

**THE  
MACARONI  
JOURNAL**

**Volume XVII  
Number 11**

**March 15, 1936**

# *The* Macaroni Journal



Minneapolis, Minn.

MARCH 15, 1936

Vol. XVII No. 11

## *A Timely Thought*

A wise, successful macaroni manufacturer suggests,

—That we stop stewing and fretting about what has happened or what may happen tomorrow;

—That we devote ourselves wholeheartedly to doing the best we can with conditions as they are;

—That we safeguard our business by cooperating with other manufacturers in the industry's trade association which can be strengthened by the support it is entitled to;

—That we insure better business by producing only such high grade products as give entire satisfaction to consumers and reasonable profits to producers and distributors.

Think these over. All have much merit.





# Housewives Prefer ROSSOTTI "DUBL-VU" CARTONS



## AND "PRINCE" PREFERS THEM TO



Rossotti Little, Co.,  
121 Varick Street,  
NEW YORK CITY.

Dear Mr. Rossotti:-

We are pleased to advise you that the Prince 1 lb. Dubl-Vu egg noodle cartons that you recently manufactured for us are going over very nicely with our trade. We want you to know that we appreciate your efforts in helping us get started with this new carton as we find it much easier to pack than the bag as we were formerly using.

When we first put the cartons out, we found a little consumer resistance to them but we are pleased to tell you that these packages are now selling very nicely and we have entirely replaced the bags with cartons in the 1 lb. portion sizes.

We also find that our knowledge and returns have been considerably reduced since we are using these cartons and we expect to have some very good results with our new package.

We wish to thank you for your kind cooperation with us and with best wishes, we are,

Sincerely yours,  
PRINCE LITHOGRAPHING CO.,  
President.

**JUST** watch the housewives as they look over counters and shelves in the grocery store. See how they seldom fail to stop, examine and buy those foods which are attractively packaged in sanitary, serviceable containers, especially if they can see the product before they buy! Competition between packages is tremendous. You've simply got to have a package that stands out above the rest, to get attention and sales!

**The "Dubl-Vu" Carton Gets Sales**  
Housewives are influenced to buy when they see quality egg noodles packed in our "Dubl-Vu" cartons. Modern design and striking color catches their eyes. These packages always look fresh and interesting. Sales messages, a big brand name, recipes on the side

**ROSSOTTI LITHOGRAPHING CO., INC.**  
MAIN OFFICE AND PLANT ★ 121 VARICK STREET, NEW YORK  
CHICAGO • BOSTON • PHILADELPHIA • PITTSBURGH • LOS ANGELES  
612 N. Michigan Ave. 131 State St. 1814 Orthodox S. 423 Kingboro St. 4211 So. W. Ave.  
Superior 1083 Hubbard 6785 Jefferson 6243 Everglade 1102 Mutual 50

## Benefiting from Lenten Season

Macaroni products are becoming more and more accepted as a good substitute for meat by consumers who for any reason find it necessary to cut down their meat consumption either because of religious scruples during Lent or to meet body requirements. Macaroni manufacturers are well aware of the popular trend and have not been slow to benefit from it.

Many examples of how manufacturers have taken and are taking every advantage of this demand may be cited. Newspapers in Kentucky and other southern states show how the Kentucky Macaroni company is meeting the season's demand. In a press interview President Joseph Viviano of that firm is quoted as saying:

"Macaroni, spaghetti and egg noodles are always in demand with the advent and during the Lenten season, but increased volume this year indicates the growing popularity of this food and ap-

preciation, on the part of the housewives of the wholesome and nutritious qualities of foods that can be prepared so appetizingly and in so great a variety of ways."

To the reporters it was pointed out that macaroni products have been popular in Latin and Germanic Europe for centuries, and phenomenal acceptance by the American people, particularly in the last decade or two, has been observed. "The reason for this acceptance," Mr. Viviano says, "is not hard to discover because it is aptly reported in a government bulletin that—Macaroni products are valuable foods. They have a high nutritional value, they are digested with ease by most people, and they can be satisfactorily mixed with other foods. In addition, they are a cheap source of energy as compared with most foods; they are easily transported and can be kept indefinitely. There is no waste in these food products and they can occa-

sionally well replace for variety's sake many of our other carbohydrate foods. On the whole, macaroni products constitute a wholesome, palatable food and deserve a more prominent place in the diet of the American people."

To the macaroni manufacturer there is little that is new in this statement but it is good news to many consumers and such information can bear frequent repetition. Macaroni manufacturers have one of the world's best grain products and should overlook no opportunity to make that fact known to any who may be ignorant of that fact or that doubt its truth. Nor should the Lenten season be the only time of the year when such facts should be broadcast. Macaroni is a good year around food just as practical in the summer as in winter, enjoyable in the ordinary, acceptable way in which it is commonly prepared, as well as in special combinations, in soups and in recent years in delicious salads.

## Wheat Market Facts

Commenting on the fact that the prevailing prices on American wheat are now materially higher than those at which this country can possibly export any surplus without the aid of government subsidies, the *Wall Street Journal* of Feb. 18, 1936 comments as follows on the possibilities of the United States becoming a large wheat exporter in the near future.

World wheat shipments between Aug. 1 and Feb. 17 totaled only 269,453,000 bu., against 291,732,000 last season in the like period when the entire crop year's takings of 525,000,000 were the second lowest in modern records. The showing in Europe and the orient is even worse than the bare statistics tell, since export figures include shipments from Canada to the United States (21,916,000 bu., against 8,304,000 last season). Our exports, of course, will cease next season with our export surplus in sight.

Those continental nations like Portugal, France and Sweden—which formerly were good importers on balance—were modest sellers. During the past week, these countries sold over 1,000,000 bu. of wheat in export markets. The amount is not important. It is the psychology of a buyer turned seller that causes remaining purchasers to become wary.

And the end is not yet in sight. Italy, which normally imports 8,000,000 to 10,000,000 bu. annually (including a good amount of our northwest macaroni wheat) confidently expects a crop of over 367,000,000 bu. this summer owing to the mild winter, improved type of seed and increased fertilizer use. Apparently much of Italy's man power in the war is not making much difference. It will be recalled that yields in the Balkans

also were large during the World war years when the peasant women took to the fields. An Italian crop of this size would be the largest on record and compares with the previous 1933 high of 298,500,000. Average disappearance in Italy ran about 293,000,000 bu. between 1929 and 1934. Even allowing for increased needs because of war, Italy could have 50,000,000 bu. for export next season, barring unexpected changes for the worse in the weather.

## Tell It to the World

Macaroni, spaghetti and egg noodles are rich in gluten and in starch that is different from the starch found in ordinary flour products. Both these elements are of prime importance in the human diet.

Henry C. Sherman, Ph.D., Sc.D., Columbia University, writing about maca-

roni products says that from the standpoint of fuel value per pound, that is the ability of these foods to create "heat" and supply energy, macaroni, spaghetti and noodles assume positions in diet lists above such other table favorites as boiled potatoes, almost all other vegetables, fresh or cooked fish and steak.

Macaroni manufacturers are aware of the truth of this authority's frank statement but they have not been as ready as they should be for their own welfare to pass on this most valuable information to buyers and prospective consumers. A good, true food story can stand being retold a hundredfold.

Any work can be made interesting by the simple procedure of interesting one's self in it.

A late start indicates indifferent interest in how far one gets.

## "Rookie" Thrives on Spaghetti

Joe DiMaggio, new Yankee rookie outfielder may not have inherited his wonderful baseball playing abilities from his Italian ancestors, but there is no denying that from his progenitors he inherited the stamina which all athletes must possess and his love for spaghetti, which he freely confesses, from his Italian ancestors.

There has recently appeared in the press a note of interest to every baseball fan in the country and particularly to those in the San Francisco and New York areas. It shows the popular DiMaggio eating a dish of his favorite spaghetti specially prepared for him by

his buxom mother, who watches with maternal delight the son's pleasing acceptance of her cooking.

The cut which is appearing in all of the leading newspapers of the country bears the caption: "One guess as to what Joe DiMaggio, new Yankee rookie outfielder, eats to develop the batting punch that resulted in his hitting Pacific Coast League pitching for .393 last year. You're right, spaghetti! The husky youth for whom the New York club gave \$25,000 and four players, is shown with his ma as he enjoyed some of her cooking at their San Francisco home."

### PACKAGING HEADQUARTERS FOR THE FOOD TRADE





QUALITY  
IS  
SUPREME  
IN

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

# THE MACARONI JOURNAL

Volume XVI

MARCH 15, 1936

Number 11

## Processing Tax Refund Puzzle

In days of yore the famous Shakespeare put it this way: "To be or not to be? That's the question."

In this day and age the Internal Revenue Division of the U. S., which is deeply concerned with the ultimate use or disposition of processing taxes on wheat and other specified products, taxes that were recently declared to have been illegally collected, might well ask: "To refund or not to refund? That's the question."

Having satisfied itself on this point that tax-collecting body might further concern itself with the question, "If to refund; to whom? If not to refund; then why?"

Macaroni-noodle manufacturers paid processing taxes on all semolina, farina and good flour bought and converted into macaroni products since the tax first became effective on July 9, 1933 when the officials of the Internal Revenue Bureau declared the tax provisions of the Agricultural Adjustment Act to be in operation. That Bureau continued to collect the processing tax until the AAA was declared to be unconstitutional by the U. S. Supreme Court, Jan. 6, 1936, except for proportional small amounts that were placed in escrow by courts when suits were instituted challenging the right of Congress to impose such special and confiscatory taxes.

On July 9, 1933 all members of the macaroni industry were compelled to pay immediately a tax of \$1.38 a barrel on all raw materials on hand and a proportionate tax on every pound of finished goods on hand or in transit. This the manufacturers paid willingly, in the belief that the AAA and the NRA that was passed about the same time would bring corresponding benefits.

Between the effective date in 1933 and the date on which the whole act was declared unconstitutional, the macaroni-noodle manufacturers had no choice. The tax was included in all statements rendered by the mills for all taxable semolina, farina and flour, and they had to pay the tax if they wanted the basic raw materials.

Though the defunct act very clearly provided that in the event the law ceased to operate, macaroni-noodle manufacturers would have returned to them all taxes paid on raw materials and finished products in stock no refund has yet been received. In some instances some of the tax paid by some mills has been refunded but only on taxes held in escrow by courts as a result of suits instituted long after the tax was first imposed. The question that is puzzling them most is just what to do with the refunds now that they have them. Evidently the Government may have a hard word to say in this matter, and pending action by Congress on bills, affecting the distribution of available

refunds, those who have such funds in their possession are holding them. The result, so far as the macaroni men are concerned at this moment, is that the Government and some of the mills have the money while the manufacturers hold the bag.

Among those who paid the processing tax under the Triple A either directly or indirectly, there exists in the macaroni industry quite a diversity of views as to who has the best legal claim to any refund that might be made. Many doubt now that any refund will ever be permitted, though the big majority feel that they are entitled, at least, to a full and immediate refund of taxes on their raw material and finished products stocks on hand the day the act was declared illegal. But even this hope is dwindling.

There are a few who claim that they are rightfully entitled to a refund of every cent of the tax illegally collected, but many more question the claim since they had passed on the tax to their customers. How could they have done differently for two years and a half and remained solvent?

Puzzle No. 1 is, "Who paid the tax?" Well, the durum miller naturally paid the tax on all the grades of taxable wheat milled whether it be in the form of semolina, farina or a good grade of flour. Monthly he reported his production and monthly as required by the regulations governing this tax payment, he sent a check to cover the tax due. The miller admits having passed on the tax to his customers by adding the sum of \$1.38 a barrel to the basic price quoted on the particular grade sold.

The wise macaroni-noodle manufacturer naturally included this tax in computing the price at which he sold his finished products, thus passing the tax on to his buyers. It is only natural to assume that the distributors did likewise, so that the tax was actually and finally paid by the consumer, as is usually the case.

Puzzle No. 2 is, "Who is legally entitled to any refund?" Indications are that this will be solved by Congress through legislation of some kind. It is easy, sometimes, to do without a thing one never had, but it is very hard to give up money already collected and particularly so if that money has already been spent, as is quite probably the case with all processing taxes.

Therefore most members of this industry have wisely elected to stop worrying about the whole puzzling matter, to stick closer to their present business, to produce a good marketable grade of macaroni products and to sell them profitably, charging past processing taxes to their loss account. These will enjoy a greater peace of mind at least, and thus derive direct benefits from that decision.





# LEGISLATION...

## Copyright Revision:

The House committee on patents is now holding hearings on several measures to revise the copyright laws. The principal measure under consideration is S. 3047, introduced in the Senate by Senator F. Ryan Duffy of Wisconsin last year. The bill passed the Senate Aug. 7, 1935 and was sent to the House committee on patents.

This measure contemplates complete amendment of the present copyright statutes. It has two stated objectives: (1) to enable this country to conform to the requirements of the Berne, Switzerland convention and (2) to take cognizance of changed conditions affecting copyrights which have occurred in the 27 years elapsing since any alterations were made.

## Freight Rates and Charges:

The Interstate Commerce Commission held a hearing on March 2 before Commissioner Aitchison on the continuation of emergency freight rates and charges previously authorized by the Commission. It also considered the question of whether water carriers subject to the interstate commerce act shall be permitted to continue emergency charges previously authorized for such additional period as may be

## Review of Laws, Rulings and Proposed Legislation of Special Interest to Macaroni Manufacturers

covered by the proposed extension of the emergency rail charges.

## Mechanization vs. Unemployment:

The labor committee of the House of Representatives held a hearing on March 2, 1936 on a proposal to direct the Department of Labor to furnish to Congress data with respect to the extent to which the machine in industry has and is contributing to unemployment. A number of organizations presented arguments for and against the proposal to the subcommittee in charge of the hearing.

## Open Price Filing:

Important to trade associations and to their constituent members in industry is the question of open price filing now pending before the Federal Trade Commission. Many industries operated under price filing plans during the codal period, but since the termination

of NRA confusion and uncertainty about the subject seem to exist. Contributing in some degree to the prevalent uncertainty is the fact that the Commission has recently instituted proceedings against several open price associations. Many persons have assumed that such actions by the Commission are decisive of the pending question. Such assumptions are considered by many as not consistent with the facts.

Examination of the orders and complaints issued discloses that the Commission has not attacked open price filing as such, but has brought action for misuse of such plans. In some of the formal proceedings the industries are alleged to have used their plans as a means of fixing or agreeing on prices; others are alleged to have exchanged information as to contemplated changes in prices.

Consequently the fundamental question has not been decided. A plan for open price filing, carefully worked out and apparently devoid of all restrictions and waiting periods has been submitted by the fertilizer association to the Federal Trade Commission for approval. It is expected that a decision will be made within a comparatively short time.

## Bakery Engineers Aid Bread Campaign

Very satisfactory progress is being made by the bakery industry in its well laid campaign to increase the daily consumption of bread, according to the opinion that was very generally voiced at the 13th annual convention of the American Society of Bakery Engineers that opened March 9, 1936 in Chicago. Nearly 700 representatives of the bakery trade were registered by Secretary V. E. Marx. President F. B. Evers presided at the general sessions throughout the 3-day meet.

The bread consumption session was particularly interesting. Henry Stude, president of the American Bakers association, spoke on the problem of "Turning Up the Bread Consumption Curve," saying that in his opinion there was a distinct upward swing in bread consumption, but that he had no actual figures to prove that contention. M. A. Gray spoke for the American Association of Cereal Chemists and the work being done by the group to make bread eating more popular.

Mary M. Brooke, Purity Mills, Inc. Chicago, who had made a survey of the outstanding things done by bakers, millers and engineers to widen the use of bread in American homes, listed the following as the ones productive of the most good:

(1) Inserts giving recipes were usually successful when well written and unique and when well distributed, but

not always wholeheartedly approved. (2) Any promotion work should be for fresh bread and not for stale bread.

(3) Several bakers were in one way or another making a plea for an entire industry campaign.

Mrs. Brooke, speaking from the point of view of the housewife, criticized typical bakers' booklets. She found in them too many fancy recipes. But ordinary bread makes up 90% of the total consumption. "You will notice," she said, "that those bakers who attacked their problem from the basic food angle in their advertising and booklets were the most successful. If you will carefully analyze the attacks on bread by food faddists, pseudo scientists and quack doctors, you will see that it is against this basic use of bread that they are directed. Look at the advertising campaigns of the various goods which have been promoted by cooperative associations and you will find that the use for which they are aiming is part of the basic diet or basic meals and not the frills and furbelows."

Vitamin, laxative and "what next" breads were decried by Mrs. Brooke on the ground that they take bread out of the basic food class and put it in a medicinal or food adjunct category.

"Even our present day knowledge of nutrition," she said, "is returning to a basic and commonplace viewpoint. Most of the fanciful ideas have been exploded

and we are again back to a well balanced meal as the ideal. Into this well balanced meal bread fits admirably. In fact the baker has the best story of any of the food manufacturers, for his product fits into every meal."

## U. S. Chamber Meeting

The annual meeting of the Chamber of Commerce of the United States will be held in Washington, D. C. April 27-30, 1936. The National Macaroni Manufacturers association has long held membership in this the greatest business organization in the country.

B. R. Jacobs, the Washington representative of the macaroni association is the national councilor and will be privileged to attend all the sessions to be held in the chamber headquarters.

In announcing the tentative program for the meeting Secretary Skinner stated there are so many problems of vital importance to individuals and business groups that there is a greater need now than ever for formulation of a constructive, practical program for business. A situation such as confronts all line business cannot afford to be inarticulate. Business must stand on a principle. It must face the responsibilities of economic leadership frankly. The opportunity to do so will be stressed at the 1936 conference which will attract leading executives from every kind of civic and trade bodies in America.

March 15, 1936

THE MACARONI JOURNAL

YESTERDAY—  
TODAY—  
TOMORROW—

Quality  
Always Pays!





## Notes of the Industry

### Death of Mrs. Frances E. Hoskins

Mrs. Frances E. Hoskins, mother of Glenn G. Hoskins, past president of the National Macaroni Manufacturers association and a former executive of the Foulds Milling company, macaroni manufacturer at Libertyville, Ill., died on Feb. 8, 1936. Death occurred in the Libertyville hospital following an attack of pneumonia.

Mrs. Hoskins was born in Bureau county, Ill. April 14, 1854 and was an Illinois resident practically all her life, a span of more than four score years. Burial was in Libertyville.

### New Noodle Firm Incorporated

The Acme Egg Noodle company of Jamaica, N. Y. has been incorporated under the laws of the state of New York to manufacture and sell noodles of all kinds. The capital stock of the new noodle firm consists of 100 shares of common stock without par value. The incorporators are Kathleen Kaheny, 155-31 Jamaica av., Jamaica and Carl J. and Karl Krennrich of Brooklyn.

### Pelligrino Brothers, Inc.

From New York comes the announcement of the formation and incorporation of a new firm to manufacture and distribute macaroni products. Articles of incorporation were filed last month by Pelligrino Brothers, Inc. of Brooklyn. The incorporators are: Ignazio Pelligrino, 7218 Tenth av., Brooklyn and Andrew Pelligrino, 69

Cromwell av., Valley Stream, Long Island, N. Y. The capital consists of 200 shares of common stock. Attorney Benjamin Goldstein represents the new macaroni firm. Information has not yet been released as to the kind or location of the plant to be operated by Pelligrino Brothers.

### Chicago Macaroni Company of New York

The state of New York reports incorporation of a new macaroni firm under the name of Chicago Macaroni company of New York. The announcement merely states that the new firm will deal in groceries, whether or not it will manufacture its own macaroni products, or is affiliated with a manufacturing firm in either New York or Chicago, the announcement does not divulge.

The new firm's capital consists of 100 shares of no par value common stock. The incorporators are: Lucille Abner, 576 Eastern parkway, Brooklyn; Evelyn Smith, 2000 Ocean av., Brooklyn and Murray Foreman, 1422 Gipson st., Faraway, New York.

### Mortgage Sale to Satisfy Creditors

Referee in Bankruptcy Theodore Stitt, Brooklyn, N. Y. reviewed the case against the Schneider's Home Made Egg Noodle Company, Inc., Case No. 28577 at a public hearing held in the Brooklyn postoffice building, March 10, 1936 to consider a declaration of a final dividend and sale of any outstanding accounts. Among the leading creditors are some noodle machin-

ery manufacturers, flour millers and other supply firms.

### Macaroni Firm Gets Delaware Charter

Among the many firms given charters last month under the laws of Delaware, according to information from Dover the capital of the state, was the National Macaroni Company, Inc.

The chartered firm intends to manufacture and sell macaroni, spaghetti, egg noodles, etc. It has a capital stock of \$50,000, consisting of 2,000 shares of no par value stock.

The incorporators named are Frank E. Welsh, Stephen G. Williamson, Thomas W. Welsh, all of Wilmington, Del.

From the information given in the announcement it is not possible to determine whether the chartered firm is an established business getting a Delaware charter or a new firm established in that state.

### Italian Macaroni

American consumers of macaroni products who know best the half dozen shapes that are most popular in this country, are keenly interested in the many varieties manufactured in Italy. Indicative of this interest is a little release that has "made" practically every newspaper and food magazine in recent weeks as follows:

"Macaroni and spaghetti in Italy have almost as many shapes as there are cities in that country. At Bologna it is ribbon-shaped; in Rome it comes in strips, but in Sicily, amazing travelers most of all, it is so skillfully rolled around knitting needles as to make it tiny spiral."

## Appointed Receiver of Her Own Firm

### Court appoints woman when she claimed loss after husband's death

Following a decision by Supreme Court Justice Peter P. Smith, states the *Brooklyn Citizen*, Mrs. Vincenzo Messana has taken up her duties as receiver of the Messana Macaroni company of 354 Troutman st., Brooklyn, N. Y. in an effort to salvage what she can out of the business in which her late husband was a partner. Despite conflicting stories told by different members of the firm at the hearing, the court recognized her claim and put her in charge. Here are some of the facts brought out at the hearing on Feb. 28, 1936:

Since the death of her husband, Jerome, on Jan. 26, 1934 the business has been run at a loss, Mrs. Messana alleges in her affidavit. Furthermore she claims the other partners, who include her brother and two brothers-in-law,

have turned deaf ears to her pleas for her share of the assets.

Mother of six children who, she says, have been in want since the death of their father, Mrs. Messana told Justice Smith that the assets of the business amount to \$41,000.

Peter Salo, brother of Mrs. Messana, and a member of the partnership that was organized on Feb. 3, 1933 told an entirely different story. He asserted that two of the widow's children are employed in the macaroni plant and that his sister's proposals for an arbitration of the dispute were too vague to be considered by the company.

Justice granted Mrs. Messana's motion for an order appointing her receiver without comment.

## Dr. Wynne's Guarantee

Dr. Shirley W. Wynne, former health commissioner of New York city has announced formation of the "Shirley W. Wynne Public Health Laboratories, Inc."—"a service to create a better understanding between manufacturers and the consuming public." The plan is to thoroughly examine products submitted to the laboratory and to certify as to their purity, wholesomeness, quality, reliability, sanitary production, proper packaging, etc. Products that undergo the various laboratory tests satisfactory may have applied on them the organization's stamp of approval, or seal of endorsement. The fee for this service will be approximately \$5,000.

Have the kind of a mind in which the idea that the other fellow may have a good idea can find parking space.

We need to do our utmost to succeed to make sure of doing enough.

The Highest Priced Semolina in America and Worth All It Costs

**King Midas**  
Semolina

The Golden Touch

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





WHO SELLS IT

# BUYER'S GUIDE

WHERE TO BUY IT



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

**Capital Flour Mills, Inc.**  
Flour and Semolina

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

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



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

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

**Commander Milling Co.**  
Flour and Semolina

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

**Creditors Service Trust Co.**  
Mercantile Collections

**Duluth-Superior Milling Co.**  
Flour and Semolina

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

**King Midas Mill Co.**  
Flour and Semolina

**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

**Sherwood Petroleum Co., Inc.**  
"Beanco" Mineral Oil

**The Star Macaroni Dies Mfg. Co.**  
Dies

**Washburn Crosby Co. Inc.**  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

## Processing Tax Refunds Doubtful

There is a growing doubt among leading macaroni manufacturers that they will ever realize much in the way of refund of processing taxes paid to the government through the millers and others under the now defunct agricultural adjustment act. These opinions are based on several new angles that recently developed in the puzzling question as to who has a proper right to those refunds.

Though refunds of taxes held in escrow have been ordered made by courts to those who instituted suits and protested payment or collection of taxes under the AAA, they are no more certain now than they were several weeks ago just what disposition should be made of the tax money refunded.

The question becomes more deeply involved as the several states make demands or claim their right to all or portions of the taxes. In one state the Governor has demanded the return of its share of processing taxes paid on taxable products purchased by the various purchasing agencies. Another state is considering the adoption of a law taxing all refunds 75%, the contention being that the tax was paid to

consumers, and since the individual amount due individual consumers may be impossible to calculate then the state, being the people, has a perfect right to get the refund.

As the matter becomes more and more involved those who have received refunds are holding them tightly, while those who believe they are entitled to refunds are demanding their rights in vain.

## 66 Degrees Below Zero

The weather is always a subject of discussion but always more so during periods of extreme cold, heat, drought or dampness. The subzero weather that was experienced during most of January and February by all of the northern and eastern sections of the country has had a strongly deterrent effect on business and has caused untold sufferings. Transportation has been slowed considerably, travel greatly reduced except to the sunny parts of the country. Even food consumption has been limited to a certain extent in many parts of the country to the staple products that can be purchased in quantities and kept for days or weeks for consumption as needs require.

On the subject of cold weather, the

United States Department of Agriculture tells of extremes in cold recorded by its weather bureau. The story brings out these interesting facts:

**66 Below Coldest Ever Recorded in U. S.**

The all time low record of temperatures for the United States is 66 degrees below zero—reported from Riverside Range Station in Yellowstone park, Feb. 9, 1933. The world record is 90 degrees below zero in northern Siberia, while 78 below has been experienced in Alaska. Only two states, Montana and Wyoming, have been colder than 60 below zero since the Weather Bureau started keeping track. Several states—New Hampshire, New York, Michigan, Wisconsin, Minnesota, the Dakotas, Montana, Wyoming, Colorado, Utah, Idaho, and Washington—have records of 50 or more below.

Every state has subzero temperatures on its weather records. The cold wave of February 1899 brought weather 2 below to northern Florida and zero to the Alabama coast. States as far south as Tennessee have had temperatures 30 below zero. The record for cold in Texas is 23 below. Temperatures of 16 to 18 below have been recorded in Louisiana and the northern portions of the east Gulf states.

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## Again "the Origin" Story

By Hy Frager

Chef Hy Frager, Portland, Ore., who has gained national recognition for his unique recipes, in an article specially prepared for *The Oregonian*, credits the Chinese with first making macaroni but gives due recognition to the big part the Italians took in developing it into an international food.

Spaghetti and macaroni are not inventions of the Italians, in spite of common belief and the fact that they have been the mainstay of the Italian diet for countless generations.

China, whose civilization is one of the very oldest in the history of the world, gave us the original forms of both noodles and ravioli. Their cuisine, first officially recorded a cook book in the year 2800 B. C. The edition of that book, "Hon-Zo," compiled by Emperor Shennung, lists noodles of wheat or rice flour on an equal footing with rice itself as the basis of Chinese diet.

One can only guess how the use of pastes was introduced into Europe. Possibly noodles were in the knapsacks of the Hun hordes when they first overran that territory.

### Paste Art Mastered

The Italians have mastered the art of making pastes and developed it to the point where hundreds of types and shapes are available today. Their spaghetti, in a literal translation, means

"little ropes," and macaroni, which is of Greek origin, means something "divine," or "very dainty." It is amusing to note the name the Austrians have applied to their version of the pastes. "Nudeln" or noodles, means "stupid blockhead."

Pastes of all kinds are now made and used throughout the world. The better grades are of durum or semolina wheat, which contains a high content of gluten, thus giving the macaroni a firm body yet allowing the paste to more than double during the boiling. Superior types of pastes are noted by their rich yellow color and translucency, and break with the effect of a brittle glass.

The entire paste group has a bland and delicate flavor, which combines with other foods in soups, sauces and entrees. Typically American uses are exemplified in our famous Yankee pot roast and noodles, chicken noodles, and baked macaroni and cheese.

## Millers Sitting Tight on Tax Refund

Almost daily press reports carry the news that refunds of processing taxes paid by processors have been returned under orders from courts, particularly in cases where suits had been started in support of protests filed against the AAA tax before it was declared unconstitutional by the Supreme Court

last January. However only in rare cases have any refunds been made to concerters or consumers.

Though several firms fortunate enough to get a refund of the tax have expressed a desire to return it to their customers, a warning has been issued against their doing so now by calling their attention to the fact that there is a likelihood that the government will probably make every effort to recollect the processing tax through new laws or new levies that will be retroactive. Business leaders are coming more and more to the belief that the passage of such retroactive legislation is neither impossible nor improbable.

Suits have been started by customers against firms that have received refunds, but the question of who has a right to the refund is yet to be answered by a legal decision, and on it will depend the final distribution of the tax if no additional legislation is enacted. Macaroni manufacturers will be interested in a recent decision by the United States District Court in Indianapolis, Ind. denying the right of a baking company to intervene in a suit brought by a milling concern. It was held that the baking company did NOT PAY the processing tax AS A TAX, even though it was entered on the invoice as a tax and included in the price paid by the baker for his flour, and hence he is not entitled to a refund.

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## MACARONI VIEWS

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

### France Invites Dr. Hodgdon

Dr. Daniel R. Hodgdon, Fellow of the American Association for the Advancement of Science has been invited to lecture in France in the interests of child welfare. The invitation was extended to him by Marquise du Pin de la Gueriviere who became deeply interested in Dr. Hodgdon's work among malnourished children.

At the Brooklyn convention of the Macaroni Industry of America last June, Dr. Hodgdon gave a most interesting report of his experiments with macaroni products in his child welfare work. The report of his talk published in the July 1935 issue of THE MACARONI JOURNAL created worldwide interest in this authority's work.

A recent French magazine carried an article upon the extensive studies made by Dr. Hodgdon and the unusual results obtained with children deficient in ability to accomplish and to respond normally when the dietary was properly established. Dr. Hodgdon's study has been made on over 6000 school children, and as a lecturer on the subject of children he is in constant demand.

Next week he lectures before the Progressive Teachers Association of Jamestown, N. Y. on "The Problem Child in the Public Schools."

Dr. Hodgdon is former president of the Hahnemann Medical College of Chicago



Dr. Hodgdon

and the Chicago Memorial hospital where he began his studies of child life. He has been asked to advise in connection with the establishment of schools in France where similar studies and work can be done with problem children and undernourished school children.

Marquise du Pin de la Gueriviere is a prominent worker in the Red Cross of France.

### Two Problems of Lubrication

Macaroni-noodle manufacturers who are dependent on machines to produce their finished products differ from other mechanized industries, in that they have two distinct lubrication problems instead of one. Both are important. Not only are they required to properly oil the working parts of such machines as mixers, kneaders, presses and packaging devices, but they must see to it that the surfaces of these machines are properly oiled to insure proper handling of the dough and purity of the finished goods.

Failure to take proper care of the working parts of any machine will not only result in excessive wear and tear of those parts but will greatly reduce the life and efficiency of the machine itself.

Failure to properly oil the surfaces of the machines wherein the dough contacts such surfaces, will not only affect the manufacturing process itself but may directly affect the quality of the products manufactured.

The mechanically minded operator will see to it that all the working parts of his machines are properly oiled daily to insure their quiet and efficient operation.

The production minded operator, in addition to attending to his mechani-

cal lubrication will see to it that the surfaces contacting the dough are also properly oiled and with the right kind of lubricant. It is with this special lubrication problem that this article specifically deals.

A special oil has long been used by macaroni-noodle manufacturers to lubricate the surfaces of such machines as mixers, kneaders, presses, moulds, brakes and cutters. The primary purpose is to prevent the sticking of the dough to the surfaces that must necessarily be contacted in the processing procedure. When the flour semolina dough sticks to the surfaces of machines, it not only increases the amount of labor necessary to convert a batch of raw materials into finished goods, but it prevents the smooth operation of the machines or may cause unwelcome contamination of the goods themselves. Hence the extreme importance of the proper care of this lubrication problem that is peculiar to the macaroni industry.

The frequency with which the surfaces are lubricated is important, but more important is the quality of the lubricant used for this purpose. So this special lubricant must be pure. It must be odorless. It must be of a nature that it never becomes rancid.

It must be of such consistency as not to adhere in too large a quantity to the raw materials being processed but of a nature that will keep the surfaces clean and smooth.

Since very little of this lubricant regularly applied is needed to keep the surfaces in the proper state the best grade of such oils is not expensive. The best oils for this use contain no animal or vegetable fats, oils or compounds because these would tend to become rancid, particularly during the warmer months of the year. Manufacturers should see to it that their operators use only a pure, crystal white mineral oil, particularly a grade made especially for oiling and polishing the surfaces of macaroni-noodle machines. This will result in the production of more uniform high standard macaroni products, save production delays, prevent spoilage and insure freedom from complaints from users of the products.

### Convention Exhibit Planned

An exhibit of more than usual interest to macaroni-noodle manufacturers will probably be made at the annual convention of the National Macaroni Manufacturers association next June in Chicago. Some of the exhibitors have already applied for space and several inquiries have been received seeking knowledge of the extent of the proposed exhibit.

Charles Rossotti, representing the Rossotti Lithographing company of New York city, a regular exhibitor of its labels and cartons at recent conventions, was the one to make the first move, contacting the association officials and the hotel management immediately after the meeting dates were set last January.

Manufacturers of macaroni equipment and accessories interested in an exhibit during the convention June 15-16, 1936 may get full information by writing the Secretary of the national organization, M. J. Donna, Braidwood, Ill.

### Unfair Practice Act Illegal

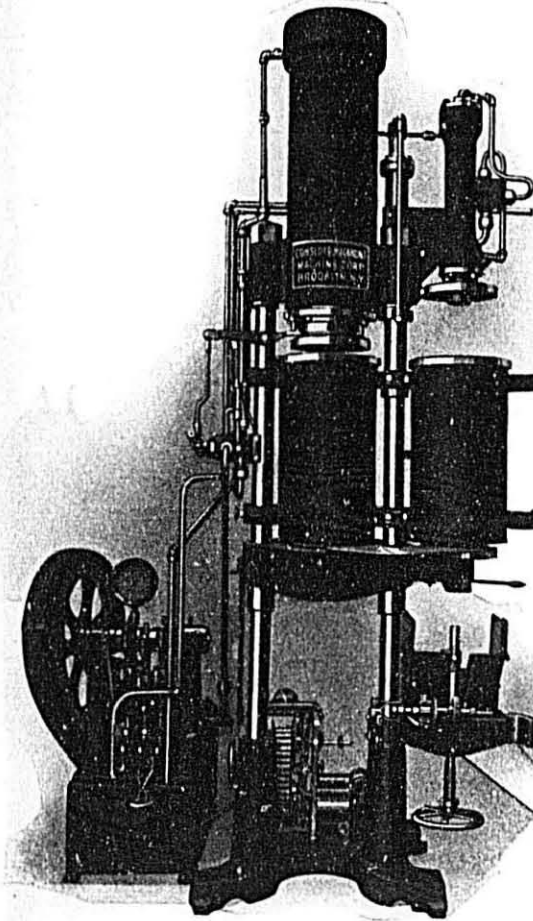
California's unfair practice act which prohibited the resale of commodities at prices less than those paid by the retailer, has been declared unconstitutional by a judge of the supreme court in Los Angeles.

Macaroni-noodle manufacturers in that state are interested because their products were sometimes used as leaders at prices that meant a loss to the buyers on every pound or package sold. This "loss leader" practice was quite prevalent prior to the passage of the California law establishing what has been termed as the "Little NRA" in that state.

The act went into effect last July. It barred dealers from selling, offering for sale or advertising "any article or product at less than the cost to such vendor or to give away any article for the purpose of injuring competitors." In the court's decision, the act was declared unconstitutional in that it constituted a monopoly threat to all business.

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# ORIGIN OF MACARONI PRODUCTS

## Many Nations Lay Claim to Fostering Famous Food

A young Spanish officer named Gaspar Perez de Villagran, under General Onate, was directing operations of part of the Spanish army in New Mexico in 1598-99, against the Indians.

He was highly educated, being a graduate of a Spanish university; young, ambitious, fearless and athletic; a hero among the heroes of the New World and a chronicler to whom much praise is due. The six extant copies of the fat little parchment-bound book of his historical poems in thirty-four cantos are each worth many times their weight in gold. DeVillagran was "the soldier poet." On one of his cantos alone we will dwell.

In the fall of 1598 four soldiers deserted General Onate's little army at San Gabriel; and Villagran was sent with three or four soldiers to arrest them. It is hard to say what a sheriff nowadays would think if called upon to follow four desperadoes nearly a thousand miles across a desert and with a posse so small. But Captain Villagran kept the trail of the deserters; and after a pursuit of nine hundred miles overtook them in southern Chihuahua, Mexico. He left them, prisoners, in charge of his little posse and retraced his dangerous nine hundred miles, alone. Arriving at the pueblo of Puaray on the west bank of the Rio Grande, opposite Bernalillo, he learned that his commander, Onate, had marched west on a perilous trip to Moqui. Villagran followed his trail, but it was beset with continual danger and hardship. He came in sight of

### New Business Must Be Advertised For

A great many established firms are sitting back thinking in terms of business returning to normal with them when business itself gets back to normal. But, will it? As business gets better a lot of new firms are coming into the field. These new, and therefore young, ambitious and aggressive firms are going to go after business in the up and doing way of newly established firms. It also is a fact that having more business as business gets better isn't going to be entirely a matter of old accounts being revived and coming back into the buying field. The new business is going to be mainly the business of new businesses, and getting such business will be largely an undertaking of becoming favorably known to those new buyers.

This situation makes it vitally important for an old established enter-

## SPAIN

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### A Food Worthy of The Royal Coat-of-arms of Spain

By JOSEPH J. CUNEO

of

La Premiata Macaroni Corporation,  
Connellsville, Pennsylvania

Acoma just too late to witness the terrible massacre which had taken place of some of his countrymen. When the natives saw this solitary Spaniard approaching, they descended from their rock-citadel to surround and slay him. Villagran had no firearms, nothing but his sword, dagger and shield, and being suspicious of the manner in which the savages were hemming him in; and though his horse was gaunt from its long journey, he spurred it to a gallant effort and fought his way through the closing circle of Indians. He kept up his slight until well into the night and at last got down exhausted from his exhausted horse and laid himself on the bare earth to rest. (The "soldier-poet" speaks most touchingly of his dumb companion, on his long and perilous journey—his horse—and evidently loved it with an affec-

tion which only a brave man can give and a faithful animal warrant.) Having eaten his last morsel of food and with only a little water left he started again. He wandered for four days without food and very little drink on that trackless wilderness. At last, fairly dying of hunger and thirst, with dry swollen tongue, hard and rough as a file projecting far beyond his teeth, he was thinking of the sad necessity of slaying his faithful horse, when he dully sensed that the animal paused about every fifty paces licking something from the ground. He noted that they were thick, round particles, which looked like stones, but upon closer examination detected that they bore the impression of the coat-of-arms of his commander. Relief and prayers of thanksgiving surged within his breast. This, then, was a trail which his thoughtful leader would have him follow. A trail of food! For he found the particles were watersoaked pieces of bread, impressed with the leader's insignia, and dropped about every fifty paces in the sand.

In two hours, he reached what was left of his companions and received all necessary attention. When he had recovered from the terrible effects of his journey, he ordered these particles to be served at every meal, impressed with the royal coat-of-arms of Spain, thereby impressing upon the minds of the "pioneers" the necessity of the proper food for health and self-preservation, from which, today, the sublime dish of MACARONI is derived.

thinking that they can continue to follow out such a policy under present conditions. To such firms, we would like to get over the thought that a return to normalcy is going to create a decidedly abnormal condition for them—a condition of a lot of new accounts coming into the field without their contacting them.

Getting new business in this period of new business-getting possibilities is largely a matter of firms being new business-spirited. It would be well in this period for old firms to proclaim themselves and their products almost as though they were not known at all. They quite possibly are not known to many of the new buyers who are coming into their field, and a lot of the new business will have to be garnered among these new buyers.

The idea is to emulate the good example, not just to give a good imitation of it.

March 15, 1936

THE MACARONI JOURNAL

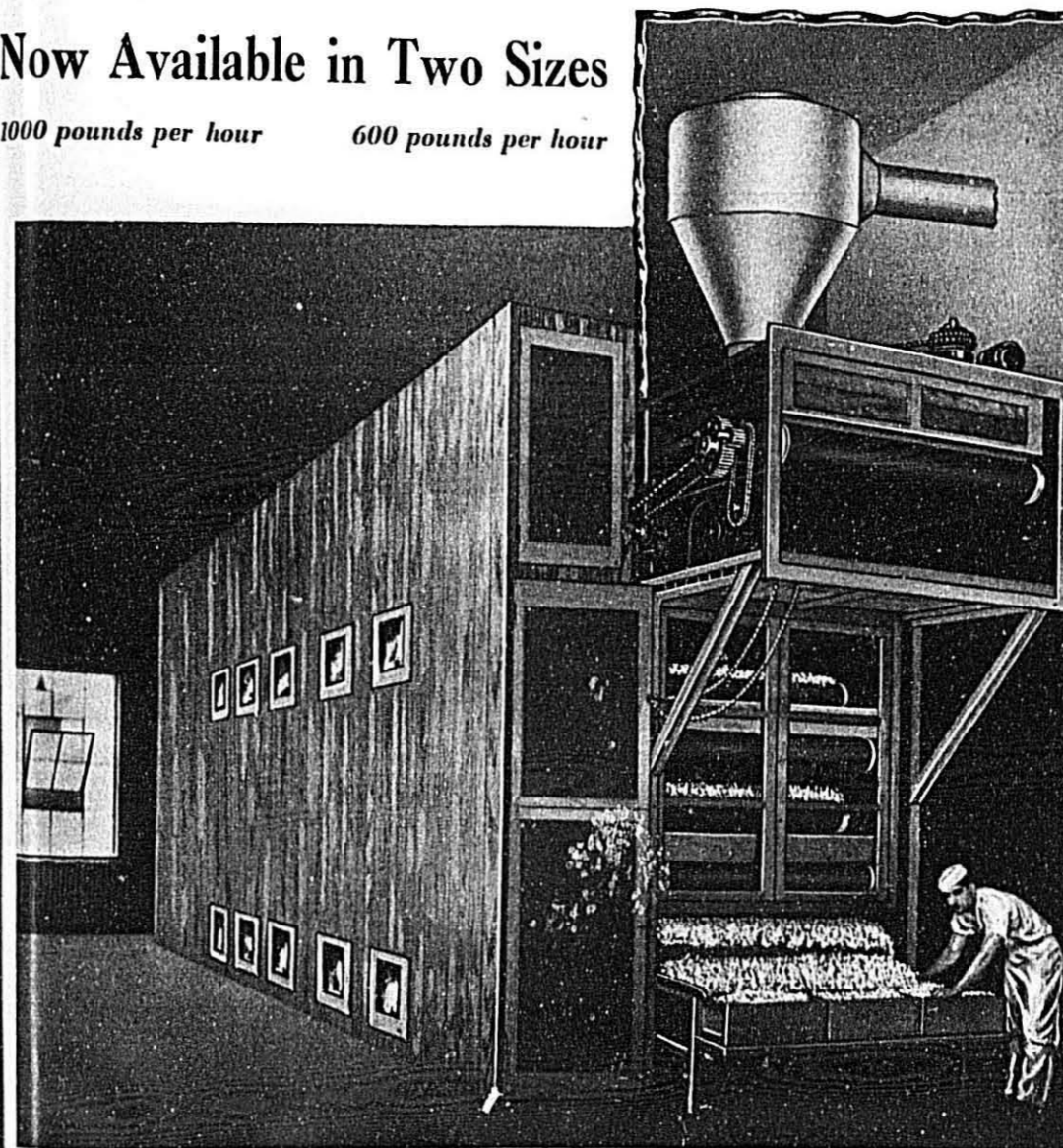
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## Macaroni Favorable to Beauty

Macaroni manufacturers will read with considerable pleasure an interesting story by a world traveler that has been appearing in most of the leading newspapers of the east section of the country, because it substantiates their opinion of their products' opinions which they are too modest to announce for fear that they may be considered boastful. The story refers to the natural beauty of Italian women, attributing their beauty to their plain, natural diet. It contradicts the view of some so-called beauty experts too often expressed that macaroni products being starchy foods should be eaten in limited quantities if one is to preserve or develop that svelte figure. But, to the article itself:

"It has always been keenly interesting to me to compare the various national types of beauty with national foods. First, because I find there exists a natural affinity between the two, and then because these ultimate affinities work out along such interesting, surprising avenues of thought and study.

"There is for instance Italy. Whether one strolls along the Via Cordora, or the little street of the Cortellari, everywhere one encounters brilliant, flashing eyes; hair that seems like a bit of night sparkling with the dust of the stars; exquisitely smooth, satiny skin radiant with color and health; gleaming teeth and features of classic perfection.

"Yet one of the most important foods of Italy—one that is most universally consumed—is what we warningly refer to as 'a starch.' I speak of the pure Italian pastes—spaghetti, macaroni, vermicelli, alphabets and what-not which have developed, as the story goes, from the efforts of one Cicho—a reputed sorcerer who lived about 1220 and spent his life perfecting this food that he might 'give happiness to all mankind' before he died.

"Alas! a scheming woman who spied upon his work discovered his secret and gave it to the king, Frederick; and now it is said, that on the Eve of Witche's Sabbath, strange noises are heard in the old building where Cicho labored, for there he comes to roll and cut his pastes, while Javanella, the wicked woman, stirs red sauce and Satan stands beside her grating cheese, until slowly the fire that is under the brew consumes the trio into another year's oblivion.

"One naturally wonders how people who eat such vast amounts of starchy food can maintain such beautiful, healthy skins. Upon investigation I found a simple explanation. First, the fares of Italy are well balanced. If much of macaroni or one of the other pastes is used there is also a sufficient amount of fruit included to balance the diet. Then, too, there is invariably the tomato sauce! But perhaps the best reason lies in the fact that the flour which is used in the best of these Italian products is richer in gluten than the ordinary wheat flours. It is called 'grano duro' or 'grano semolino,' and is blended in Italy from importations that come from Russia, France and our own North Dakota.

"Well do I recall the memorable ride from high-cliffed Sorrento to Castellamare, along the Bay of Naples on to Gragnano, the center of the macaroni industry.

"The expert knows that the best macaroni only bears the marks of 'polling'—a flattened down mark at the bend of the tubes, that it must be rough in texture, have a yellowish-white color and should snap like a piece of glass. When boiled it should become about twice its size, absorb two and a half times its weight in water and remain intact . . . never become soft or crumbly.

"Although the Italian paste foods

will not entirely take the place of meats, yet they are high in protein value, and when combined with cheese and tomatoes prove an almost ideally balanced ration."

## Window Bags Finding Favor

In keeping with the new trend in selling, macaroni-noodle manufacturers have in many instances made profitable use of the new window bag that not only fully protects the contents but displays the contents with the necessary appeal to the buyer.

A manufacturer of window bags, a pioneer in the business, claims that it has perfected a container that is especially suited to the selling of more macaroni and noodles. It further claims that it has been and is being used extensively and profitably in several large macaroni manufacturing and distributing centers.

The new idea for packaging macaroni combines strength and visibility. This producer's particular bag is not only made of a very heavy supercalendered paper but the method of putting in the window is different and much more satisfactory. The window is died in and instead of the usual patch of cellulose which other manufacturers use, this firm runs a continuous strip of cellulose from the top of the bag down in and including the turnup of the bottom. This anchors the cellulose firmly and keeps it from slipping and breaking when packaging noodles.

Another feature of this firm's popular bag is the heavy paper use for the bag top. This prevents the cellulose from splitting at the top, which has been one of the defects in most other types of cellulose window bags.

In this line of visible container there is still to be developed a bag that will stand the extreme cold weather which renders the window brittle, breaking easily if handled roughly.



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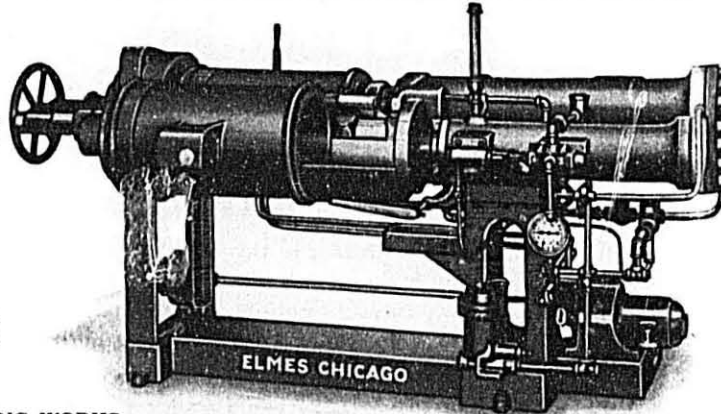
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# Secrets of Successful Trade Marking

## Federal Trade Commission Makes New Approach to Trade Marking

By WALDON FAWCETT

Written Expressly for  
the Macaroni Journal

The Federal Trade Commission has just confessed to Congress a secret ambition that if realized may have tremendous influence upon the proprieties of trade marking. There is all the more of surprise in this news owing to the fact that up to now the "supreme court of business," so called, has not taken it upon itself to regulate branding and labeling practice to the same extent that there has been discipline for certain other practices of business.

Oh, to be sure, the Trade Commission has now and again made contact with trade mark ethics when it has issued Cease-and-Desist Orders suppressing color counterfeits or package imitation calculated to facilitate the "passing off" of goods. But the Trade Commission, because it is authorized to act only in the public interest has kept hands off the usual run of cases of trade mark infringement or other quarrels between rival claimants of trade marks.

That the trade body is now ready to abandon this attitude of detachment is due to a vision of expanded police power which waits for its realization only upon the O.K. of Congress. Macaroni marketers and other business men have heard little or nothing of this looming program. The only publicity, even now, is contained in a paragraph tucked away in the list of sundry legislative recommendations submitted to Congress for consideration during the session of 1936. In effect, the suggestion which has repercussions for trade markers is that Congress shall empower the Trade Commission to enforce fair practice in commerce instead of fair practices in competition.

Or maybe that is putting it awkwardly, seeing as how there is no intention to curtail or abandon the existing police work in behalf of honest and equitable competition. Perhaps it puts the case more accurately to say that the Commission proposes that it shall be given authority to enforce a double standard of business ethics where only a single standard has thus far been effective. Specifically, the Trade Commission has requested Congress to amend Sec. 5 of the Trade Commission Act so as to, in so many words, prohibit "not only unfair methods of competition in commerce but also unfair or deceptive practices in commerce."

The suggestion of the Commission that more teeth are needed in the Act has in part grown out of its experience in applying over a period of years the law known as the Trade Commission

Act. But in other part, this plea for more power is due to discoveries which the Trade Commission made when it took over the code making machinery of the late National Recovery Administration. In one way or another there has come to the notice of the business mentor a number of business practices which cannot be denounced as "unfair" to individual competitors (since all competitors are doing virtually the same thing) but which are unfair or deceptive to the public—ultimate consumers in general.

With this once-over on what the Trade Commission seeks to do in giving wider sweep to its business regulatory operations, let us have a look at the influences upon trade marking routine if and when Congress says "Yes." By and large the program would give the trade body a new and different approach to the institution of trade marking. Until now the only concern of the Commission in this quarter has been with transgressions in trade marking whereby one contender for trade worked injury to his competitors. Even if the Trade Commission detected something that it regarded as faulty in ways or means of trade mark capitalization or employment it could not well say anything about it so long as all hands followed the fashion.

Given the proposed new powers of supervision and the Trade Commission could halt any practices which operate to deceive or confuse members of the public. And that, mind you, means not merely alert householders but illiterates and aliens who have to recognize a brand by sight rather than by sound, servants and children who accept more or less heedlessly the packaged foods they have been sent to get, and all the easy going folks who have trusting faith in something "equally as good." The net result of the new slant would most certainly be that the Trade Commission would work more closely in parallel with the U. S. Food and Drug Administration. If indeed this trusteeship for consumers did not actually aid the Trade Commission in its suspected willingness to take over from the Food Administration the responsibilities of suppressing "misbranding," etc.

One of the corrective crusades which the Federal Trade Commission has

pursued ever since it came on the job has been directed against false and misleading advertising. This hunt, to date has been in terms of injury sustained by competitors in consequence of the advertising feints and fictions of a bad un. Only consider by contrast where the trail may lead if the Trade Commission gets a warrant to track down all false and misleading advertising that imposes upon consumer credulity. It is a fair guess that one of the first stunts of the 2-gun Commission would be to accomplish what the U. S. Food Administration has striven for vainly to these many years—viz to make statements in advertisements square with statements on the packages.

Impressing the lay public by means of false threats of suits for trade mark infringement will be taboo if Congress arms the Trade Commission with a bigger stick. It goes without saying that expansion of the law as contemplated would allow the Trade Commission to horn in on the hue and cry against slack packs and short packs. Likewise would there be an excuse on hand for examination of any or every adventure in private branding, if the Trade Commission could assert grounds for suspicion that the public was being deceived as to the true origin or ownership of the own-label goods.

Some of the onlookers who have observed from the sidelines the mounting activities of the Federal Trade Commission may be added that if Congress comes across, the ultimate result may be an enlarged and stiffened code of branding ethics. For instance, the hand upon promoters who without proper foundation proclaim their brands as "the genuine," "the original," etc. Similarly it is predicted that the trade body would in the public interest go even farther than it has come in the past in suppression of misleading labeling or branding calculated to give the impression that goods originated in a locality other than the actual source or were produced by a process other than that in reality employed.

There is no question but what annex to the Federal Trade Commission Act would afford the one biggest and most comprehensive instrument for the control and censorship of deceptive trade marks. Already there is in operation the machinery at the Patent Office for turning back deceptive trade marks. But that function only in the case of marks offered

March 15, 1936

THE MACARONI JOURNAL

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## CAPITAL QUALITY PRODUCTS

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registration. Likewise the Food Administration may intervene—but only provided the trade mark subterfuge may be indicted as misbranding. Delected to scotch any and all deceptive practices in commerce the Trade Commission could proceed against any deceptive mark, registered or unregistered, domestic or imported, major or subsidiary, national or regional. Finally with an eye to the racket of flour twisters in the noodle field, it may be added that the projected legislation would afford the first and only opportunity for fair trade enforcement that would take into account the relationship and interresponsibility of dealer-in-product and deception-in-product in conjunction with deception identification by trade mark.

## Gambling on Prices

It is not unnatural for business men to gamble on prices. For instance buyers of flour and semolina who contract for their future needs on a low market in anticipation of a rise due to an inefficient crop or other causes might be considered as gambling in a strict interpretation of the term. It may also be called gambling when a retailer contracts in large quantities in the face of a rising market.

At a recent hearing on the Patman "rain" or price discrimination bill

now before Congress, Charles F. Adams, treasurer of the First National Stores, Inc., Boston, Mass., testified that the passage of the bill as now constituted would cause the granting of "bootleg discounts and allowances, just as much as you had bootleg booze during prohibition days."

When asked whether he would be inclined to cheat if the law were passed Mr. Adams said "I am inclined to think I might," declaring that it would be done "by beating the devil around the stump." To further illustrate he told a story of a friend of his who was in the milk business in Boston. "For instance we have the milk price in the city of Boston. We have fixed a scale of wholesale and retail milk prices under the state control board or official milk administration.

"Now there is a milk dealer selling to restaurants; he sells to a man who buys in large quantities and he puts the price on his bill. This is a friend of mine. He puts the price on the bill, but bets the restaurant men \$200 to \$100 that a certain horse will win a race at Hialeah, and loses. Now, that is not against the law."

His story merely told how cheaters would circumvent almost every price discrimination law. As a result of testimony heard there is a probability that a compromise bill may be substituted for the Patman bill which has aroused the opposition of many in the grocery trade.

## Death of John N. Van der Vries

John N. Van der Vries, for many years manager of the North Central Division of the United States Chamber of Commerce, with offices in Chicago, Ill., died suddenly at his home in Winnetka, Ill., on Feb. 13, following a brief illness.

Mr. Van der Vries was well known to many macaroni-noodle manufacturers having frequently addressed conventions and other meetings of the industry. His funeral was held Feb. 17, with burial in Winnetka. His sudden death terminated 18 years of valued and loyal service to the country's leading civic and trade organizations in the Chicago area. He has been succeeded by Clarence R. Miles, for several years manager at Minneapolis, Minn. and formerly secretary of the Chamber of Commerce of Davenport, Iowa, whose office is in the First National Bank building, Chicago.

The correct way to answer the man who asks: "What would you do if you were in my place?" is to recommend what one finds the questioner determined to do anyway.

Those who are continually confronted with having to do things they don't like to do, might profitably suspect that they dislike doing anything at all.



## Macaroni - Noodles Trade Mark Bureau

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

## "Suwanee" Previously Registered

Under the rules of the Patent Office of the United States, the trade name "Suwanee" cannot be registered for macaroni products, because a thorough search of the records made by the Macaroni-Noodle Trade Mark Bureau shows that the name has previously been registered for other food products.

The search made at the request of a southern macaroni firm, brought out these facts: The word, supposedly the name of a river in Florida, has been spelled in several different ways by those who registered it or a similar term. "Suwanee" was registered as a trade name for a number of food products including macaroni, by C. W. Zaring & Co. of Jacksonville, Fla. on July 9, 1929 claiming use since 1926. The same firm also registered the same trade name separately for use on canned fruits and canned vegetables.

The word "Suwanee" was registered for package bacon to Joseph Stern & Sons, Inc. New York, Dec. 22, 1922, and the same word for coffee by John H. Wilkins Co., Washington, D. C. Dec. 15, 1925.

These registrations would prevent any macaroni manufacturer from adopting and registering the name "Suwanee" for macaroni products even if the Zaring company is no longer using it for macaroni products, as since 1930 all food products are considered goods of the same descriptive properties by the Patent Office. However if a macaroni firm can prove that it has been using this trade name for macaroni for a great many years, and could show priority of use to the above registrants, then it might be possible to obtain registration. Proving this involves difficulties. It would be easier to adopt another original trade name.

## Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In February 1936 the following were reported by the U. S. Patent Office:

Patents granted—none.

**TRADE MARKS REGISTERED**  
The trade marks affecting macaroni products or raw materials registered were as follows:

### Ronco

The trade mark of Robilio & Cuneo, Memphis, Tenn. was registered for use on macaroni, noodles and spaghetti. Application was filed Oct. 14, 1935, published by the Patent Office Dec. 10, 1935 and in the Jan. 15, 1936 issue of THE MACARONI JOURNAL. Owner claims use since March 1, 1934. The trade name is written in large black type.

### King

The trade mark of Kurtz Brothers Corp., Philadelphia, Pa. was registered for use on spaghetti, macaroni, noodles and spaghetti dinner. Application was filed July 24, 1934, published by the Patent Office Dec. 10, 1935 and in the Jan. 15, 1936 issue of THE MACARONI JOURNAL. Owner claims use since March 15, 1928. The trade name is in black letters.

### Sun-Glow

The trade mark of San Diego Mac. Mfg. Co., San Diego, Cal. was registered for use on spaghetti, macaroni and noodles. Application was filed Aug. 12, 1935, published by the Patent Office Dec. 10, 1935 and in the Jan. 15, 1936 issue of THE MACARONI JOURNAL. Owner claims use since December 1934. The trade mark is the name in black outlined type back of which is the sun and its rays.

### TRADE MARKS APPLIED FOR

Three applications for registration of macaroni trade marks were made in February 1936 and published by the Patent Office to permit objections thereto within 30 days on publication:

### Gold Crown

The trade mark of the Atlantic Macaroni Co., Inc., Long Island City, N. Y., for use on macaroni. Application was filed Nov. 30, 1935 and published February 11, 1936. Owner claims use since December 1908. The trade mark consists of the crown above which the trade name appears in outlined type.

### Triangle

The trade mark of the Atlantic Macaroni Co., Inc., Long Island City, N. Y., for use on alimentary paste products. Application was filed Nov. 30, 1935 and published Feb. 11, 1936. Owner claims use since March 1907. The trade mark is the name in black type with the triangle in the background and within a circle.

### Dixie

The trade mark of the Atlantic Macaroni Co., Inc., Long Island City, N. Y., for use on alimentary paste products. Application was filed Nov. 30, 1935 and published Feb. 11, 1936. Owner claims use since Sept. 17, 1912. The trade name is in large, black letters.

### Labels

The title "Beech-Nut Spaghettini" was registered Feb. 11, 1936 by Beech-Nut Packing Co., Canajoharie, N. Y. for use on spaghettini. Application was published Oct. 31, 1935 and given registration number 47019.

## Safe Package With Good Eye Appeal

An illustration of a new package for macaroni products that is becoming more and more popular in the trade.

It is as sturdy as the old-fashioned "blind" package, gives equal protection to its contents, yet provides that eye appeal that is such a good sales help.

While the package displayed is that used by the Beech-Nut Packing com-



pany, many similarly constructed packages are now being used by manufacturers of other brands who have not been slow to recognize the value of package with a transparent cellulose window through which the product contained may be plainly seen by purchasers.

So much of our thought is about people that if a man is to have pleasant thoughts it behooves him to think such thoughts of others.

There is no real difficulty about breaking through if there are no ifs about doing what needs to be done to do it.

If the other fellow steals the show it must be because he is showing something better.

**WHEREVER DOUGH STICKS USE**

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A PURE CRYSTAL WHITE MINERAL OIL  
ODORLESS—COLORLESS—TASTELESS

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REFINERY—WARREN, PA.

Stocks Carried in Principal Cities

## Macaroni Products, Fine Lenten Food

*International authority on nutrition and child welfare recommends macaroni products as the ideal food for the Lenten season in a widely quoted syndicated article.*

Macaroni products—macaroni, spaghetti and egg noodles—are especially recommended as excellent substitutes for meats in menus of persons who voluntarily abstain from flesh foods during the Lenten season. The article is timely and interesting, even though it publicizes a particular brand of a leading manufacturer. The highlights of the timely article are, in part, as follows:

Today the modern housewife is recognizing more and more the benefits of incorporating in the menu a well made and easily prepared macaroni product. Now with the approach of the Lenten season when the cook is sometimes puzzled as to how best to provide a dish that will be a good substitute for meat in the matter of providing nourishment as well as being as filling as meat, the importance of macaroni products takes on a new significance.

Food and health authorities agree that there is probably no better food for people of all ages than macaroni. A good macaroni should be rich in protein for body building and repair, and contain the precious mineral salts on which depends the quality of the blood.

Macaroni contains a higher percentage of magnesium, phosphorus, chlorine and sulphur than does milk. It contributes calcium, sodium and iron as well to fortify the body against illness.

### Digestion Rather Rapid

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

In the case of egg noodles, you should get, when buying a quality egg noodle, the nutrients found in macaroni plus the additional food elements present in the egg yolk. Unbleached wheat materials and fresh eggs are the ingredients from which egg noodles are made. Unprincipled manufacturers often employ the use of coloring matter and soybean flour in making what looks like a noodle rich in egg solid.

Another important feature in the purchase of macaroni products is the factor of cooking time. This age of

fast cookery demands a product that can be prepared in a short time without waste.

### Can Be Combined

A good macaroni product lends itself to the art of cookery as a base for many delicious and easily prepared dishes. It can be combined with various meats, and for the Lenten season with fish, vegetables, cheese and other foods. Salads made with Elbow Macaroni are a clever way of utilizing this food with healthful salad combinations. Clever cooks have learned how to use macaroni products in making main dishes, side dishes, and desserts. They know the important food benefits contained in macaroni, spaghetti and egg noodles and serve these products often.

Because of the widespread tendencies to cheap macaroni products, the purchaser should always demand what has been proven a quality product. Cheap products designated as genuine may often result in your family being robbed of the benefits contained in good macaroni and you will no doubt be disappointed in the taste of the inferior product.

## FREQUENT IN THE MAIL BAG

LETTERS WE ARE PROUD TO HAVE RECEIVED FROM LEADING MANUFACTURERS

(Quoted in part)

"We are giving you this order without asking a price as we trust your good judgment and as you have been getting our die business for many years past."

"In view of the fact that your concern was highly recommended, etc."

"Knowing that you are always ready to give fair and impartial consideration to anything brought to your attention, etc."

"As your work has always been satisfactory to us and your service has been A-1, etc."

WHAT BETTER TESTIMONIALS?

F. MALDARI & BROS., INC.

178-180 Grand Street

New York, New York



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



# MACARONI-GRAMS

By Spag MacNoodle

## RACKETS...

People used to say of a certain shyster of my acquaintance, "He would rather make ten dollars by some crooked scheme than make twenty dollars honestly."

It almost seems that sort of statement applies to a good many men who are racking their brains to evolve tricks that will bring them money without giving any *quid pro quo*.

Some years ago one of these racket minded Americans wormed his way into a gathering in England where a photographer was preparing to photograph Gladstone, the Prince of Wales and Joseph P. Lutz. He watched his chance and just as the photographer was ready he popped himself into a position where he would seem a part of the little group of dignitaries.

Photographers were not in that day working on as fine a split second speed as that of today's camera men and, with the operator's head covered with a black cloth viewing the group upside down, the trick was possible.

It was discovered, of course, when



the prints were made, but the racketeer was right on hand to get one of them before the negative was destroyed. He then had his credentials for a campaign in Little Old New York, where there were plenty of people ready to fall for the wiles of a man who could get himself photographed with the Prince of Wales.

If the men who are working so hard to discover profitable rackets would use the same keenness and the same energy in legitimate channels of industry, they would make more money

and they would keep it longer and they would sleep better at nights.

A great many business men at day looking with a kind of envious operations of others who are apparently prospering with rackets of one sort or another.

It is pretty important that we turn our backs on schemes that will not quite bear the scrutiny of the law. Also, we should help others to get out of a mood receptive to the song of the racket promoter. The racket is a business for today. No lasting business can grow out of it.

## Reduced Semolina Tariff

In a general reduction of tariff rates on a special list of products Finland included semolina as one of the foods so favored. Import duty on this raw material was reduced from 2.40 Finnish marks per kilo to 2.25. According to the U. S. Consul General for that country the new schedule of tariff rates applies on all shipments from the United States, as one of the countries receiving the rates of the conventional tariff.

The man who gives a lot of thought to an undertaking, gives it little if he gives it nothing more than that.



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

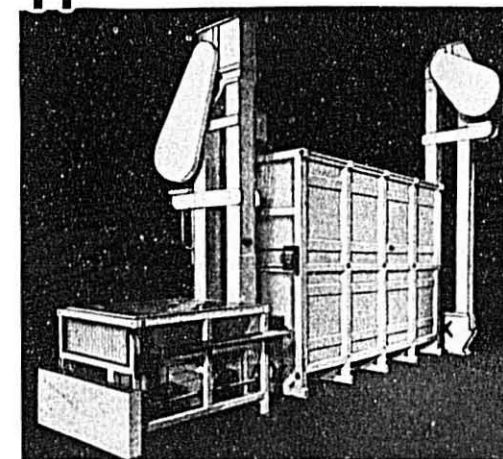
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Champion weighing and traveling hoppers eliminate waste, and speed up your work.

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Mail the coupon today and get the facts about the many cost-saving features of Champion machinery.

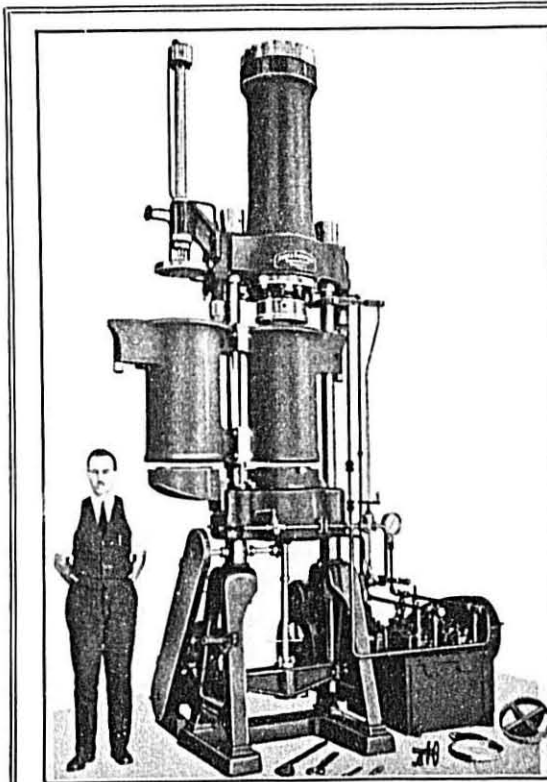
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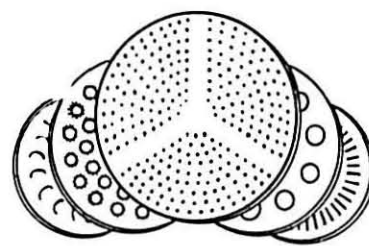
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Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

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

**PUBLICATION COMMITTEE**  
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**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

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The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.  
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**ADVERTISING RATES**  
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Vol. XVII March 15, 1936 No. 11

**From An Outside Angle**

One may be so close to his business as not to be able to see or to realize the actual conditions that face the trade. A comment on conditions confronting the macaroni trade by the *New York Journal of Commerce* Feb. 15, 1936 bring this interesting information:

"Macaroni manufacturers continue to have their troubles. Prices are low in spite of expensive raw materials, and the market is suffering from the competition of second quality goods. Recently trucks have been bringing in durum goods offering at \$1.30 per 20-lb. box. The Macaroni Manufacturers association is waging an aggressive campaign against misbranding and the use of artificial coloring to deceive."

**Watchman Repels Thugs**

Peter Rizzo, 50-year-old night watchman, shot and killed one of two Negro burglars who attacked him in the office of the Vivison Macaroni Co. at 4742 Hastings st., Detroit, Mich. on Feb. 25.

Surprised while he was trying to demolish a safe, one of the burglars attacked Rizzo with a sledge and a knife. As they grappled the Negro's companion appeared, armed with a crowbar.

The second burglar dropped the bar and fled when Rizzo drew his gun and fired. Rizzo then shot his Negro assailant three times. The victim died almost instantly.

At Receiving Hospital the dead man was identified through fingerprints as Killis Montgomery, 35 years old, of 649 Illinois av. Police said that he had

been arrested six times for larceny and prohibition law violations.

Rizzo told detectives that as he struggled with Montgomery he saw the other burglar escape through a door at the rear of the building. He was unable to give a description of the escaped thug.

During the fight with Montgomery, Rizzo, who lives at 1562 Alfred st., suffered a knife wound over the right eye.

**Macaroni Men to Meet in June**

Leading macaroni manufacturers are laying their summer plans with the annual convention of the industry in mind. According to a decision by the Board of Directors of the National Macaroni Manufacturers association the annual roundup of the progressive element of the industry will be held at the Edgewater Beach hotel, Chicago starting June 15, 1936.

Though it is too early to determine the exact nature of the program for this 33rd annual consecutive conference under the auspices of the macaroni association, manufacturing and merchandising problems are expected to be featured and more time than usual will be given for discussion of the various phases of the problems.

Under the tentative plans now considered by the program committee most of

the convention time will be given over to executive sessions for association members, with certain meetings for manufacturers only. The final meeting of the 1935-1936 Board will be held on June 14. Most of the directors, even some from the Pacific coast plan to attend the conference this year.

**C. C. Anthon With King Company**

Charles C. Anthon, veteran member of the Chicago flour trade, has been appointed by the H. H. King Flour Mills company, Minneapolis, Minn. to represent it on spring wheat and durum products. Mr. Anthon has had much experience in selling flour and pending establishment of a down town office will conduct his business from his residence at 1414 Berwyn av., Chicago.

**WANTED:**

Two 12½-inch or three 10-inch direct or belt-driven vertical hydraulic presses.

One each 1 and 2 barrel mixers; also one 60-inch Kneader.

All late models. MUST BE IN PERFECT CONDITION.

Give complete specifications and quote prices in first letter.

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First Class Condition. Cheap.  
• One 16" Champion Reversible Dough Brake Motor connected with Conveyor Dough return. (Only one operator required.)

• One 13½" Baker Perkins Werner & Pfeleiderer combination Brake and Noodle Cutter with direct motor and Reeves variable speed control.

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**CARTONS QUALITY AND SERVICE GIVE US A TRIAL**

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**Honest Labeling**

Macaroni and noodle products are not the only products that are wrongly labeled, intentionally or otherwise. However records show that the number of violations by macaroni-noodle manufacturers have decreased in recent years, probably due to increased number of products that have to be watched by the official staff of the Food and Drug Administration. However there are still some very flagrant violations in the labeling of this food. The recent report by the government shows that other producers are careless too of their labels.

**Wine Is Not Always as Labeled**

In the nation's capital and nearby cities there is a traditional demand for blackberry wine. Three New York State firms had no blackberry wine but they did have grape wine. Some of these they colored artificially, labeled "Blackberry Type Wine," and shipped barrels to Baltimore.

A Baltimore bottler transferred the wine from barrels to bottles and it became "Blackberry Wine," although the composition was not changed. The Food and Drug Administration seized assignments of the wine under both names in and around Washington and as far south as Georgia. Government chemists found tartaric acid in all of the samples. This acid is not normally present in blackberries but does occur in grapes. Blackberries owe their tartness chiefly to isocitric acid.

Other shipments of so-called California Muscatel, Cherry, Tokay, and Port were found to be misbranded as to variety and state and to contain only about 75 per cent of the amount of alcohol indicated in the labeling. These also were seized under the Food and Drugs Act, which forbids the use in labeling of any statement, design or device that is false or misleading in any particular.

**Macaroni Import and Export Trade**

The import and export business of macaroni products during December 1935 seemed to hold its own though a slight increase was noted in the importation and a decrease in the exportation, according to the monthly report of the U. S. Department of Commerce.

**Imports**

The total imports for December 1935 were 139,164 lbs. worth \$12,417 as compared with the November figure of 104,788 lbs. valued at \$ 802.

The total imports for the year 1935 were 1,389,920 lbs. with a total value of \$119,705.

**Exports**

In December 1935 the exports amounted to 152,455 lbs. bringing to American exporters \$12,526 as compared with 190,076 lbs. worth \$16,720.

For the year 1935 the exports totaled 1,986,761 lbs. valued at \$167,197.

The list below gives the countries to

which American macaroni products were shipped during December and the total pounds exported to each:

| Countries                     | Pounds  |
|-------------------------------|---------|
| Italy                         | 250     |
| Netherlands                   | 2,400   |
| United Kingdom                | 27,352  |
| Canada                        | 9,711   |
| British Honduras              | 722     |
| Guatemala                     | 877     |
| Honduras                      | 1,618   |
| Nicaragua                     | 2,832   |
| Panama                        | 24,033  |
| Salvador                      | 99      |
| Mexico                        | 17,260  |
| Miruelon & St. Pierre Islands | 18      |
| Bermuda                       | 229     |
| Jamaica                       | 150     |
| Other British W. Indies       | 818     |
| Cuba                          | 25,869  |
| Dominican Republic            | 878     |
| Netherland W. Indies          | 11,457  |
| Haiti, Republic of            | 2,800   |
| Colombia                      | 192     |
| Venezuela                     | 314     |
| British India                 | 755     |
| British Malaya                | 140     |
| Ceylon                        | 224     |
| China                         | 2,989   |
| Netherland India              | 272     |
| Hong Kong                     | 234     |
| Japan                         | 1,120   |
| Philippine Islands            | 14,431  |
| Australia                     | 126     |
| British Oceania               | 10      |
| French Oceania                | 1,879   |
| New Zealand                   | 54      |
| Union of South Africa         | 251     |
| Mozambique                    | 91      |
| Total                         | 152,455 |
| <b>Insular Possessions</b>    |         |
| Hawaii                        | 139,083 |
| Puerto Rico                   | 50,870  |
| Virgin Islands                | 1,910   |
| Total                         | 191,863 |

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| <p><b>OUR PURPOSE:</b><br/>EDUCATE<br/>ELEVATE<br/>—<br/>ORGANIZE<br/>HARMONIZE</p>  | <p><b>OUR OWN PAGE</b><br/><i>National Macaroni Manufacturers Association</i><br/><i>Local and Sectional Macaroni Clubs</i></p> | <p><b>OUR MOTTO:</b><br/>First--<br/>INDUSTRY<br/>—<br/>Then--<br/>MANUFACTURER</p> |                           |                                 |                           |                            |                            |                              |                              |                            |                                 |                              |                                 |                                |  |  |                                     |
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| F. S. Bonno, Dallas, Tex.  | F. A. Ghiglione, Seatons, Wash.   | O. LaMarca, Boston, Mass.   |                           |                                 |                           |                            |                            |                              |                              |                            |                                 |                              |                                 |                                |  |  |                                     |
| R. E. Brown, Chicago, Ill.   | V. Giusti, Brooklyn, N. Y.  | J. I. Maler, New York, N. Y.  |                           |                                 |                           |                            |                            |                              |                              |                            |                                 |                              |                                 |                                |  |  |                                     |
| M. De Mattel, San Jose, Cal.   | A. Giola, Rochester, N. Y.  | L. G. Tulagut, New Orleans, La.   |                           |                                 |                           |                            |                            |                              |                              |                            |                                 |                              |                                 |                                |  |  |                                     |
| E. De Rocco, San Diego, Cal.   | R. V. Golden, Clarkburg, W. Va.   | W. F. Villume, St. Paul, Minn.  |                           |                                 |                           |                            |                            |                              |                              |                            |                                 |                              |                                 |                                |  |  |                                     |
|  |   | P. M. Winebrener, Philadelphia, Pa.   |                           |                                 |                           |                            |                            |                              |                              |                            |                                 |                              |                                 |                                |  |  |                                     |

**THE SECRETARY'S MESSAGE**

*Self Dependent Power*

"Aid slighted truth, with thy persuasive strain  
Teach erring man to spurn the rage of gain;  
Teach him that states of native strength possess,  
Tho' very poor, may still be very blest;  
That trade's proud empire hastes to swift decay,  
As ocean sweeps the labour'd mole away;  
While self dependent power can time defy,  
As rocks resist the billows and the sky.

Goldsmith—"The Deserted Village."

Over a generation ago the fathers and forefathers of many macaroni-noodle manufacturers who are now recognized as leaders in the industry realized the need of sympathetic understanding and cooperative promotion of general interests. In that spirit they founded a self dependent organization to represent nationally a new and growing industry.

They had faith in their own business, in their trade and in the future of both. That they were justified in that faith is evidenced by the many successful, independent firms that have been in useful and continual existence for several decades, always guided by the principles that prompted the cooperative action of their ancestors.

A study of the executive personnel of the most successful firms in the business will show many sons and descendants of the macaroni pioneers still prominently associated with the trade soundly established by the unselfish, volunteer action of their forefathers. All are proud of their ancestors' influence, not only in the growth of the trade but in the part taken in forming and fostering the national association that has quietly and efficiently functioned for decades as a self dependent, voluntary power for good.

The problems facing the trade when they conceived and formed the National Association a generation ago have changed little, except that they are perhaps more far-reaching and more pretentious. Records show that price cutting was as common then as it is now; that manufacturers of

quality goods had to combat the low grades; that misbranding was very prevalent and that other foods were always endeavoring to encroach on the macaroni "preserves."

The conclusion is that these problems will always be with us and only by constant fighting and eternal vigilance can they be kept within the control of the better element in the trade. The macaroni industry must depend upon a self dependent, volunteer organization of its own choosing properly supported, to aid the good in overcoming the evil.

On the need of a self dependent organization for business or trade, a leading business organization recently propounded several timely questions that can be answered only by supporting a strong association of one's own choosing. "What is the proper function of business and how can that function best be exercised? Should it be exercised by private initiative or supervised and controlled by public authority? How far can public policy consistently go in regulating business activities, in suppressing abuses and eliminating destructive practices without discouraging private initiative and halting wholesome individual enterprises? What are the impediments to better cooperation between government and business?"

All macaroni-noodle manufacturers recognize their inherent duty to the National Trade Association. It takes little courage to fulfill that duty, but the leaders in the trade have always been courageous and given time they will perform their destined duty to their trade organization cheerfully and as willingly as did their forefathers.



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HIGHLY TOXIC TO INSECTS  
NO FIRE HAZARD  
WILL NOT TAIN  
EASY TO USE  
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"Spray A Little Often."  
The Fine Vapor Will Penetrate into Every Crack and Crevice in Your Warehouse and Prevent Infestation. Midland Mill-O-Cide Kills Insect Pests In All Stages of Their Development from the Egg and Larvae to the Grown Insect

Is Safe To Use Around Macaroni, Noodles and Other Foodstuffs, Because It Is Non-Poisonous to Humans, Stainless and Practically Odorless. Midland Mill-O-Cide, the Food Insecticide, Is Used by Representative Macaroni Manufacturers Throughout The United States



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