DRYING MACHINES
MACARONI CUTTERS**

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

Secrets of Successful Trade Marking

Beware the Trade Mark Rackets

By **WALDON FAWCETT**
Written Expressly for
the Macaroni Journal

The path of the trade mark owner has been strangely beset of late by sundry species of trade mark rackets, all operated in the sacred name of "protection," and making it necessary for the would-be insurer of good will assets to watch his step, lest he be mugged. Indeed there is a very real danger that trade mark owners in their excess of zeal to fortify and safeguard their precious buy-marks will encourage some trademark service opportunists whose motives may be challenged.

No gainsaying the fact that a number of circumstances have combined to encourage this exploitation of nervous owners of trade marks. Sheer multiplication of trade marks with attendant dangers of intentional or unintentional overlapping of ideas is of course partly responsible. But developments in the news supply greater urge. For one thing the pyramiding of state laws conferring the resale price fixing privilege upon trade mark owners. For another thing the latter day increase of private branding. Then again there is the agitation in certain quarters which seeks to reconcile branders to "compulsory" trade marking of one kind or another. Finally there are on the part of some trade mark owners misgivings, or at least uncertainties as to the effect of a new Federal food act, minus the present "distinctive name" clause.

Before we take stock of what may be done in respect to this big black wolf or the pack of them, it is important to emphasize that the trade mark rackets are of two separate and distinct types. Official and private they might be designated. In the first pew are the plots hatched by a number of states to compel all participants in commerce within the state to register their marks at the capitol of the individual state. Cloaked though it be with assertions of noble intention, this obligatory device is a shake-down to raise revenue. And the pressure in state political circles for this pattern of license is apt to be proportionate to the need to tap new sources of income.

Paralleling the official holdup ruse and to some extent tying up with it are various nonofficial, commercial rackets which seek to badger or frighten trade mark owners into taking out ostensible insurance in the form of trade mark registrations in all states and in all foreign countries where the brander has any distribution, or is ever likely to have. The fear campaign is usually punctuated with horrible examples of the dire consequences which have allegedly overtaken negligent trade mark owners who have failed to obtain every known form of credential for their merchandise marks.

Denunciation of the current racket is

no slava at appropriate registration. There are executives in the macaroni field as in other lines of trade who have never been sold on registration—not even national or Federal registration at the U. S. Patent Office. They bank on their commonlaw rights so called, and believe in standing ready first instead of last to fight out in the courts all cases of infringement. But at that the weight of expert or competent opinion in business and legal circles is in favor of butressing an exclusive technical trade mark by suitable registration.

At the same time it were wise for the trade mark owner who believes in the trade mark tradition to approach this present era of registration ballyhoo with a realistic conception of what registration can do for him. Trade mark registration—any kind of registration—can, in the last analysis do but one service for the trade mark owner. That is supply a birth certificate which will bear witness to the fact that the registrant has a claim of priority of use based on evidence of commencement of continuous use of the mark on goods at a given date.

Two facts are to be kept in the front of one's mind before taking a deep plunge in registration, lured by faith that sealed and beribboned parchments will clinch sole possession for all time. Fact No. 1 is that all the registrations obtainable under our American system will not avail a registrant if it should turn out that another fellow actually made use of an identical or very similar mark at an earlier date than the purported pioneer. Fact No. 2 is that the circumstance of registration, Federal or state or foreign or any other style, does not invoke for the fee payer any automatic prosecution of infringer. The public authority collects a fee for pedigreeing a trade mark that conforms to set rules and regulations. But there the responsibility ends. The office of registry doesn't do police duty in respect to the enrolled trade marks. It doesn't even notify a registrant of the approach of possible poachers, except by publication of new applications. All of which understanding of just what is to be gotten out of a trade mark registration or a sheaf of them may enable a macaroni marketer to the better appraise the services for pay which are offered to him.

The macaroni marketer who aims to render himself hardboiled and racket-proof discovers that he must pursue two separate courses in defending his pocket-book. In the case of certain trade mark bureaus and a few trade mark attorneys,

the ambulance chasers of the profession who seek to persuade a victim to take out every form of registration that the domestic and international market affords, individual decision is indicated. Acting in the light of his own circumstances the trade mark owner will decide singlehanded whether he cares to be a "jiner," here, there, or everywhere. But when it comes to the menace of state laws, compelling registration, the imperiled brander may find it wise to back up his personal protests to state legislators by cooperation in the group movements which have done effective work in resisting raids of this kind.

Thus the Association of National Advertisers and other organizations have done effective work in New Jersey and like states where revenues on any pretext schemes were hatched. In New York, Maryland, Nevada and other states where this squeeze has been attempted the fighting organizations have pointed out, among other disadvantages, the dangers that would ensue through the operations of unscrupulous persons who would by quick action register well known trade marks ere the rightful owners had filed applications. Under a first-come first-served formula of state registration this claim jumping would mean that a trade mark kidnaper would be secure in possession. There would be nothing to prevent him from establishing a factory to produce substitute, inferior goods under his ill gotten mark and offering them in competition with the genuine wares under the original mark.

Open as they are to severe criticism as rackets the several devices for snaring an apprehensive trade mark owner into any or all forms of registration sponsored by states or political subdivisions are as nothing compared to the plays upon credulity made by certain private self styled "trade mark bureaus." Here we have at most an agency of trade mark deposit that is comparable to a burying ground. The comiding soul pays his fee and enters his trade mark in the touted file but in net result all that he can be assured of getting for his pains and his retainer is a more or less ornate diploma.

Needless to say, no charge of racketeering would hold against the trade mark and trade name registers maintained cooperatively by responsible trade associations. If the members act in good faith such an exchange may perform valuable service in forestalling repeated adoption of brands preempted by first comers. But when it comes to the vague benefits of an unproven private registration bureau it is high time that the brand owner take the precaution to investigate searchingly just what he is to get for his money and whether the service is really worth a hoot, if and when he gets it.

September 15, 1935

THE MACARONI JOURNAL

17

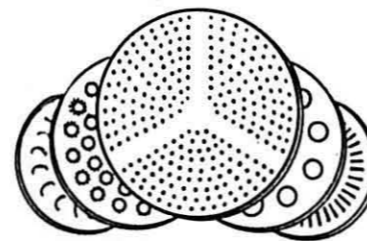
Baur
Mills
Romeo/
Hard
Wheat

FLOUR
Unbleached

Wire for price and
we will both make
money

BAUR
Flour Mills Company
Est. 1870 St. Louis, Mo.


FOR
QUALITY  SERVICE



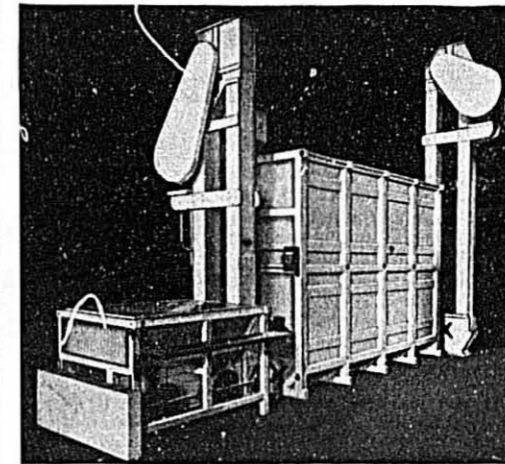
GIVE US A TRIAL

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

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

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

Try the CHAMPION Way



Champion Flour Handling and Blending Outfit.

Equip your plant with Champion Machinery and profit by its many economies. This Flour Handling Outfit, specially designed for macaroni and noodle manufacturers, is just what you need for sifting and blending your flour. It cleans the flour and saves the replacement of expensive dies, besides insuring super-fine quality products that command the best market prices. Champion Mixers, weighing hoppers, water scales and other automatic equipment all help to reduce your overhead. Read what the following letter says about Champion machinery.

Send coupon for full particulars.

CHAMPION MACHINERY CO.,
Joliet, Illinois.

Attn.: Mr. F. A. Motta.

Dear Sir: We have had one of your Champion Blender and Sifter Outfits in our plant for some time and want to state that we are well satisfied with same. Also we wish to thank you for the prompt and courteous service, particularly in case of emergency.

—VIVISON MACARONI COMPANY,
Rochester, New York.

Champion Machinery Co.
JOLIET ILLINOIS

Eastern Distributors:
JABURG BROS., INC.
Hudson & Leonard Streets, New York City

Champion Machinery Co., Joliet, Ill.

Please send me full particulars, prices and terms on your Flour Handling Equipment.

NAME
ADDRESS
CITY..... STATE.....

THE ENERGY FOOD

*Eat More Macaroni . . .
It's Good for What Ails You*

Ignoring the controversy as to whether or not macaroni products are a fattening food because like all other foods it is either fattening or nonfattening in accordance with the quantity eaten and the way it is prepared and the combination in which it is served, food authorities are agreed that this food is not only one of the best of the grain products but one easily adjusted to every appetite.

It has truly proved a blessing during the past few years of depression. Here's a little new story from the press of the country that is brimful of human interest:

Not long ago there was a picture in a well known newspaper of a family of twelve, mother, father, and 10 children. Everyone was very healthy looking, and from the article which accompanied the picture they were as healthy as they looked. The article stated that the father had been unemployed for some time, and of course you know that means this family did not have the foods that you might have in your home everyday to enjoy. They probably did not have the luxuries you have. But they were healthy, simply because they ate what was placed before them, and enjoyed the fresh open air in their play time.

The main food of this family was spaghetti. Sounds queer doesn't it, for a family to live mainly on spaghetti. It is one of the most healthful foods on the market, and contains the proper amount of starch and other ingredients which your system needs. It is reasonable in price and may be served in its various dishes in place of meat at great

saving. You will like it and eat more of it.

Macaroni With Seasonal Appeal

Another use for macaroni in the Spring Menus is suggested by Lydia LeBaron Walker. She recommends "Stuffed Tomatoes on a Nest of Macaroni or Spaghetti" to make a flowery, springlike dish that whets and satisfies the appetite.

Macaroni is a hearty food, and it can be used to add nutriment to dishes, and also to eke out small amounts of meat. It can be combined with many other ingredients to lend zest to it, which is generally wanted. Because it has a neutral flavor is one reason why it combines so well. It supplies texture and substance and a foundation for various flavors. The dish of "Stuffed Tomatoes on a Nest of Macaroni or Spaghetti" is successful in assembling many of the elements in combinations referred to and has the added feature of attractive appearance, economy and a springtime semblance.

Stuffed Tomatoes on Macaroni

There should be at least one tomato to each person, the number being calculated according to size of the tomatoes and the keenness of the appetites. Enough macaroni is needed to make a good nest in a baking dish so that the tomatoes can rest on it, and serve as a foundation for them. Meat is needed, any kind of left-overs of cooked fresh meat put through the food chopper may be used.

The ingredients must be congenial to



each other, but may vary each time the dish is prepared.

Macaroni Has Place in Every Meal

Macaroni products offer many surprises to the unwary hostess not acquainted with the virtues of this food. That's the opinion of Mary Martensen, one of the leading cooking experts and authorities. Being mild and bland in flavor, smooth, rich and creamy in texture, it is perfect support for the more highly flavored—meat, fish, cheese—foods with which it is combined.

In your own minds, you may have associated it only with cheese or with unappetizing, low cost diets which you consciously or unconsciously scorned. But let me enlighten you on the subject. You need not be in the least ashamed of serving even your most critical friends a savory, delectable dish of macaroni.

Answer to Problem

Then, too, 'tis grand for stretching out those little bits of this and that you can't seem to get rid of without every one's being aware of their origin. Macaroni and casserole dishes are one answer to that problem, giving you a one dish meal, which needs only the touch of cool, crisp garnishment in contrasting texture and flavor.

Being as versatile as it is macaroni finds a place in every meal of the day, from breakfast to dinner, and it even falls into the dessert class as well as in salads. Therefore, a goodly supply is really necessary in this day of unexpected company which is a tax on both the larder and the ingenuity of the hostess.

OVEREATING

Overeating is like choking the furnace fire with too much coal.

Overeating burdens the liver and kidneys with a heavy load.

More blood is required. Increased circulation is demanded. More oxygen is called for.

A greater load is put on the heart.

Generally speaking the average person eats approximately $\frac{1}{4}$ more food than is required by the body.

Most people will find that smaller quantities of food than ordinarily consumed will keep the body at the right weight and will bring a more muscular and mental alertness.

The great difference between man and beast is that man has the ability to think

September 15, 1935

THE MACARONI JOURNAL

19

The Highest Priced Semolina in America
and Worth All It Costs

The
Golden
Touch

King Midas Semolina

Leads in Quality

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

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINNESOTA



A DOG

The one absolutely unselfish friend that man can have in this selfish world, the one that never deserts him, the one that never proves ungrateful or treacherous, is his dog.

A man's dog stands by him in prosperity and in poverty, in health and in sickness.

He will sleep on the cold ground, where the wintry wind blows and snow drives fiercely, if only he may be near his master's side.

He will kiss the hand that has no food to offer, he will lick the wounds and sores that came in encounter with the roughness of the world.

He guards the sleep of his pauper master as if he were a prince.

When all other friends desert, he remains.

When riches take wings and reputation falls to pieces he is as constant in his love as the sun in its journey through the heavens.

If fortune drives the master forth an outcast in the world, friendless and homeless, the faithful dog asks no higher privilege than that of accompanying him to guard against danger, to fight against his enemies.

And when the last scene of all comes, and death takes the master in its embrace and his body is laid away in the cold ground, no matter if all other friends pursue their way, there, by his graveside, will the noble dog be found, his head between his paws, his eyes sad but open in alert watchfulness, faithful and true even to death.

World's Durum Crop Lower

Thanks to the efforts of the macaroni manufacturers last spring, both as individuals and through their National Macaroni Manufacturers association, materially assisted by urgings of officials of the Northwest Spring Wheat Improvement association and interested government officials which succeeded in inducing farmers in the durum wheat states to plant increased acreage of that grain, the crop this year will be more than sufficient to meet the macaroni manufacturing needs. While elsewhere in the world the government bureaus estimate that the 1935 durum wheat production will reach nearly 40,000,000 bus.

Unfavorable weather conditions and the unexpected appearance of rust in many promising fields are causes advanced for the lower yields in some quarters. Lack of moisture together with reduced acreage has reduced the yield to a total of approximately 25,000,000 bus. under the 1934 crop.

Following a universal survey by the United States Bureau of Agricultural Economics, the following report on the 1935 world's durum wheat crop was released, containing much information of deep interest to all users of durum, particularly the American manufacturers of semolina products:

International Trade Affected

American durum crops suffered severely from inadequate moisture and to some extent from rust, while lower outturns in the western Mediterranean countries were largely the result of hot, dry winds and deficient soil moisture.

International trade in durum has been materially reduced through the effective operation of strong nationalistic policies aided by favorable harvests in the important producing areas of the western Mediterranean basin. Preliminary data suggests that the international trade in durum wheat during the past crop year has been less than 25,000,000 bus., compared with a normal movement of some 50,000,000 bus.

The oversea movement of North American durum was probably the smallest for any year since North American durum exports became an important item of the international wheat trade and for the first time of record United States imports of Canadian durum reached a substantial amount. Tariff and trade regulations now effective continue important market influences. Durum prices during the past crop year held above those of bread wheats both in the United States and foreign markets, but during the closing months fluctuated with changing crop prospects.

U. S. Durum—40,000,000

Supplies of durum wheat in the United States for the 1935-36 crop year are placed at 33,939,000 bus. as against 16,472,000 a year earlier and 34,483,000

two years earlier. Carryover stocks totaled around 5,276,000 bus. as against around 8,911,000 a year earlier and some 16,412,000 two years back. It appears probable that this season's carryover stocks may include considerable Canadian durum. The Aug. 1 forecast placed the 1935 durum crop at 28,663,000 bus. against last season's short harvest of 7,561,000 bus. Despite the sharp downward revision in estimates from earlier expectations, supplies of United States durum during the current year appear about sufficient for domestic needs.

During the past few years domestic disappearance of durum wheat within the United States has been sharply lowered due largely to the reduction in the use of durum for feed. During the past crop year utilization for all purposes totaled only around 17,000,000 bus. Mill grindings absorbed some 12,248,000 bus. and around 3,777,000 bus. were utilized for seed, leaving less than 1,000,000 bus. remaining for other purposes.

Mill grindings of durum wheat during the past crop year dropped to the lowest level of recent years, totaling only 12,248,000 bus. as against 13,196,000 for the preceding year. During the past few years exports of durum flour and semolina have been so small that data have been withheld from publication. Export trade in manufactured durum products, including macaroni, spaghetti and noodles, has also been sharply reduced with exports during the past crop year totaling less than 2,000,000 lbs. as compared with the peak year of 11,000,000 lbs. in 1928-29. The domestic market provides the principal outlet for durum products with domestic consumption annually accounting for some 100,000,000 lbs. of macaroni products or a per capita consumption of 4 to 5 lbs.

Canadian Crop Normal

Canadian supplies for the current year may not be greatly different from those of a year ago which was roughly estimated at around 15,000,000 bus. The 1934 durum crop in Manitoba was placed at 11,666,000 bus. and carryover stocks in store at Fort William and Port Arthur totaled around 2,713,000 in addition to small quantities which were probably still in store in other positions. The bulk of the Canadian durum is available for export as durum wheat is not milled commercially in Canada.

Since durums are not deliverable on contract grades in Canadian markets, they cannot be satisfactorily hedged for a long carrying period and therefore move more promptly into commercial channels than do the contract grades of bread wheats. The export movement of durum has been sharply reduced, and during the past season probably totaled less than 10,000,000 bus.

Production in the three North African countries totaled only 46,808,000 bus. as against 65,800,000 harvested a year ago

and 53,035,000 the average outturn for the period 1928-32. The short crops in these countries, however, were partially offset by relatively heavy carryovers of wheat from last crop. The forecast of the Italian outturn is below that of a year ago. Late rains improved conditions in Spain and Portugal.

Italian Production Increased

France by decree published July 13 requires utilization of 100% of North African durum in milling for domestic utilization in France. France, together with Algeria, Tunisia and Morocco forms a trading unit through the customs union between the first three and the quota allotment granted at Morocco. Until recent years France provided the sole market for surplus North African grain. In the past few years small quantities have gone to other countries as a result of the unusually large surpluses and government control. The policy of state controlled wheat deposit centers in Italy is reported to have proved a success and will be continued and extended during the current year. Since July 1, 1935, no loans on wheat of the 1935 crop have been permitted by any credit institution unless the wheat offered as whole or principal security is found to be the collective sales regime. The official loan rate has been increased to \$2.35 bus. on hard wheat and \$1.42 1/2 bu. on bread wheat.

Durum wheats in American and European markets have held at substantial premiums over bread wheats during the past crop year. Domestic durum prices reached the season's peak during Sept. 1934, when the weighted average of No. 2 amber durum at Minneapolis rose to \$1.53 bu. From this period prices tended downward until the week ended July 27 when No. 2 hard amber at Minneapolis averaged \$1.04 bu. against \$1.35 a year earlier. For the week ended Aug. 10 the weighted price averaged \$1.17 bu. Canadian durum largely followed trends in United States markets with prices tending upward during the early months of the year and then declining toward the close. Good quality Italian durum rose from the normal level of \$2.51 1/2 to \$2.55 1/4 bu. to around \$2.60 bu. when imports ceased during February. Following suspension of durum imports prices advanced rapidly under the firm holding tendency of growers, reaching the peak of \$2.82 3/4 during April. On Aug. 2 Italian durum at Naples was again quoted at \$2.83 1/4 bu. African wheat at Marseille declined, reflecting change in national policy and the abolition of the fixed price system, but prices of durums in North African and French markets remained at substantial premiums over bread wheats throughout the season. On Aug. 3 North African wheat was quoted at Marseille at \$1.30 3/4 against \$2.00 1/4 bu. a year earlier.

TROUBLED?

Let us help you with your die problems.
We place at your disposal such reliable knowledge
as we have been able to gather
from years of experience
and extensive
experimental work.

Convince yourselves that our merchandise and services are above par.

F. MALDARI & BROS., INC.



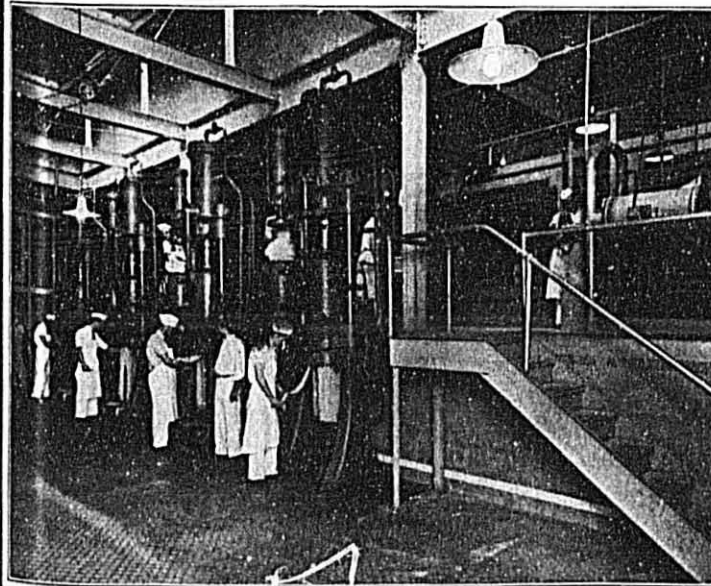
TRADE MARK

178-180 Grand Street

New York, New York

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

MODEL LINE--MODERN PLANT



— PRESSES—
KNEADERS--MIXERS
Preliminary Driers
Mostaccioli Cutters
Die Washers--Dies
Egg Barley Machines
Accumulators
Calibrating Rolls
Dough Breakers
Trimmers
Pressure Pumps
Fittings--Valves
Stamping Machines
Long & Short Goods Driers
Noodle Cutting and
Folding Machines

THE CHARLES F. ELMES
213 N. Morgan St.
TELEPHONE: HAYMARKET 0696

HYDRAULIC MACHINERY
SINCE 1851
ELMES
CHICAGO

ENGINEERING WORKS
Chicago, U. S. A.

Fire Prevention

(Continued from Page 3)

Closely related to electrical causes and smoking and also to a number of the other causes listed, is the very important matter of cleanliness and general housekeeping conditions. Good housekeeping conditions constitute one of the best measures for preventing fires in macaroni factories. Because of the quantities of flour, paper and boxes used poor housekeeping conditions can be especially conducive to the start and spread of fire. Flour dust should not be permitted to accumulate on the floor or on ledges, shafting or pulleys or on bearings or electric motors.

It will be noted that as to location the largest number of fires started in the drying room indicating that here there are conditions which need special attention. Probably many of these fires could be prevented by better housekeeping and by correction of defects in electric wiring and equipment. The temperatures used in drying macaroni should not involve any particular hazard, but fans should be arranged with ample clearance or be of nonsparking metal so as not to produce sparks by striking against the fan casing.

Other causes of fire, to mention a few of the more common ones are defective heating apparatus, insufficient clearances from heating equipments to combustible materials, careless use of acetylene torches and other open flame or spark emitting devices, friction of belts and pulleys, oily rags and waste paper.

PREVENTING THE SPREAD OF FIRE

Inasmuch as fires in any manufacturing plant cannot be completely prevented from starting, it is necessary to make provisions for preventing the spread of the fires which do occur. The means for accomplishing this are: (1) Keeping the amount of combustible material in the plant as low as practicable, (2) Segregating storages of combustible material and also hazardous operations, (3) Providing adequate and effective means for extinguishing fires, in their early stages if possible, and (4) having means of quickly discovering fires so they can be attacked before they get out of easy control.

In a macaroni plant there must of necessity be a considerable amount of combustible material but where possible incombustible materials should be used so as to reduce the combustible contents as much as possible. Drier enclosures would be much safer if made of metal than of wood. Likewise for other plant equipment wood should not be used where incombustible materials will satisfactorily serve the purpose. To limit the possibility of quick spreading flash fires just as little dust as possible should be allowed in the air or to accumulate around the rooms.

Where large amounts of combustible materials such as flour, paper, cartons and boxes must be kept on hand it is important that the storage of such materials be divided up so that in case of

fire there will be a chance to put the fire out with the available fire extinguishing equipment, otherwise a complete loss is almost sure to result. The same objective frequently requires segregation of hazardous processes. The amount of separation by fire resistant partitions or walls which would be feasible will depend on the size of the plant. In general the more separation the less chance there is of destroying all portions. Spread of fire can frequently be retarded by keeping doors between sections closed and automatic fire doors operable.

The materials used in a macaroni factory as well as the products turned out are especially subject to water damage. This gives added reason for separating the factory by partitions into small units and makes it desirable that barrels and boxes be placed on skids to keep them off the floor and that the rooms be equipped with drains or scuppers to carry away water used in fire fighting. By these simple means high water damage can frequently be prevented.

Every macaroni factory should be equipped with water or chemical fire extinguishers distributed for ready use in case of fire and these must be properly maintained by recharging annually and being kept from freezing. Automatic sprinkler systems have proved very effective in controlling fires in macaroni factories. In the fire record of macaroni plants previously referred to 21 fires occurred in sprinklered factories and of these 14 were completely extinguished by the sprinklers and 5 were held in check, making a total of 19 with satisfactory sprinkler performance. The other two cases recorded as failure of the sprinkler equipment were due to the sprinklers being shut off.

Where sprinklers are not provided to control the fire in its early stage some other means should be provided to assure early discovery of any fire that starts during nonworking hours. This may be accomplished by an automatic alarm system, or a watchman may be relied on to discover the fire and send an alarm to the fire department. This puts on him considerable responsibility in preventing serious fires, which illustrates the fact that effective fire prevention requires co-operation of the employes with the management. Further, co-operation in fire prevention problems may be obtained through the services of the various national, regional and local organizations supported by the stock fire insurance companies, by applying to your broker or insurance agent or writing direct to the National Board of Fire Underwriters, 85 John st., New York, 222 West Adams st., Chicago, Ill., or Merchants Exchange Building, San Francisco, Cal.

The sluggard will not plow by reason of the cold; therefore shall he beg in harvest and have nothing.

"The people in every part of the United States should be enlightened as to an understanding of the rights and interests of government."—Andrew Jackson.

International Trade in Macaroni Products

The monthly summary of foreign Commerce issued by the Bureau of Foreign and Domestic Commerce reports the international trade in macaroni products to be about the same with a decrease in the export business and increase in importation of this foodstuff during the month of June 1935.

Imports

During June 1935 there was imported a total of 98,770 lbs. of macaroni products costing Americans \$7,705 as compared with the May 1935 figures—135,112 lbs. valued at \$11,377.

For the first six months of 1935 a total of 670,137 lbs. worth \$57,913 was imported.

Exports

There was exported by American manufacturers a total of 190,847 lbs. of this foodstuff bringing to this country a total of \$14,828 as compared with the May 1935 figures of 148,491 lbs. valued at \$13,379.

During the first six months of 1935 ending June 30 there was exported a total of 1,043,522 lbs. bringing to American manufacturers \$90,549.

Below is a list of the countries in which this foodstuff was shipped during June 1935.

Countries	Pounds
United Kingdom	369
Canada	87
Br. Honduras	17
Costa Rica	8
Guatemala	23
Honduras	23
Nicaragua	17
Panama	21
Mexico	149
Newfoundland and Labrador	7
Bermuda	24
Barbados	2
Jamaica	3
Trinidad and Tobago	3
Oth. Br. W. Indies	17
Cuba	17
Dominican Republic	21
Neth. W. Indies	11
French W. Indies	3
Haiti, Republic of	4
Brazil	4
Venezuela	3
British India	3
British Malaya	3
Ceylon	3
China	3
Neth. India	3
Hong Kong	3
Japan	3
Philippine Islands	3
Siam	3
Other Asia	3
Australia	3
British Oceania	3
French Oceania	3
New Zealand	3
Union of S. Africa	3
Egypt	3
Liberia	3
Mozambique	3
Hawaii	3
Puerto Rico	3
Virgin Islands	3
Total	38

Total

I don't think much of a man who is not wiser today than he was yesterday.—Abraham Lincoln.

FLOUR vs. DURUM MACARONI

Will Cheaper Flour Macaroni Entirely Displace the Better Semolina Grades? Will the Profit Lure Win Over One's Pride in His Quality Product?

For many and varied reasons, macaroni manufacturers as a general rule acquiesced to the demand for lower grade products in one of the most competitive battles ever experienced by the industry since its introduction into this country a little less than a hundred years ago. Food authorities and food distributors have been following the trend from high qualities which the American manufacturer as renowned to the inferior qualities at now flood every possible market. They seriously question how far the industry will permit itself to be drawn in this trend toward low grades at a time when the industry is so depressed.

The news and the trade press of the country are commenting freely on the grades that predominate the macaroni stocks in many stores. They reason from the consumers' standpoint that something should be done to protect their interests, if the manufacturers are mindful of that duty to their customers and to their products. On this subject the Journal of Commerce of New York city had an interesting article reproduced here in part to impress the industry if that is still possible, the need of definitely curbing the manufacture and distribution of the low grade macaroni that has so seriously affected consumption increase that they were still are hopeful of encouraging.

In spite of numerous conferences, a brief period of working under a code, and even Government prosecution, long established abuses have not been eliminated from the industry. Raw material costs are high and rapidly mounting. Nevertheless, manufacturers continue to price tactics that can spell only losses. Cheap qualities are flooding the market. A vicious circle of competition is

depression years, though profits have been meager.

Although the use of flour macaroni has been extensive in other sections of the country, particularly the south, the Italian trade in the metropolitan area used virtually none. It is estimated that up to a few years ago the percentage of flour goods sales was as little as 1 per cent.

Today, however, these sales are believed to be in the neighborhood of 25 per cent. To some extent the limited buying power of the consuming group has led them to buy the cheaper macaroni. Manufacturers, however, are often inclined to blame distributors for the trend away from high quality goods.

An instance cited was the case of a store unit of a national chain offering cheap flour macaroni in a summer resort town where consumers had ample means to pay for the fanciest durum goods. The only explanation was that the distributor had pushed the sale of the cheaper variety because of the profit to himself.

In addition more and more members of the industry are coming to the realization that current conditions cannot be allowed to remain. They point to certain ruin.

Trade abuses such as price cutting and offering poor quality merchandise are likely to work themselves out as buying power of the public is restored and the race for business at any cost becomes less keen, the trade feels. Misbranding will eventually be taken care of by Government regulation.

Patents and Trade Marks

Monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In August 1935 the following were reported by the U. S. Patent Office: Patents granted—None.

TRADE MARKS REGISTERED

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

Vita-Roni

The trade mark of Prince Macaroni Mfg. Co., Boston, Mass. was registered for use on macaroni machinery, including macaroni and spaghetti. Application was filed March 23, 1935 and published June 11, 1935 by the Patent Office and in the Aug. 15, 1935 issue of THE MACARONI JOURNAL. Owner claims use since 1931. The trade name is in heavy lettering.

REGISTERED WITHOUT OPPOSITION

Datteri Dates

The trade mark of the Atlantic Macaroni Company, Inc., Long Island City, N. Y. was registered without opposition for use on macaroni and spaghetti. Application was filed June 8, 1934, published Aug. 20, 1935 in the Patent Office Gazette. Owner claims use since May 29, 1934. The trade name is written in heavy type.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in August 1935 and published by the Patent Office to permit objections thereto within 30 days of publication.

Mamma's

The private brand trade mark of Charles Augustus Bowerman, Los Angeles, Cal. for use on macaroni products. Application was filed Dec. 17, 1934 and published Aug. 6, 1935. Owner claims use since September 1932. The trade mark is written in outlined lettering.

Trimpak

The private brand trade mark of The Kroger Grocery & Baking Company, doing business as Wesco Foods Co., Cincinnati, O. for use on noodles and macaroni, also other groceries. Application was filed April 10, 1933 and published Aug. 27, 1935. Owner claims use since Nov. 21, 1932. The trade name is in large black type.

LABELS

Viviano

The title "Viviano" was registered Aug. 6, 1935 by Vivison Macaroni company, Inc., Detroit, Mich. for use on spaghetti. Application was published April 13, 1935 and given registration number 46,172.

La Vita

The title "La Vita" was registered Aug. 20, 1935 by Megs Macaroni company, Harrisburg, Pa. for use on macaroni. Application was published July 1, 1935 and given registration number 46,229.

Cavaliere

The title "Cavaliere" was registered Aug. 20, 1935 by Megs Macaroni company, Harrisburg, Pa. for use on macaroni. Application was published July 1, 1935 and given registration number 46,230.

Unmasking Chow Mein

Statistics are not available as to just what portions of the United States noodle production is consumed in the popular Chinese dish of chow mein, an Americanized dish of oriental origin, but it should run into tons, if reports from the west coast are to be given proper credence. This same authority has pronounced "chow mein" as described on Sino-American menus, as a food rich enough in vitamins to contribute a lot to the human body's disease resistance.

There are about as many accepted recipes for concocting this Chinese dish as there are for preparing the popular Italian dish of spaghetti or the well known American pot pie.

"Chow mein" means scrambled noodles; and while it is not precisely a Confucian staple, it is one of those occasional dishes which every Chinese family enjoys about as often as the average American family would have Irish stew, or one of its innumerable equivalents under fancier names. So, while it is just barely possible that some Cantonese restaurateur in this country has contrived to use an ingredient in his chow mein which has been available to no cook in China, it is unlikely. In any event, it is certainly wrong to say (as this message from the west coast claims) that "chow mein" is such an invention of the Americanized Chinese kitchen mechanic as chop suey, of dark and doubtful origin.

From the icy mountains of central Asia down to the muddy strand of Canton's environs the Chinese "chow," or "ch'ao," anything edible that they can lay hands on, meaning that they fry in oil or fat while stirring (or stir while frying) anything sufficiently subdued to be held in place by a pot cover. To give such scrambles a body they commonly use boiled rice or boiled noodles, thereby producing either "ch'ao mi" or "ch'ao mien" (standard spelling). To give such dishes their best chances the Chinese do their scrambles in sesame oil and use soy as a condiment. Beyond these not-too-essential requirements, the composition of either dish (whether the pan-Asiatic rice-pilao or the "chow mein" of American experience) cannot possibly be more constant than that of an American washday stew.

Whatever one adds to scrambled noodles—is a matter of convenience, discretion or taste on the part of each Chinese housewife. No such addition of the day, hour or moment makes the family "chow mein" anything more or less than scrambled noodles. So if frying boiled noodles in oil and if stirring in whatever else is handy yields vitamin A in really valuable quantity, the alchemy of it can be mastered by any queen of the skillet in far less time than has been given to these rambling and trifling remarks.

Thinking is required for every kind of work.

Ethel Merman's Favorite

Baked macaroni au gratin is one of the few favorite foods of the beautiful and talented opera star Miss Ethel Merman, but she prefers to cook it herself. In her modern kitchen she makes a pretty picture in her simple frock that contrasts so greatly with the elaborate costumes in which her public usually sees her. Her friends who have partaken of her home prepared meals



frankly state that "she is the tops in cooking as well as singing." Here's her favorite recipe for making Ethel Merman's Baked Macaroni Au Gratin:

Melt 4 teaspoons butter in a saucepan. Add 2 teaspoons flour, 1 teaspoon salt and stir until well blended. Add 2 cups milk and cook until thickened. Break a carton of macaroni into 1 inch pieces, or use elbow or short cut macaroni; cook in boiling salted water for 10 minutes. Drain and place in baking dish. Add hot sauce and bake in moderate oven (350 degrees F.) for 30 minutes. Cover with 1/4 lb. of good grated cheese and bake for 30 minutes longer.

September 1 Durum Estimate

Based on figures compiled by the U. S. Department of Agriculture, the prospective durum wheat crop for 1935 will be approximately 27,800,000 bus., an increase of about 800,000 bus. over the Aug. 1 estimate. On July 1 the prediction for the 1935 crop was placed at 37,300,000, with lack of moisture and rust blamed for the loss.

As the final figures for the 1935 durum crop will not be available until after the harvest is completed, it is certain to exceed the very small crop of 1934 when only 7,100,000 bus. were harvested, but it will be considerably below the 5-year average (1928-1932) of 54,000,000 bus.

Spring wheats other than durums suffered materially from the same damaging factors during July and August and based on Sept. 1, 1935 figures, the drop of other spring wheats should not exceed 163,000,000 bus., as compared with 91,400,000 during the drought year of 1934 and with the 5-year average of 242,000,000 bus.

Babies Good Consumer Prospects

That the macaroni manufacturers are not taking the fullest possible advantage of the opportunities awaiting them to increase the consumption of their products is the opinion of many of the leading food authorities. One of these pointed to the babies of the country as one element that has been neglected, particularly so since the food is so well adapted for baby appetites.

Of course babies will not eat macaroni or spaghetti in its accepted style, but as a full fledged cereal, rich in vitamin D, it is especially good for infants and children. The small pasta resembling bird seed in appearance should rightfully become a regular fare. It is especially recommended for its bone building elements and its ease of preparation. Merely boil the pasta in slightly salted water and serve with cream and sugar. Babies will thrive on this food.

With several million babies added to the number of prospective consumers of macaroni products, the consumption of this food per capita should see an increase in proportion to the effort behind the movement by macaroni manufacturers to win that trade from forms of less eligible foods.

87 1/2c Minimum Wheat Price

Effective Sept. 16, 1935 and continuing through to July 1, 1936 the Canadian Wheat Board has announced a fixed minimum price of 87 1/2c a bushel on all wheat grown in the western provinces of Canada. The minimum price announcement of which has been expected under the new wheat act which became a law on July 5 was made in a radio address by Prime Minister R. Bennett of Canada on Sept. 6.

Tremendous interest in the announcement was manifested by all wheat growers because of the importance of the Canadian crop this year on the world market. Drouth in Argentina and Australia and rust in the United States have seriously reduced production in those countries, whose yield will have an influence on the market and restore Canada as the source of surplus wheat from whence the world can replenish depleted wheat stocks.

Miller's Wife Passes

Mrs. Benjamin Stockman, age 74 years, wife of B. J. Stockman, president of the Duluth-Superior Paper Company, died in a Duluth, Minn. hospital on Aug. 19, 1935 after an illness of several months. The funeral was Aug. 23, with burial in Forest cemetery, Duluth.

Many messages of sympathy and condolence were sent by macaroni manufacturers of the country, friends of the bereaved husband.

Industrial Self Rule Without the NRA

Talk given by Attorney Benjamin A. Javits, at a recent Banquet of the Cotton Garment Industry, at the Hotel New Yorker

declared that unfair methods of competition are unlawful.

Summarizing all of the decisions including the NRA decision since 1911 when the law was clarified by the Supreme Court in the Standard Oil Case, several things stand out which our politicians refuse to see or are prone to disregard. These things are as follows:

First, that any group of business men no matter how big and no matter how inclusive can make reasonable agreements which restrain trade, provided they are in the public interest.

Second, that business men have a perfect right to exchange information, exchange views and run their business with a knowledge of the facts rather than in ignorance of the facts.

Third, that business men under certain circumstances have a right to fix minimum prices to one single selling agency or similar devices as long as the public interest is respected and protected.

Fourth, that a man has not a right under certain circumstances to sell his goods at such a low price, or give his goods away, as will put another man out of business.

Fifth, that members of an industry can enter into an agreement with the employees of the industry as a whole to insure that there will be no reduction in price so as to jeopardize the jobs of those employed in the industry.

Sixth, that a business man under certain circumstances cannot have two kinds of prices for the same grade, quality and same type of customer.

There is one other vital and important privilege granted by the courts and that was a guarantee of a fair return to American business if the business was affected with a public interest. It is true that this decision was rendered in the public utility cases but there is no law that prohibits any business from taking advantage of this decision.

These are just a few of the privileges and immunities already granted to business men regardless of any legislation such as the NRA which sought in the manner in which it was administered to restrict rather than to broaden the powers already granted by the courts under the laws as they stood.

The laws of the United States are so framed and have been so interpreted as not only to make this a free country but also to assure all of us of security in our freedom. The economic advantages of the nation are so great and our technical progress is so advanced as to enable all of us to have a really full life without disadvantage to anyone. Yet we are all it seems voluntary prisoners of politics, when we have no right or reason to be.

The answer to your individual personal, business, financial and general problems is for you to assert your time honored rights as American citizens and show that you desire and want to gov-

ern yourselves. If you invoke the law it will protect you, providing that you comply with the law as it is written and as it has been interpreted. In plain language, if you will conduct yourself decently you are assured of making a profit and are assured of being able to hold the chisel even though a nonassenter, in line.

In order to comply you have to recognize a few simple economic truisms. For one thing since approximately 1912 the world has completely changed, certainly as far as we in the United States are concerned, in that it became clear that no man need be a slave unto any other man in order that the full life might be enjoyed. Among other things too the revolution of 1912 to 1935 means that we are in a low price, high wage, short hour, small profit, big volume economy.

When you as business men recognize these general principles and recognize also that the man who works for you and the man who sells to you and the man who buys your goods are all attendants and benefactors of the machine, then there can be no question that you have reached maturity as business men. Then there can be no doubt that you not only have a right to govern yourselves but that the courts of the United States will sustain you in everything you want to do in order to meet the obligations these propositions impose upon you and to take advantage of the rights that these propositions secure to you.

The only hope for American civilization if we are not to run into economic dictatorship or economic collapse or a complete debacle is for the American business man to run his own show and to tell the government where it "gets off." The United States was founded on the principle of men being permitted as a matter of right to run their own affairs. The world has changed to some extent because we are not spread out any more. We are almost one city. But as far as our economies are concerned, political government, as I interpret the constitution and the law, has no real business to "stick its nose in."

If you business men consider that your employes, those from whom you buy and those to whom you sell are your partners, and you so arrange your affairs among these various parts of the economic process as to really act like partners, no politician or group of politicians will ever tell you what you can or cannot do. It is that partnership that is the only partnership that can possibly work out the problem of permanent and secure employment and that can solve the problem of a constantly higher standard of living necessitated by our machine civilization. Above all it is the only group of partners that can sustain the decision of the United States Supreme Court in the NRA case which said if business will do its share the United States shall not be at any time in the future a land of dictatorship.

The Supreme Court decision which practically did away with all the NRA laws was the cue to you as business men to do exactly what you have been engaged in doing for the last three days in the convention assembled. In effect, the Supreme Court of the United States said that if there is going to be any control over American business, it is going to be by the business men themselves if they will stay within constitutional limitations, and that the courts will see that within those limitations business men are protected.

The Court said that the President of the United States was not elected to be an economic dictator and that the courts of the United States would still remain in business, to dispense justice according to law. It went on to say that the anti-trust laws and the Federal Trade Commission were not statutes which needed amendment by the NIRA. This last was said by indirection.

To review briefly for your benefit the laws of the law when the NIRA came along, let me say that the Sherman antitrust law, although enacted in 1890, did not receive much attention from business until Theodore Roosevelt got into the White House with his "Big Stick." The Standard Oil decision, which came down in 1911 marked a definite turning point in the relations between the law and business. Please bear in mind that I am making a distinction between the law and government for the purpose of this discussion. Government is by politicians and their appointees who are making capital out of the forces and misfortunes of you business men. I shall refer later to how you business men can handle this great problem.

The law as laid down by the Supreme Court in 1911 was entirely different from the attitude of the politicians then and it differs from the attitude of the politicians today. The law said in the words of the Supreme Court that reasonable combinations of business men were legal.

Even though the Sherman law said that all contracts, combinations and conspiracies in restraint of trade are unlawful the Court said that Congress could possibly enact such all inclusive legislation, and that what Congress did enact was that combinations had to be reasonable. The Supreme Court has further said, as it has said in every restraint trade case since then, that what was a reasonable combination was to be judged in terms of public policy and public interest in each case as it arose.

In the NRA case the Supreme Court said since there are three branches of government: the legislative, the executive and the judicial, the executive person of the President cannot usurp powers of the judicial to pass upon the questions involved in whether a business combination is reasonable.

The Federal Trade Commission acted in 1914, which was sustained by the Supreme Court in a recent decision,

SPAGHETTI BY THE MILE

Have you had your "mile of spaghetti" today? If not, you have not done your full duty to inner man, nor to the industry that makes available this nutritious grain food.

If some of the "funny" writers had their way consumers of macaroni products would no longer figure portions in ounces but in yards or miles, depending on one's appetite.

In the language of one writer,—"Da Spaghet" Maka Liars Figure." He truthfully states that "All who figure their macaroni by the linear instead of the avoirdupois measure are not prevaricators,—they are merely funny exaggerators."

Happy are the free lance writers when given the opportunity to juggle macaroni facts and figures, particularly the latter!

Elated are some reporters when given carte blanche to write about macaroni production and consumption in their favorite linear parlance!

Their attempts to be funny are really funny to those who "know their macaroni." No one can or will have any objections to such juggling of macaroni figures when done in innocent fun, but deliberate ridicule and intentional slurring of a good food is objectionable.

Such an opportunity was given the funny and extreme writers a few weeks ago, and how hungrily they grasped it! A manufacturer who thoroughly "knows his macaroni" or rather "knows his noodles" released some production facts to prove the importance of macaroni making as an industry. And the "battle of the pens" was on!

Macaroni-noodle manufacturers in Illinois seeking self protection against unfair labor regulations imposed by the state NRA organized a local, defensive association,—a practical, not a funny move. Macaroni production in the 35 Illinois plants was given out in comparison with production in the 375 plants in the whole country.

The innocent cause of the unexpected commotion was President Frank Traficanti of the Illinois Macaroni Manufacturers and president of Traficanti Brothers, Chicago, leading noodle manufacturers whose only thought was to promote the cause of his organization and of the industry.

In a frank and fair statement he told the world that the total quantity of macaroni manufactured in the United States and mostly consumed within its borders, was a little less than 700,000,000 lbs.,—no insignificant figure when considered in the light of the few years in which America has been "pressing its own macaroni."

How fully the sensational writers fell for such information is evidenced by the many articles that have since appeared in newspapers and in the trade press,—mostly good publicity. They measured the earth, the sun, the moon and the stars in strands of spaghetti, in inches, feet, yards and miles of macaroni. Most of them were really funny and did the

product no harm, but others went to extremes of slurs and ridicule that such a good, economical and nutritious food surely does not deserve even at the hands of these "extremists."

Like hungry wolves they pounced upon the release, and what a time some of them had! They made innocent or harmful fun, according to their moods. 700,000,000 lbs. of macaroni products is a lot of food, and to some, a source of a lot of fun. Here are some extreme examples,—some innocently funny and other harmfully ridiculous:

"700,000,000 lbs. of macaroni in the shape of its little brother 'spaghet', would if pieced together stretch around the earth at the equator exactly 11,046,700 times."

An illustrated story: A swarthy diner is shown with a large napkin tucked under his chin. Before him is a heaping plate of spaghetti the size of a small haystack. Says he "How much spaghetti today, Chichetta?" She answers, "Only about a mile and a half-a, Tony."

One questions Mr. Traficanti's calculating ability. He has the temerity to say that he may know his macaroni, but "lacks the mechanical calculator precision that authors of such statements should possess before attempting "to fool the mechanicians." It was a letter by Robley C. Williams to the "Times" magazine,—sufficiently interesting to merit reproduction herewith:

"FAIRNESS TO EARTH"—In these appalling days of unbalanced budgets the figure 11,046,700 looks pathetically small. However when it is applied to the number of times that the earth can be girdled by the 1934 macaroni crop (Time August 12), I feel that in fairness to the earth the figure should be scrutinized a little closely.

"Frank Traficanti of the Illinois Macaroni Manufacturers association may know his macaroni, but his optimism greatly exceeds his arithmetic.

"It is 25,000 miles around the earth, and there are 5000 feet to the mile, in round numbers. That means that the 1934 production of macaroni was around 1,400,000,000,000,000 feet.

"A conservative estimate of the cross section area of the average 1934 stock of macaroni is 1/100 square inches. I am sure you will agree. This means that a cross section of one square foot contains about 14,400 cross sections of macaroni, etc. Consequently, the by now fabulous 1934 crop must have contained around 140,000,000,000 cubic feet.

"Spaghetti and macaroni sink in water; therefore a cubic foot of this particular staff of life weighs at least 60 lbs. per cubic foot. This means that 8,000,000,000,000 lbs or 4,000,000,000 tons were produced.

"Since the average freight car does not carry much over 5 tons at a time, a simple calculation results in the fairish, (freakish) figure of 80,000,000 freight cars; 800,000 freight trains, or 2,400 freight trains for each 1934 day.

"At the retail price of macaroni,—10c a pound, the income from this business is around \$800,000,000,000. Perhaps, what the country needs is a surtax on the income of 'spaghetters'!"

What a lot of fun and what a whole of exaggeration!

Commenting on the figures actually released, which are correct or approximately so far as production records in pounds show, other writers treated the subject from the manner and the ethics of proper eating of spaghetti, becoming if possible even more ridiculous from that angle. One such article told how to "lasso" the elusive spaghetti stands and thus make them submissive for the next step,—the gulping of the juicy mass with the proper and accepted Italian gusto."

"And here's the dope," states one of these writers with an extremely funny bone. "You don't have to be a rodeo queen or an agile bronco buster to lasso spaghetti, or a snake charmer to tame it. It looks wriggle-y and threatening, but it is not. Just sit down before a heaping dish, convincing yourself that you are its master. Instead of the well known prod and stinging whip used by the tamer to subdue the ferocious lion, arm yourself with an ordinary tablespoon and fork. Grasp the fork in your right hand if you are not a south paw, the spoon in your left,—firmly. Study the bale of inviting spaghetti with the trained eye of an army general looking for a vulnerable spot in the enemy's lines,—push a goodly quantity of the spaghetti with your spoon onto the fork, and begin to roll the food gently against the bosom of the spoon. If you are lucky it love, or in rolling your own cigaret, or in rolling the dice, you may be lucky in rolling your spaghetti."

"Then when your roll has attained the size and proportions of a good sized ball of yarn or a child's baseball, lean over the dish,—remember its being done in the best Italian restaurants,—and go to it! Open wide your food inlet, force the bundle of spaghetti strands, gooey with piquant sauce, into that wide yawning and expectant abyss. Pay no attention whatsoever to the dripping and splatterings on your chin or dinner shirt,—you'll be amply repaid for your skill and your patience.

"For only in this approved and accepted manner can man eat his 'travels' share of these elusive strands. Just remember the Irishman's trials with his first oyster, and you'll soon become the master of spaghetti."

"Remember these truths—1—That DA SPAGHETT' MAK' YOU STRONG 2—That spaghetti is one of the world's best grain foods, and 3—that it costs little and goes a long way."

These samples of favorable and unfavorable publicity suffice to make one point. There is no harm in the figure manipulations, though used to extremes they hold up the trade to ridicule. So be sure that your friends, the consumers of your particular brand, and that you yourself, eat daily your two miles of macaroni products in one form or other because,—"DA SPAGHETT' MAK' YOU STRONG."

CAPITAL QUALITY PRODUCTS

Mean--

1. High quality Semolina
2. Choice Selected Amber Durum Wheat
3. Repeat orders for Macaroni Makers



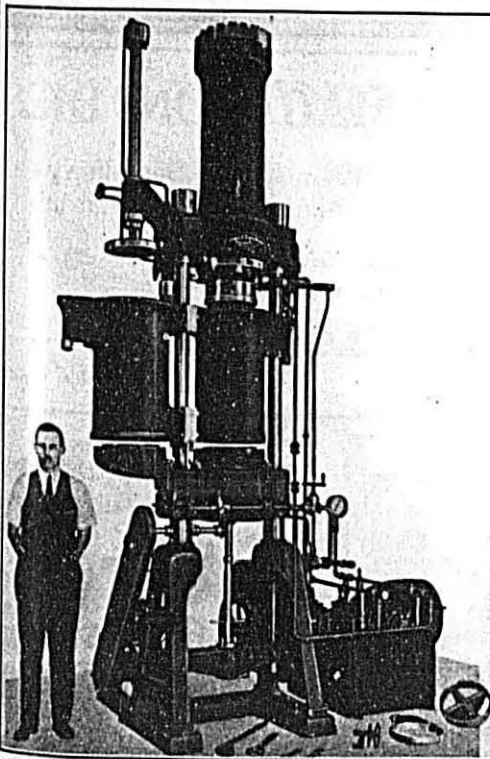
Specify CAPITAL Products . . .
It's Your Insurance. They represent exceptional quality and the finest milling skill.

CAPITAL FLOUR MILLS

INCORPORATED
OFFICES
Corn Exchange Building
MINNEAPOLIS, MINN.



MILLS
ST. PAUL, MINN.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

Presses
Kneaders
Mixers
Cutters
Brushes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop

255-57 Center St.
New York City

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

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

PUBLICATION COMMITTEE
 LOUIS S. VAGNINO.....President
 G. G. HOSKINS.....Adviser
 M. J. DONNA.....Editor

SUBSCRIPTION RATES
 United States and Canada.....\$1.50 per year
 in advance
 Foreign Countries.....\$3.00 per year, in advance
 Single Copies.....15 Cents
 Back Copies.....25 Cents

SPECIAL NOTICE
COMMUNICATIONS—The Editor solicits news
 and articles of interest to the Macaroni Industry.
 All matters intended for publication must reach the
 Editorial Office, Braidwood, Ill., no later than Fifth
 Day of Month.
THE MACARONI JOURNAL assumes no respon-
 sibility for views or opinions expressed by contribu-
 tors, and will not knowingly advertise irresponsible
 or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL**
 reserve the right to reject any matter furnished either
 for the advertising or reading columns.
REMITTANCES—Make all checks or drafts pay-
 able to the order of the National Macaroni Manu-
 facturers Association.

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

Vol. XVI September 15, 1935 No. 5

Italian Grocers Organize
 Il Commerciantre Italiano, the only
 Italian commercial newspaper published in
 the United States among 5,000,000
 Italians, has organized the Italian gro-
 cers of the New York Metropolitan
 area.

On Sept. 4, 634 Italian grocers con-
 vened in the offices of Il Commerciantre
 Italiano to discuss the program of the
 organization, of which Mr. Crescenzo
 Caggiano is president.
 The chief aims of this association are
 to create closer cooperation among the
 Italian grocers, and to assist them in
 running their stores along up-to-date,
 efficient lines.
 The organization will be known as
 the Amerita Grocers Association, Inc.

**Turns Court Into School;
 Wins Case**
 Uncle Sam's food examiners strive
 for accuracy—it's part of their job. One
 of them recently converted a Federal
 court into a schoolroom and enabled the
 Government to win a contested food
 seizure case. The cannery whose food
 was seized testified its count of molds
 was consistently lower than those of the
 Government.
 B. J. Howard, chief of the microana-
 lytical laboratory of the Food and Drug
 administration, who teaches cannery em-
 ployes the proper method of using the
 microscope in examining and counting
 molds on foods, was summoned.
 At the court's direction he instructed
 the cannery's food examiner in correct
 use of the microscope and revealed er-
 rors in the latter's method of examina-
 tion. The cannery attorney watched
 closely, and later consented to a decree
 of condemnation as originally sought by
 the government.

**Medical Association Accepts
 Macaroni**

That macaroni is a good food is no
 secret; that it is often prescribed in
 diets for both the healthy and the ail-
 ing is an undisputed fact; that when
 properly made of the most suitable raw
 materials, it becomes an "accepted food"
 is revealed again in an announcement
 that appeared in the Aug. 3, 1935 issue
 of the Journal of the American Medical
 association.

The particular brand so "accepted" is
 the "Minnesota Brand" manufactured
 by the Minnesota Macaroni company,
 including its macaroni, spaghetti, elbows,
 amberolls, alphabets, rings, shells and
 vermicelli. The committee on foods of
 the American Medical association,
 through Secretary Raymond Hertwig
 announces its findings as follows:

COMMITTEE ON FOODS
 Accepted Foods

The following products have been accepted
 by the Committee on Foods of the American
 Medical association following any necessary
 corrections of the labels and advertising to
 conform to the rules and regulations. These
 products are approved for advertising in the
 publications of the American Medical associa-
 tion, and for general promulgation to the
 public. They will be included in the Book of

Accepted Foods to be published by the Amer-
 ican Medical association.
 Manufacturer.—Minnesota Macaroni Com-
 pany, St. Paul.
 Description.—Macaroni of various shapes
 prepared from durum semolina.
 Manufacture.—Durum semolina is kneaded
 with water under corrugated steel rolls
 forced through dies containing holes of ap-
 propriate diameter and shape to form the
 various types of macaroni, partially dried
 and packaged.
 Analysis (submitted by manufacturer):
 Moisture 10.0%
 Ash 0.7%
 Fat (ether extraction method)..... 0.9%
 Protein (N X 5.7)..... 13.6%
 Crude fiber 0.6%
 Carbohydrates other than crude fiber
 by difference) 74.3%
 Calories—3.5 per gram; 99 per ounce.
 Claims of Manufacturer.—Complies with
 the United States Department of Agriculture
 definition and standard.

**Installs Flour Handling
 Outfit**

The I. J. Grass Noodle company, Inc.,
 Chicago has installed a flour handling
 outfit in its plant at 6021 Wentworth
 The equipment is of the successful type
 manufactured and installed by the
 Champion Machinery company, Joliet,
 Ill.

BUSINESS CARDS

LOMBARDI MACARONI DIES

REMEMBER: It's not as much the Semolina as
 it is the DIES that make the Best Macaroni.

Macaroni Die Service
 All Work Guaranteed

FRANK LOMBARDI

2013 Sacramento Street

Los Angeles, Calif.

MERCANTILE COLLECTIONS

OFFICIAL
 REPRESENTATIVES
 FOR
 N. M. M. A.

WRITE—

For Bulletins of Claims Placed
 by the Industry.
 For Pad of Service Forms and
 Information about our Procedures.

CREDITORS SERVICE TRUST CO.

McDowell Bldg.
 LOUISVILLE KENTUCKY

CARTONS
 QUALITY AND SERVICE
 GIVE US A TRIAL
NATIONAL CARTON CO.
 JOLIET, ILLINOIS

Seeks Injunction

J. P. Scarpini, proprietor of the Colosseum Macaroni com-
 pany plant at 329 Y st., Sacramento, Cal. is seeking to enjoin
 former partner from entering and continuing in the maca-
 roni manufacturing business in accordance with an alleged
 agreement when he purchased the offender's interest in the
 factory.

The request for an injunction and a demand for dam-
 ages were filed in the California court on Aug. 28, 1935 against
 Salari and Ernie Mattos. In his complaint the petitioner
 alleges that after he had purchased Salari's interests in the
 Colosseum plant the latter violated the contract of sale by
 entering a partnership with Mattos in another macaroni fac-
 tory at 1811 Sixth st. in the same city. In addition to an
 injunction to prevent his continuance in that business Scarpini
 seeks \$2,000 in damages.

Appoints New England Broker

The Kentucky Macaroni company, Louisville, Ky. has
 appointed the National Brokerage company of Boston to act
 as its New England sales representative. The firm will handle
 the whole line of macaroni products manufactured by the
 Kentucky manufacturer.


The old philosopher says that if low
 neck dresses ward off pneumonia he saw
 a lot of gals last night that won't have
 lumbago very soon.

J. F. DIEFENBACH
 President

E. J. THOMAS
 Vice Pres. & Gen'l Mgr

**IN THE MANUFACTURE OF
 YOUR HIGHEST GRADE
 MACARONI PRODUCTS,
 WE RECOMMEND**

**U
 N
 I
 F
 O
 R
 M**



**G
 R
 A
 N
 U
 L
 A
 T
 I
 O
 N**

*Exclusive Durum Millers
 of*

QUALITY SEMOLINA

AMBER MILLING CO.
 MINNEAPOLIS MINNESOTA

BAROZZI DRYING MACHINE CO., INC.

NORTH BERGEN, N. J.

Renowned Manufacturers

OF

MACARONI—NOODLE DRYERS

ONLY!

The Only Firm Specializing In Alimentary Paste Dryers

**THE ONLY SYSTEM KNOWN TO BE SPACE—TIME—LABOR SAVING
 AND GUARANTEED UNDER EVERY CLIMATIC CONDITION**

OUR PURPOSE:
EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

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

OUR MOTTO:
First--
INDUSTRY
Then--
MANUFACTURER

OFFICERS AND DIRECTORS 1935-1936

LOUIS S. VAGNINO, President.....1227 St. Louis Av., St. Louis, Mo.
JOSEPH FRESCHI, Vice President.....1720 S. Kingshighway, St. Louis, Mo.
G. G. HOSKINS, Adviser.....Libertyville, Ill.

F. S. Honno, Dallas, Tex.
R. B. Brown, Chicago, Ill.
M. De Mattel, San Jose, Cal.
E. De Rocco, San Diego, Cal.

F. A. Ghigione, Seattle, Wash.
V. Giatti, Brooklyn, N. Y.
A. Gioia, Rochester, N. Y.
R. V. Golden, Clarksburg, W. Va.

G. LaMarca, Boston, Mass.
J. J. Maier, New York, N. Y.
L. G. Tujague, New Orleans, La.
W. F. Vitteume, St. Paul, Minn.
P. R. Winstreter, Philadelphia, Pa.

B. R. Jacobs, Washington Representative,
2026 "Eye" St. N. W., Washington, D. C.

M. J. Janna, Secretary-Treasurer,
P. O. Drawer No. 1, Braidwood, Illinois.

Making a Good Plan Better

The Editor's Suggestion and Recommendation

It has become the custom for many readers of THE MACARONI JOURNAL to pass the paper on to the employes around the plant after the owner or proprietor has finished reading it. This plan is very good and has resulted in the cooperation that comes from the wider knowledge of the subject shared by employes and helpers.

But it is possible to go a step further and greatly increase the profit this magazine can bring you. Any one in the plant who is important enough to receive the discarded copies is important enough to have a subscription entered in his own name.

It is one of the best possible investments to see that everyone around the place who has a task allowing for any thinking and planning is given a new copy of the magazine every month. Let us look at some of the reasons that make this a profitable idea.

First of all it shows that you want the aid and cooperation of your employes in finding ways to save money or time or increase production. True it is you will be spending a few dollars to encourage this feeling, but it will return to you many fold in the form of better and more intelligent workers.

Then too your own copy can be kept for your own private use, to be filed where you can find it immediately any time you need information contained in it. The chief drawback to the passing around of a single copy is that it is often lost in the shuffle, or is so badly torn and soiled that its use for filing is lost.

When everyone has his own copy it is possible to have meetings and discuss topics of general or departmental interest. This is difficult when only one copy of each issue is available, for then each person is busy weighing the merits of a different idea and no group work can be done.

Passing around one copy calls for a definite schedule of names. This in turn leads to a feeling of dissatisfaction; those far down the list will find the material is old when they receive it, and will resent the favor seemingly shown those first on the list. Have a subscription for each worker and up-to-the-minute ideas can be talked over and worked out together; everyone will have the information while it is still fresh and while his enthusiasm is greatest.

The same article or advertisement in THE MACARONI JOURNAL will not awaken the same response in each reader. Therefore the more folks about your place of business who read it the more angles and viewpoints you will get on it, and the better rounded it will be when you finally adapt it for use in your own plant.

Then too each person will look at a problem from the standpoint of his own department or his own part in the work. If all these opinions are gathered together before a definite decision is made on any major step there is small likelihood of the plan failing because of peculiar conditions in one or more departments that might be overlooked when one man alone does all the reading and planning.

There are many employes who think the workers in the plant are incapable of doing anything for themselves, and that each detail must be worked out in advance for them. This feeling is very often only too true to the facts, yet is often not the fault of the workers. If the owner or proprietor of the business had given each one a subscription to an up-to-date trade paper like THE MACARONI JOURNAL these same employes would gradually have absorbed ideas and thoughts about the industry as a whole that would have given them a solid foundation on which to do some logical thinking for themselves.

If you have hit upon the system of passing around your copy of this magazine when you are finished with it, you are reaping benefits you would miss if you kept it for your own use alone. You will no doubt readily admit the truth of this statement, and so will just as readily see the value of having a copy of every issue placed promptly in the hands of responsible workers.

Give it a trial with a one-year subscription for some of your key men about the plant, and we venture to say that in the future you will steadily increase the number of copies of THE MACARONI JOURNAL coming into your plant, for you will realize it is good business to do so.



To Prevent Infestation of Your Stock

MILL-O-CIDE "The Food Insecticide" is non-poisonous to humans, is stainless and practically odorless.

MILL-O-CIDE kills insect pests in all stages of their development from the egg and larvae to the grown insect. Safe to use around Macaroni

Write Dept. M-19
For Complete
Information



MIDLAND
CHEMICAL LABORATORIES INC.
DUBUQUE, IOWA U.S.A.

★ ★ ★ **T**HE woman who builds your business
is the woman who comes back again and again to ask for your
brand of Macaroni. She will do that if the color, flavor and cooking
qualities of your macaroni are sufficiently outstanding to impress her.
Color, flavor and cooking qualities depend entirely on the color and
strength of the semolina you use.

PILLSBURY'S BEST SEMOLINA NUMBER ONE
PILLSBURY'S LUSTER SEMOLINA
PILLSBURY'S SEMOLINA NUMBER THREE
PILLSBURY'S BEST DURUM FANCY PATENT

DESIRABLE COLOR AND STRENGTH
... IN WHATEVER GRADE YOU CHOOSE!

PILLSBURY FLOUR MILLS COMPANY
MINNEAPOLIS MINNESOTA

★