

**THE
MACARONI
JOURNAL**

**Volume XVIII
Number 3**

July 15, 1936

The Macaroni Journal

A circular logo for the National Macaroni Manufacturers Association. The words "NATIONAL" and "ASSOCIATION" are written around the top and bottom inner edges of the circle, respectively. The center of the circle is dark and contains a stylized, though not clearly defined, emblem.

Minneapolis, Minn.

JULY 15, 1936

Vol. XVIII No. 3

Unanimous Convention Action

A small, symmetrical decorative flourish consisting of two curved lines meeting at a central point.

By the unanimous vote of the progressive element that made up the thirty-third annual convention of the National Macaroni Manufacturers Association, June 15 and 16, in Chicago that organization will lead a direct assault on the conditions that are adversely affecting the macaroni business.

In this fight the organized industry needs and asks the help of every macaroni-noodle manufacturer seriously interested in the general welfare of the trade as well as in his individual betterment.

Read the convention story in this issue and make ready to do your full part in helping the industry attain the objectives set by this record-making conference.

ROSSI...

The trademark of Peter Rossi & Sons of Braidwood, Illinois, has stood for quality and fair dealing since 1876. Small wonder this old and honored concern, with a name regarded highly for so many years, wanted a line of packages that would measure up to the fine reputation of their products and their firm. We are proud to have been chosen to design and manufacture their cartons... the handsome, dignified, modern line you see pictured here.

See how closely each package resembles the other... how the big brand name "hits you in the eye," even from a distance. That's a mighty important advantage in modern merchandising... making one product help to identify and sell all the rest. And what a striking display the full line makes on grocer's counters, shelves, and in windows. He's proud to display and push the sale of this merchandise... egg noodles and macaroni that are as good as their packages are good looking!

It's just good business for you to pick your carton and label manufacturer as carefully as your banker, or lawyer. For, after all, packaging your products is just as important as any other angle of your business. Let us share your problems. Our reputation for making successful packages goes back more than 38 years! Suggestions, ideas, color sketches, cost estimates, trademark searches... do not cost you one penny. Just write us or our nearest branch office.



Leaders Chart Industry's Progress

The 33rd annual convention of the Macaroni Industry sponsored by the National Macaroni Manufacturers Association June 15-16 in Chicago went enthusiastically on record as favoring a broadened program of organization

With a representative attendance of progressive macaroni-noodle manufacturers of the entire country at the 33rd annual convention of the National Macaroni Manufacturers Association, the 1936 conference of the Macaroni Industry at the Edgewater Beach Hotel, Chicago, becomes a matter of history. The registration roll shows macaroni-noodle manufacturers present from the far western Pacific Coast,

from the Gulf Region, the Atlantic Seaboard, the Canadian order and from all the important macaroni manufacturing centers in between; also representatives of all the important firms among the allied trades which do business with the macaroni trade.

All who attended agreed that it was one of the most constructive conferences ever held by the industry, with an excellent program providing much enlightening discussions of many problems and resulting in the unanimous adoption of several resolutions whose enforcement will have an important bearing on the future of the business.

The convention proper was preceded by a final meeting of the 1935-1936 Board of Directors on Sunday afternoon, June 14, that revamped the convention program in keeping with current needs; a move that proved very popular and most satisfactory.

The convention proper was called to order on Monday morning, June 15 by President Louis S. Vagnino who invited all manufacturers and allies to cooperate in carrying out speedily and effectively the aims and objects of this annual conference. By means of an automatic roll call all in attendance were introduced to each other and helped to start off the conference on a most friendly basis.

President Vagnino opened the 2-day party with a splendid report of the association's activities during the past two years when he served as the head officer of the organization. After reviewing conditions that now confront the macaroni industry, he made wise and timely suggestions for organized action to study and solve such problems as may be retarding progress. He alluded to the splendid start toward trade stabilization made in the early days of the code experiment and the stagnation that followed the Supreme Court's decision invalidating the NRA.

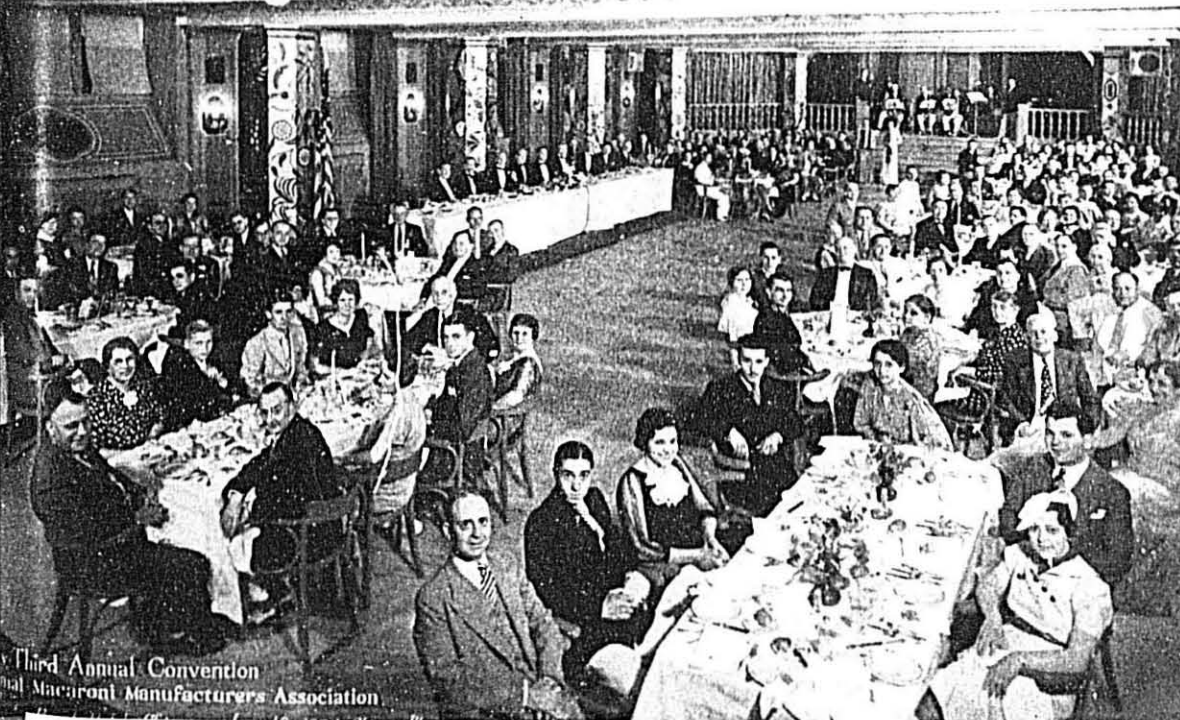
He noted with considerable apprehension the distinct trend in recent years away from quality macaroni products, which is creating a situation, grave equally to quality manufacturers and quality millers. He condemned the action of some millers who extended undue credit to undeserving manufacturers, and thereby augmenting the unfavorable competitive condition that is threatening ruin to those who pay their way.

The president warned the manufacturers to be on their guard against a new parasite that is beginning to prey more and more on food distributors and referred to his arrangements with the Associated Grocery Manufacturers of America whereby all products injury claims should be referred through

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MANUFACTURERS AND FRIENDS AT EASE ..

A scene of the closing feature of the 1936 Conference of the Macaroni Industry—a delightful dinner party and dance the evening of June 16.



ROSSOTTI LITHOGRAPHING CO. INC.

MAIN OFFICE AND PLANT ★ 121 VARICK STREET, NEW YORK, N. Y.

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PACKAGING HEADQUARTERS FOR THE FOOD TRADE

33rd Annual Convention
National Macaroni Manufacturers Association



QUALITY
IS
SUPREME
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★ ★ **TWOSTAR** ★ ★
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

THE MACARONI JOURNAL

Volume XVIII

JULY 15, 1936

Number 3

Think First; Then Fight

Interested macaroni-noodle manufacturers who are honestly concerned in the future of the industry and of their part therein, will read eagerly the detailed report of the recent convention that appears in this informative issue.

Observers of the action taken by the progressive element of the trade that composed the thirty-third annual convention of the National Macaroni Manufacturers Association last month in Chicago were of the unanimous opinion that the industry is gradually emerging from the depths into which it was plunged by the world's worst business depression; that the greatest present need was some deep thinking by all manufacturers and some desperate fighting individually and collectively along predetermined lines.

The 1936 conference of the macaroni industry performed many constructive things, the principal one being the studied planning of a program for the immediate future. This program calls for a happy balance of trade protection and trade promotion. While many feel that trade protection is the great need of the industry, and others think that trade promotion is the panacea for all of the trade's ills, the conference this year wisely and properly concluded that both are very important and that a combination of the two will prove more quickly effective, time being an essential factor.

Even the most optimistic element in the trade is now admitting that no other food industry has suffered so deeply and so seriously as has the macaroni-noodle manufacturing industry since the beginning of the ruinous business depression. They are not unmindful of another truth, that the action of many in the business has attributed materially to the deplorable conditions rightfully complained of.

In the brighter days of a decade or so ago all felt that the macaroni trade held an enviable position in the food business. Would not such an economical, nutritious food, popular in good times, be even more popular during any period of unfavorable business that may befall? Were not macaroni, spaghetti and egg noodles becoming better known to Americans despite the lack of any concerted effort to make them more popular? If macaroni consumption was increasing in the days of plenty, how much more so should they be in demand when reduced incomes would compel buyers to economize?

Sad was the awakening when the depression came along and knocked this reasoning into a cocked hat. People's savings were lost. Business sagged. Unemployment became general and economy appeared to be the order of the day. For some reason or other the increased demand for macaroni products did not materialize to the degree that most of the manufacturers had dreamed.

Perhaps the public needed to be educated as to the real merits of macaroni! Happy thought! A national cooperative advertising campaign, perhaps the most progressive action ever taken in the history of the American macaroni industry, was planned and put into effect. All was lovely until some became dissatisfied for one reason or another, and soon the

organized publicity campaign went the way of all cooperative efforts attempted by the industry.

The after effects were such as might have been anticipated. As the rigors of the depression increased and the demand for cheaper and cheaper things to eat and wear began to be felt, distributors started calling for lower priced macaroni products. This demand could be met only by a reduction of the quality of the raw materials from which cheap macaroni could be manufactured.

Once the manufacturers permitted themselves to be stampeded into producing lower and poorer qualities the trend toward inferior grades could not be stopped. One tried to outdo the other with the result that soon there were being manufactured into so-called macaroni, grades of raw materials that heretofore were not considered fit for human consumption.

Is it any wonder that the demand for macaroni fell off so alarmingly in the last few years? But new consumers could not be attracted even at a price, and the heavy consumers who really know their macaroni, fearful of the qualities that were being generally offered chose to eat other foods, with the result that the consumption of macaroni products actually decreased during the stress years when all had expected them to be more than ever popular.

The average American can be fooled once in awhile, but he will not stand being fooled regularly. That is something which neither the distributors, who demanded cheaper and poorer macaroni nor the macaroni-noodle manufacturers who were lured into the inferior quality trap, could or would foresee until it was too late.

Confronted by the dire situation, mostly of its own making, what could the individual or the industry do? In answer to that question the manufacturers at the Chicago convention wisely agreed upon its dual program of trade protection and trade promotion and it is hoped that the industry at large will take kindly to such a program. Those whose business has been ruined by the unexpected trend away from quality macaroni and the more fortunate fellows who refused to be lured by the poor quality siren, will be glad to cooperate in a united, unselfish action to again place the macaroni industry on the high plane it formerly enjoyed.

It is time to think and to fight. The thinking must be unselfish and progressive. The fighting must be in unison and along well planned lines. There is nothing in cheap macaroni except a lot of grief and misery. There is little hope in individual, unorganized action, therefore it is strongly recommended that all macaroni-noodle manufacturers study carefully the recovery plans recommended by the recent convention and that they agree to do their full part in the trade protection and trade promotion program, which can be productive only of the greatest good for the greatest number when honestly supported by the big majority of those whom it seeks to help.



Leaders Chart Industry's Progress

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the National Association to AGMA which is well qualified to fight successfully this growing racket.

He expressed the opinion that the National Association needed the services of an additional full time executive to help relieve the President and Directors of some of the duties that now devolve on busy men. He urged a larger and wider membership, a closer cooperation between manufacturers and with the friendly allied trades to the end that the income of the National Association be such as to warrant the employment of a much needed, additional full time executive.

Secretary-Treasurer M. J. Donna followed with a report of the activities of the association as directed from the macaroni headquarters at Braidwood, Ill. and stressed the need of a more closely knit organization to combat unfavorable conditions that have for some months been confronting association members and all other manufacturers.

He compared the present membership, a total of 81 Active and Associate members with the average membership of the national organization during the past 17 years in which he has had the honor of serving the association as its secretary. He referred to many of the activities of the organization that should be made better and greater use of by the membership.

Mr. Donna called attention to two descriptive charts he had prepared to show the effect of the little macaroni recipe publicity campaign that he has quietly supervised from his office since last December and recommended that this experimental campaign be continued on an enlarged scale, if finances would permit. He referred with much personal pride and satisfaction to the high reputation of THE MACARONI JOURNAL among the trade papers of the country and urged all progressive manufacturers and interested allied tradesmen to contribute more frequently items of news, personal and business, and articles of general trade interest for publication therein to make it more than ever the spokesman of the Macaroni Industry of America.

Washington Representative B. R. Jacobs made an illuminating report on the activities of that important office of the National Association, stressing particularly the joint investigation which he has been conducting with officials of the United States Department of Agriculture to determine ways and means of detecting the presence of a new coloring ingredient known as "carotene." Hundreds of samples of suspected products have been analyzed and the investigators are now certain that they have discovered a formula to determine the presence of this ingredient.

Mr. Jacobs told of his work in connection with the slack filled package laws and that he believes that as a result of his action proper tolerance will be allowed in many states to honest manufacturers. He spoke of his efforts to obtain enforcement of the present laws and regulations governing adulterations and misbrandings by Federal and state food law enforcing officials and regretted the breakdown in this activity that resulted from the abolition of the code laws.

The morning session of the first day of the 1936 convention was closed with a stirring address by E. L. Rhoades, editor of the *Food Field Reporter* who reviewed the work of trade association since NRA. He expressed the opinion that there is today greater need than ever for a virile national organization of macaroni makers, strong numerically and able financially to protect the trade's interests.

Mr. Rhoades estimated that the macaroni-noodle manufacturers, durum millers, macaroni machinery builders and supply men would spend many thousands of dollars to attend the convention, but that it was more of an investment than a true expense. He figured that the cost would be at least 60¢ for every second that the convention would be in session during the two days as provided by the program. He urged all to make the most of this expensive time by giving proper attention to the many matters that were being considered for the general betterment of the industry. He hoped that the manufacturers present would become missionaries and that with their help the National Association would grow in numerical strength and general effectiveness.

Before the luncheon adjournment the presiding officer appointed the regular convention committees and several special committees that had been recommended to study the more important matters before the convention. President Vagnino called attention to a change in the afternoon program to provide for group meetings and committee hearings instead of the general session previously scheduled. He invited all manufacturers and allied tradesmen to appear before such committees whose work interested them most and to give the committee members the benefit of their experience and advice.

During the noon recess the registered guests were treated to luncheon by the National Association and after that repast, to something entirely different in the way of convention entertainment and education. It was in the nature of a dramatization staged by expert actors from the WBBM broadcasting studio visualizing the old, wrong way of macaroni selling and then the new and right way salesmanship. Under the wrong way of selling, as depicted by these actors, the "easy" salesman is overwhelmed by the demands of the buyer who finally sets the prices at which he will buy the manufacturer's products. In the right way of selling the modern salesman convinces the buyer that no permanent, profitable business can be built on poor quality products, ridiculous prices and constantly beating down the manufacturer whose products he handles.

The presentation was well received and if applause is a criterion there should be an immediate improvement in the methods of macaroni salesmanship, with resultant general benefit to the industry.

Throughout the afternoon and evening of the first day three special committees held hearings wherein all who were interested were heard. These were the Committee on Processing Tax Refunds, the Committee on Future Activities of the National Association and the Committee on Curbing the Unfavorable Quality Trend in Macaroni Products.

During the afternoon and evening the visitors viewed the many interesting exhibits shown by several progressive allied tradesmen. Among the exhibits were a new macaroni packaging, weighing unit by the Triangle Package Machinery Company, Chicago, the modern double view packages by the Rossotti Lithographing Company of New York, excellent macaroni cheese by the Stella Cheese Company of Chicago, the cellophane packages by the Dupont Cellophane Company of New York and modern packages and wrappers by the Mill-Print Company of Milwaukee.

Tuesday's session proved a most interesting one and productive of considerable progressive action from which not only the association but the entire industry will benefit. The morning session was one for the active members of the association only with the election of the Directors and the establishment of policies as the principal features. President Vagnino presided.

The enlarged program of association activities centered around the work of three special committees appointed the first day and the result of hearings held.

The first to report was the Committee on Processing Tax Refunds. Chairman Joseph J. Cuneo presented the findings of the committee and offered a resolution recommending individual and collective action to recover from the millers at least that portion of the processing taxes paid between Dec. 1, 1935 and Jan. 6, 1936.

After a lively discussion, the resolution was adopted with little or no opposition.

The Committee on the Quality Trend of Macaroni Products through Chairman Joseph Freschi recommended coordinated action on the part of the quality manufacturers and durum millers to curb a very apparent tendency away from semolina and quality macaroni toward cheaper and poorer flour grades.

He offered a resolution agreed upon by his committee based not only on evidence submitted personally by manufacturers and millers at the hearings on the subject, but on information gained from a survey previously made by way of questionnaire on the subject. "From both these sources we were told what all of us here already know, unfortunately, that the trend in recent years is more and more than ever away from quality products, due principally to competition. It is no secret that the poor grades are affecting macaroni consumption. The manufacturers are practically helpless unless some definite action is taken in cooperation with the durum millers for

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President's Convention Address



L. S. VAGNINO

As it is the established custom for the President to give an accounting of the Association's activities during the past year, I find that while on one hand you have come here to meet your fellow manufacturers and exchange greetings with old friends, I am sure on the other hand you are deeply concerned with the realities that face you and me and everyone connected with this industry. Therefore, unpleasant as the task may be I feel it my duty to speak with open frankness and without reserve of the conditions and problems confronting our industry. Understand clearly, I do not propose to take a morbid introspection of our industry defects but to appraise honestly our weaknesses and deficiencies.

Review of Last Year's Activities

Two years ago we welcomed with open arms the NRA as the instrument to deliver our industry from chaos and disintegration. We entered into this movement with the utmost zeal and enthusiasm because it defined the maximum hours and minimum wages for our employees, established standards for our finished products, and outlawed unfair methods of competition. The plan, or as it was called, Code of Fair Competition, was truly the magna charta for the Macaroni industry. But unfortunately all was nullified by the Supreme Court of the United States.

The ill effects of this court decision soon became apparent. Hours and wages as established under the code were no longer maintained; uniform standards for finished products were abandoned; destructive price competition became rampant.

To stem the tide of these destructive influences the National Association came to the rescue. We went into the Brooklyn convention last June and as best as could be expected we picked up the threads of our precode organization and attempted a process of reviving Association activities.

Glenn Hoskins, who had been Code Executive, was given the assignment of making a thorough investigation of the Macaroni industry with the view in mind of effecting a reorganization for more efficient and workable Association. In a period of three months he completed his work and presented his findings in a survey which in my opinion is probably the most comprehensive study ever made of the Macaroni industry. The report was accepted by the Board of Directors, but no action was taken on the recommendations outlined in the survey. Here you have a picture of the situation as it existed from the time of our last convention until the end of 1935.

Breakdown of Standards and Labor Provisions

What has happened since the first of the present year? Our labeling provisions

of flour and Semolina. These are probably the most destructive forms of unfair competition that have ever faced the industry.

Trend Away from Quality Macaroni Products

Consequently there is today a distinct trend away from quality Macaroni. The decline in the sale of Semolina Macaroni and the corresponding increase in the sale of flour goods presents a grave situation not only to the Macaroni manufacturers but also to the Durum millers. I will not elaborate on this point because Vice President Joseph Freschi, who has made a survey of this situation, will go into the subject thoroughly at a later session. I regard this matter so important that I want to make an urgent appeal to all of you to be present.

We now come to the Egg Noodle situation. Daily I receive from Dr. Jacobs reports covering analyses on Egg Noodle samples sent him by manufacturers. Of late a number of such reports read like this: "X Brand Pure Egg Noodles. X Company Distributor. Examination of this product shows that it is very deficient in egg solids. This sample is being reported to the State Board of Health."

Adulteration in Egg Noodles

While a deficiency in egg solids is a serious violation and one that should not go unnoticed, it does not present as serious a situation as the cases in which artificial coloring has been added to the product. Here's a typical analysis report: "Y Brand Pure Egg Noodles. (Note emphasis on the Pure.) Examination of this product shows that it contains an added artificial coloring, or coal tar dye. Examination also shows that the product is deficient in egg solids. This sample is being reported to the food authorities of the state for an investigation."

Isn't it a strange coincidence that in this case, as in almost every other like case, there was found both a deficiency in egg solids and at the same time added artificial coloring? I wonder what the relationship could be? Dr. Jacobs will probably enlighten us when he delivers his address.

Perhaps some explanation may be found in a letter that was recently circularized by a New York concern to the Macaroni manufacturers of the country urging them to use its 100% all vegetable egg coloring, guaranteeing that "Laboratory analysis of the finished products will absolutely show no added coloring" . . . and that you will find it "suitably adapted for use in the manufacture and coloring of MACARONI, SPAGHETTI, NOODLES, ETC., giving to these products the rich golden egg shade

sions are being violated or completely ignored. For example, under the Department of Agriculture we have standard and definitions of various types of Macaroni products. Semolina Macaroni is macaroni in the preparation of which Semolina is the sole farinaceous ingredient. Now I ask you, as experienced Macaroni manufacturers if it is possible for a manufacturer in Chicago to sell, during March of this year, No. 1 Semolina Long Macaroni and Long Spaghetti delivered to a point 302 miles distant at 47¢ per lb. delivered? And yet, gentlemen, a Chicago manufacturer made such a sale of 40,000 lbs. to a Federal institution. Do you suppose that this manufacturer delivered Semolina Macaroni as defined by the standard of the Department of Agriculture, namely that the sole farinaceous ingredient shall be Semolina?

Let me give you another example: During the NRA under the code Durum flour macaroni containing more than 0.75% ash or Hard Wheat flour product containing more than 0.48% ash, was required to be labeled "This product is below standard, but not illegal." What is the situation today? Any product may be sold with or without any markings whatsoever. One manufacturer may put out a price list for standard flour goods, and another might quote a price one-half to one cent lower in competition with the above standard flour product, but intending to deliver a substandard product. How is the wholesale grocer buyer to know that the lower quotation is for a substandard product, when the manufacturer quoting the lower price is not required to mark his cases as such?

The same circumstances hold true with Semolina products; one manufacturer may quote a price on a 100% Semolina product, and another under-sells him 15¢ to 20¢ a case with the positive intention of delivering a blended product

so much desired in the finished products."

Is it possible that some Macaroni and Noodle manufacturers are so gullible as to believe that artificial coloring matter could be added to egg noodles without detection? Judging from the number of such cases that have been recently reported, it appears that quite a few of them so believe.

It is no defense for a manufacturer who may be prosecuted for artificial coloring to plead that this New York concern guaranteed that his coloring matter could not be detected. For your information, both the Department of Agriculture and the Department of Justice have begun an investigation with the view of prosecuting this New York concern for using the mails to defraud, as well as indulging in a conspiracy to violate the Federal Pure Food Law. It certainly approaches conspiracy to state as it does in its advertisements that coloring may be used in Macaroni products without fear of detection and support that statement with analyses from the Bureau of Chemistry of the New York Produce Exchange and the Warner Laboratories in Jersey City. The full legal possibilities in this case are being thoroughly investigated. Dr. Jacobs will have more to say on this subject.

Olive Oil Fraud in New York

Analogous to the Egg Noodle situation I might mention briefly that an olive oil fraud was recently uncovered in New York city. A syndicate of racketeers was blending olive oil with tea-seed oil and selling the product as Pure Virgin Olive Oil. For some time this fraudulent practice thrived, because this syndicate was selling the blended olive oil at a price which was below the wholesale cost price of pure olive oil; and as a result was demoralizing the olive oil dealers in New York city. A simple analytical test did not disclose the presence of the tea-seed oil, but a young chemist in the Department of Agriculture who had been working on the case for some time eventually succeeded in separating the olive oil from the foreign oil. In the prosecution of this fraud all the members of the syndicate were convicted and given prison terms. If such a forceful example of enforcement were applied to egg noodle racketeers I am sure it would have a wholesome affect on the entire Macaroni industry.

Fake Damage Claims Racket

While we are on the subject of rackets let me relate another form that has made its appearance quite prominently during the past year. I refer to the fake damage claims brought against Macaroni manufacturers. The plan is rather simple. A person makes a purchase of macaroni, spaghetti, or noodles from a grocer. The product is cooked, and while it is being served that person finds that he or she has eaten a tack, nail or some other foreign substance resulting in an internal injury. A few days later the

macaroni manufacturer receives a letter from a lawyer stating forcefully the above facts, alleging negligence on the part of the manufacturer and threatening suit if no immediate settlement is made. If the manufacturer is thoroughly frightened by this letter he will try to make a settlement outside of court; but by so doing he becomes marked as an easy victim for these shakedown artists. Soon after other claims from various towns will follow, and of course more settlements. This has been the actual experience of a New York Macaroni manufacturer; and this same manufacturer, having realized his early mistake in making quick settlements out of court, is today contesting a damage law suit in the Superior Court of New York.

Here in Chicago a noodle manufacturer had a similar experience; a woman contended that she found a bug or weevil in the noodles she had cooked and eaten, and became violently ill. These are only two cases that have come to our attention, but I know that there are many others in our industry which have not been reported. If this situation continues unchecked we will all be victims of this vicious racket.

That it has spread to other food industries is evidenced by the AGMA Legislative Bulletin No. 46 in which are reported 341 injury claims during March of this year. Just think of it! Over 300 cases reported in a 30 day period. Here's what they cover: cereal—68 claims; confectionery and chewing gum—182; evaporated milk—20; baked beans—8; flour—7; biscuits and crackers—5; coffee—8; yeast—9; salt—4; chocolate pudding—3; gelatin desserts—3; grapefruit juices, breakfast drinks, tea, creamed corn, canned beefsteak, shredded coconut, canned clams, baking soda, and noodles 1 each. And what were the foreign substances alleged to have been found in these packages? You will be surprised at the variety and range. They are pieces of metal, glass particles, worms, maggots, caterpillars, moths, weevils, large bugs, fuel oil, thumb tacks, pieces of aluminum, splinters of wood, lead particles, ball bearings, stones, animal bones, green leaves, cockroaches, cardboard and three cases each reporting the finding of a dead mouse. One claimant sought damages for drawing gum into his lungs while sneezing. Just last week according to *Food Field Report*, the Campbell Soup Company was sued by a Mrs. Anna M. Scherber, charging that she found a bug in a can of Campbell soup; that the soup tasted all right, but when she poured the soup into the pan, lo and behold, there was a big bug. As a result of this experience Mrs. Scherber contends that she is now suffering from a stomach disorder, and asked damages of \$2000. Fortunately the jury did not agree with Mrs. Scherber and rendered a verdict in favor of the Campbell Soup Company. Thus, with a condition so widespread in this country, it becomes necessary that we as manufacturers combine our energies and resources to resist this vicious racket. The AGMA, combating this practice for

the past 25 years, has established an efficient claim investigation and defense service under the direction of Charles Wesley Dunn. During that period it has accumulated the names of 8000 individuals making claims on various manufacturers and more than 4000 lawyers and doctors who in one way or another have been parties to these claims.

When a new claim comes in AGMA checks its name file, and in a surprising number of cases it is found that the same individual has at some time or another made an unwarranted claim against some manufacturer. If no pertinent record of the claimant is available a Pinkerton investigation is made; those two steps eliminate well over 90% of all the claims. Now and then genuine claims are established, and in such instances most manufacturers expect to settle for their liability without further ceremony.

You will be interested to know that the Millers National Federation has entered into an agreement with the AGMA whereby AGMA's claim investigation and defense service will be made available to its members.

I strongly urge that this association effect a similar arrangement so that our members may take advantage of this splendid legal service. (Since writing this address, I have received a letter from Paul Willis, president of AGMA, extending to our association the same privileges and arrangements as those granted the Millers National Federation.)

Durum Millers' Variable Selling Policy—A Contributing Factor to Price Cutting

I here want to call your serious attention to a primary contributing cause to much of our cutthroat competition. I refer to the variable selling policies of some Durum Millers. Specifically, I refer to the extension of credit to some manufacturers and not to others, thus placing the former in an unfair advantageous competitive position. Ironical as it may be, it appears that it is the inefficient ill deserving concerns that get the credit terms, while the established and capably managed firms are obliged to pay on the "barrel head." Think that over and let us note the attendant consequences. These manufacturers who obtain flour and semolina on credit are operating on the miller's capital. Naturally, having little risk they often sell at prices which are actually below their cost. Let me give you a specific case to illustrate my point.

A certain Chicago manufacturer with insufficient working capital was unable to buy flour and Semolina on a cash basis. His financial setup was such that he could not get a credit rating from Dun & Bradstreet. Along came a Durum miller hungry for business and sold him flour and Semolina on credit. This manufacturer then came out with prices that were from 15% to 20% below the prevailing market prices, and which were in fact below his own cost of pro-

**Promises QUALITY
Keeps its promise!**



duction. For example, during April on 24 1-lb. packages of Standard Durum flour Long Macaroni he quoted \$1.04, delivered to a point more than 300 miles away. By quoting such a low price, this manufacturer naturally obtained considerable business. But when the miller demanded his money, all that this manufacturer could show for his business was an accumulation of accounts receivable, and a small petty cash fund. Faced with the dilemma of whether to sue the manufacturer and close up his plant, or make a settlement out of court, this miller decided on the latter plan, whereby he took a chattel mortgage for \$5300 on the machinery and equipment. Now having a chattel mortgage on his hands he had to protect his equity; and to do so had to keep this manufacturer in business. He therefore continued to sell him flour and Semolina for cash in 10 barrel lots, but at carload prices.

You may ask who suffers in this transaction and what harm is there in it? The harm is that the money which this miller failed to collect on this transaction from the manufacturer has to be realized somewhere, somehow, from his other customers: other macaroni manufacturers. Therefore the favors that a miller grants to some manufacturers result in an inevitable corresponding burden on all the rest. That we severely condemn this unfair practice is, I am sure, the judgment of every manufacturer who believes in equal treatment and fair play.

Robinson-Patman Law—Prohibits Discrimination in Selling Prices and Terms

This principle of equal treatment to all is the foundation of our interstate commerce, and is now being recognized by our government as applicable to private business. We find this recognition in the Robinson-Patman bill recently passed by the House, and is now in the Senate-House conference being prepared for final passage. When this bill is passed, it will be unlawful for any person or firm engaged in interstate commerce either directly or indirectly to discriminate in prices or terms of sale between different purchasers of commodities of like grade and quality by granting concessions or other advantages.

As applied to Macaroni manufacturers themselves, it will prohibit manufacturers to discriminate either directly or indirectly in prices or terms of sale between different purchasers by granting concessions under the guise of:

1. Advertising, sales, promotional or other allowances, when the same are not earned, and offered openly to the trade generally.
2. Brokerage fees and commissions.
3. Volume and quantity discounts not offered on the basis of differences in the cost of manufacture, sale, transportation, and distribution.
4. Rebates.

However, the enactment of this law is of little value, unless there is enforce-

Does Fine Seating Job



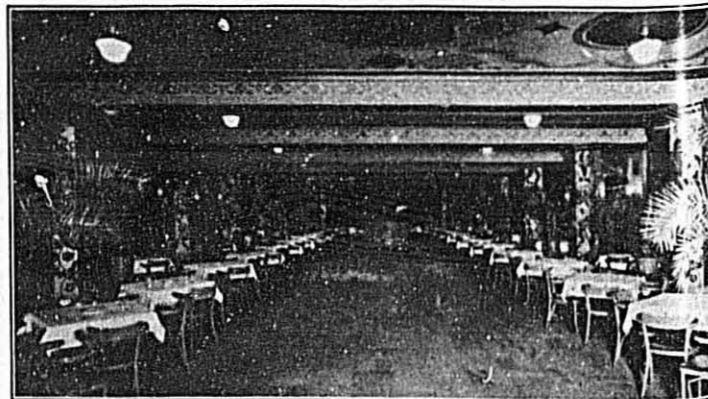
A. Irving Grass

As Sergeant-at-arms and as Banquet Seating Director did a most creditable job, particularly in satisfying the many "ring-side" seat demands by his many friends at the annual dinner of the National Association at the Edgewater Beach hotel, Chicago, June 16, 1936.

ment by the proper agencies. During the past year we have referred cases of violations of the Pure Food Laws to both State and Federal authorities, but with little or no action taken. The reason for this failure may be attributed in a large measure to our limited finances and our limited organization personnel to follow up cases referred to these authorities. It is this latter deficiency that leads me to make my one and only recommendation to you. What this organization needs more than anything else is a paid executive to direct the forces and energies of our organization for the promotion of the general welfare of the Macaroni industry. I believe that our greatest need at this time is an aggressive managing head who can utilize both state and Federal agencies in combating the evils existing within our industry.

As your President during the past two

THE MICHIGAN ROOM—EDGEWATER BEACH HOTEL, CHICAGO, ILL.



Scene of the history making convention of the Macaroni Industry of America June 15-16, 1936

In this beautiful room also was held the annual convention banquet and entertainment on the evening of June 16 attended by more than 200 guests of the National Macaroni Manufacturers Association that sponsored that 1936 conference.

years I gave as much of my time as could be spared from my regular business duties. Of necessity, I was unable to give as close attention to Association activities as I should have liked.

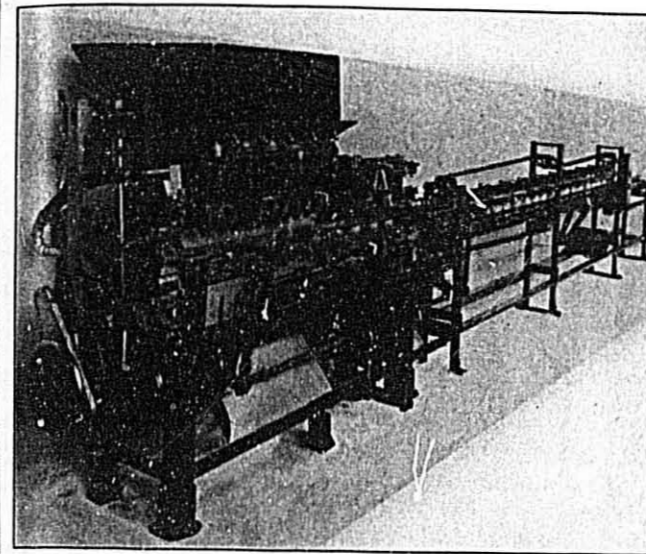
One and Only Recommendation: A Paid Executive to Direct Association Activities

Gentlemen, we are at the crossroads: two avenues are open for us to choose: either we revitalize our association so as to make it a dominant force in our industrial life directed by a capable paid executive, or we must carry on as a social organization, meeting each year in convention on a fellowship basis.

As to my preference you probably sense my very definite inclination. I would welcome a new era in our Association activities. I would like to see the establishment of a stronger spirit of cooperation between the manufacturers themselves, and between the manufacturers and allied members. I would like to see this spirit manifested by substituting reason for prejudice, integrity and good faith for dishonest practices and a union of effort for the chaos of our present competitive conditions.

If we strive to protect our business upon these principles, we will all share in whatever measure of success is attained, and our collective efforts will result in a better association and a more fruitful industry. It is for you to make the choice.

In closing may I extend my sincere appreciation to the Association personnel: M. J. Donna, our Secretary-Treasurer, who, as in the past 16 years has directed his untiring efforts toward the welfare of this organization; to B. F. Jacobs, our Washington Representative for his fine work, particularly in carrying on his carotene investigation. They are both deserving of our thanks and congratulations for work well done.



The Machine illustrated above is in the Plant of the Beech-Nut Packing Co., Packaging Macaroni Short Goods, Short Spaghetti, Spaghetti Rings and Shells, at an estimated net saving of \$44.00 per day.

To consult us regarding modern packaging costs you nothing and you may benefit through experience of others.

Phone, wire or write

CARTONING MACHINERY CORPORATION

90 West Street, New York City

Newport, Rhode Island

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.

Minneapolis, Minnesota

Electric Eye

CONTROLLED PACKAGING Surer
THAN HUMAN HANDLING

Automatic Bag Filling

This machine extracts fabricated bags in the flat from a magazine, opens and forms them, and then transfers them along underneath a number of chutes, from which a pre-determined quantity of material is discharged from each chute into the bag until it is filled to the exact amount required. This method of discharging a fixed amount at a number of filling stations obviates clogging the bag and breaking down its resistance as well as to allow the material to settle after each discharge.

An added feature is an exact weight scale and dribble feed, controlled by an Electric Eye, which serves to hold the weight to within a slight fraction of an ounce over the weight required.

Protecting the Product

Following the filling process, the top of the bag is folded twice to exclude air and moisture. Adhesive is next applied. The bag is then discharged into a conveyor, which completes the operation by carrying the closed package along until the adhesive is dried and the fold securely set. The speed of the machine is varied to suit the product.

You
COMMAND
the Best
When You
DEMAND



Report of the Secretary-Treasurer

I feel it a privilege as well as a duty to render at this time an accounting of the activities during the past year of the office of Secretary-Treasurer, the national headquarters of the organized macaroni industry of America.

About current conditions in the trade, I can add nothing that you do not already know. Now-a-days the question most frequently asked by business men in all lines is similar to the one asked of the watchman by the traveler in an old favorite hymn:

"Watchman tell us of the night,
What its signs of promise are?"

History will show that there are now many signs in the business skies, particularly as viewed by macaroni-noodle manufacturers, but it would take more than an astrologer to read them rightly, to tell whether they are signs of promise or of what they promise.

One unmistakable sign in which all business men and particularly our members are especially interested is one that clearly indicates that henceforth we will have to depend more and more on self help through industry cooperation rather than on any government help, in solving any and all our problems.

That, also, is the general interpretation of all such signs by the other 2000 trade associations that represent American Business, as we know it. So, for any macaroni-noodle manufacturer to continue expecting help from Washington,—from a government that is refusing such help to other trades, would be folly.

Having the problem of trade preservation and industry promotion thus thrown squarely into our lap, there devolves upon the better element in our trade and particularly upon the National association an unescapable duty that can be performed fully and properly only by a well organized, properly financed organization.

Membership

Membership is just as much a necessity to a trade association as a trade association is to a progressive industry. Membership is the chief asset of the National Macaroni Manufacturers association,—a basic requirement to enable it to function most effectively. All recognize this principle, but altogether too many fail to do their full duty in this respect despite every effort to call this principle and this duty to their attention.

The National association attained its highest numerical strength early in 1934 when the Macaroni Code was in the making. This was due to two causes: First,—the manufacturers' expectation of government help in getting out of the distress in which business then found itself, and Second,—because of the generous action of the Association in conferring Active Membership on all manufacturers who paid assessments to the Macaroni Code Authority. Under that easy membership plan firms were enrolled as members whose names had never before appeared on the Association's roster.



M. J. DONNA
Secretary-Treasurer

They quickly terminated their memberships when the "easy way" was abolished.

The membership of this inflated association tumbled rapidly from the high point during the code era as individuals became more and more discouraged over the failure of the government to enforce the code's provision as had been promised and as they had expected. It was but natural then, that when the Supreme Court decision outlawed the NRA and the Macaroni Code Authority naturally ceased its operations many, even some of the association-minded firms in the country, hesitated in pledging realliance to the old and reliable National association when steps were taken toward its reorganization at the Brooklyn convention last year.

No dues were collected as such by the National association from its members during the 18 months, Jan. 1, 1934 to June 30, 1935, so that when we met a year ago, we had a potential rather than a financial membership. As a result of the action taken last June and the subsequent support given the movement in the months that followed our Association has been restored almost to its normal strength. During all these trying months when the code experiment was on and when the rebuilding process was under way the allied firms which held Associate Memberships in our organization remained loyal, giving us every possible assistance and much encouragement. Their loyalty and their help will ever remain a pleasant memory in the minds of the Association officers and executives.

To show that the Association, figured on its membership strength, is on its way to permanent recovery, I cite these figures:

The average membership of the National association during the years following its reorganization in 1919, omitting the two extraordinary years of 1930 and 1934 is 61 Active Members and 12 Associates, a total of 73.

Our membership on June 1, 1936 was 81, of which 69 are Active Members

(owing for dues since Jan. 1, 1936—10) and 12 are Associate Members, with only one in arrears. Our Active Members are grouped as follows: 10 in Class A; 13 in Class B; 24 in Class C and 22 in Class D.

Finances

While Association membership is an essential, financial support is an absolute Association necessity.

Because of the need of reestablishing the National association as a self supporting organization following the Macaroni Code discontinuance in May 1933, and starting from scratch, the income for the past fiscal year could be expected to be less than the cost of operating the organization. Yet the budget might have been balanced had it not been for two extraordinary expenditures incurred since our last convention. These were (1) The Hoskins Industry Survey for which \$2500 was appropriated and of which \$2251.94 was expended, and (2) the special Carotene investigation for which \$1300 was appropriated and practically all spent.

While most of our members have paid their dues in full for all of 1936 the remaining dues to be collected for the last half of the year, dues from additional members expected to be enrolled as supporters of the National association and profits from THE MACARONI JOURNAL appear sufficient to cover the ordinary expenses for the next six months without dipping too deeply into the balance on hand June 1, 1936 which was \$3754.70. This estimate is predicated on the voting of no extraordinary expenditures for that period.

The Macaroni Journal

You will pardon my seeming egotism in making this statement. Our Official Organ, THE MACARONI JOURNAL, continues to be a source of both pride and profit. Many are the favorable comments, not only on the editorial matter carried and the readable way in which it is presented, but on the high class of advertising regularly placed by our advertisers,—really worthwhile literature brimful of information—as creators and dispensers of machinery, products and service of direct interest to every member of our industry.

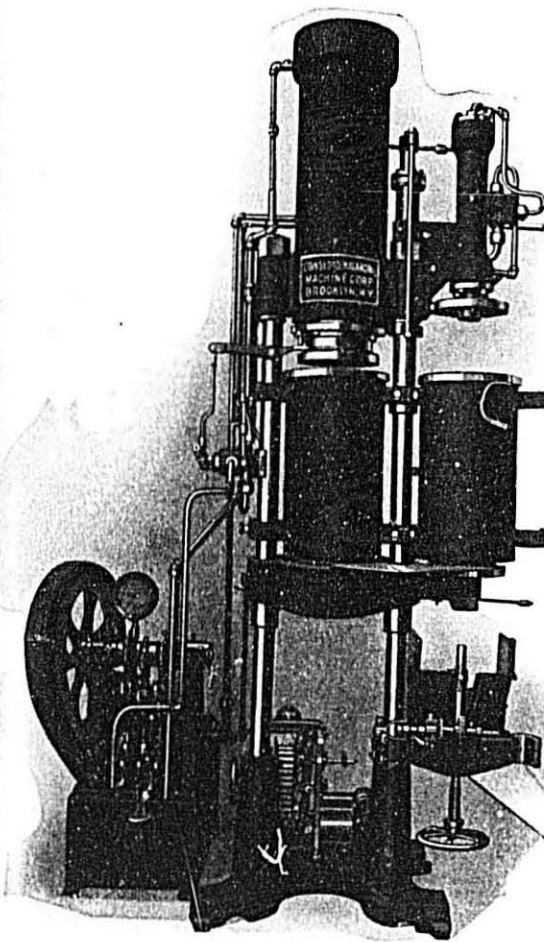
With this convention, THE MACARONI JOURNAL completes 17 full years as the Official Organ of the National association and 33 years as the only printed spokesman for the macaroni industry of America. It was at the St. Louis convention in 1919 that the Association approved the action of the executive committee in accepting from the late F. Becker, Sr. of the Pfaffman Egg Noodle company, Cleveland, Ohio, the little private organ which had been published since 1903, thus making it the Official Organ and the sole property of the National association. That convention approved a change in the name of the publication from *The Macaroni*

Consolidated Macaroni Machine Corporation

Designers and Builders

of

High Grade Macaroni Machinery



The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

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

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

Built in various sizes and types.

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

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

**MIXERS
KNEADERS
PRESSES**

**DIE CLEANERS
DRYING MACHINES
MACARONI CUTTERS**

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

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

Address all communications to 156 Sixth Street

Noodle Manufacturers' Journal to its present, shorter and more appropriate name of *THE MACARONI JOURNAL*.

During the past 17 years it has served well its sponsors and the whole industry for which it aims to speak. It is the outstanding magazine in the trade and about the only one in the world devoted exclusively to the general welfare of the Macaroni Industry. The general attitude of the many constant advertisers whose support has made possible the continuous publication of this *JOURNAL*, irrespective of the Association's membership strength, may best be expressed in the words of a leading advertiser, who says:

"THE MACARONI JOURNAL offers us the ideal way in which to reach the entire industry, a big class of possible users of our product or service. It spreads useful and truthful information about our line and collaborates with helpful editorials. It is an important link between producers and potential users on a most reasonable and favorable cost basis, considering the 100% coverage guaranteed."

The editorial policy is determined by the Publication Committee of the National Association, consisting of the President, Vice President and Secretary, though the Secretary, who is the Editor, is held directly and strictly responsible for its editing and for the publication of the magazine.

Macaroni-Noodle manufacturers will make no mistake when they recommend our *MACARONI JOURNAL* to their supply firms as the accepted advertising medium to carry their messages to this important buying group. Such suggestions will be as gratefully received by the supply firm as they will be by the sponsors of the *JOURNAL*.

Association Services

We wonder at times whether the rank and file of our Association and of our industry fully appreciate the varied services that are regularly rendered by our organization. This was brought forcefully to my mind by a query that came to my office within the past fortnight. It asked:

"Did I read some time ago in your *MACARONI JOURNAL*, Mr. Donna, that there is a free service to members, wherein they can obtain information as to the availability of names for brands of macaroni and noodles,—that is, whether they were already registered or copyrighted?"

Yes, this Trade Mark Search Service is but one of many services of which both the Association and the *JOURNAL* are proud. But we go much further than making and reporting a search. It will handle all your registration problems at prices much lower than usually charged nonmembers by recognized registration attorneys.

However, there are other services which we perform and which like our Trade Mark Department should be made greater use of by the rank and file.

Let's briefly review some of them. Aside from maintaining national headquarters at Braidwood, Ill. for all year around action, the National Association

also maintains a very important office in Washington, D. C. where friendly contacts are made with leading government officials and bureau heads, where raw materials and finished products are properly analyzed, where it cooperates in the enforcement of food laws, advises on labeling and performs other invaluable services, not only to the members of the Association but to the industry generally.

Of our *MACARONI JOURNAL* publishing service to the trade, nothing more need be said, except that the macaroni-noodle manufacturers should contribute more freely and more regularly to its editorial columns such information, views and opinions as may help to make its contents more interesting and informative. It is your *JOURNAL*, the Industry's trade paper. Make it your regular Spokesman.

We have a Uniform Cost and Accounting System that should be in much wider use among plants of all sizes. In that event it would immediately lessen the seriousness of many of our ills. We supply both regular and special forms at very reasonable prices. Knowing one's cost as figured on the same basis as that used by competitors, enables competitors to speak the same cost language with resultant better understanding.

The Association serves its members and the whole industry as a Bureau of Information in innumerable ways; compiles some statistics for the guidance of members and of the organization; keeps in constant touch with the trend of public opinion through efficient press clipping bureaus and through friendly relationships with editors of women's magazines and of women's pages in the daily newspapers. In addition it sponsors annual conventions such as the one now being held and such special conferences as become necessary from time to time.

Macaroni Recipe Publicity

Last year the Association experimented in a quiet way with a little, inexpensive macaroni recipe publicity campaign that has had some wonderful results. It was directly supervised by the Secretary from the National headquarters. It has proven a fine investment and its benefits will continue to accrue for many months to come.

I have had prepared two charts to show the value of this service to date.

CONVENTION COMMITTEES AND THEIR REPORTS

The following Committees appointed by Louis S. Vagnino did yeoman service and their splendid work did much to make the convention action smooth and effective:

FUTURE ACTIVITIES—P. R. Winebrener, Chairman; W. S. Halsey, R. B. Brown, J. H. Diamond.

PROCESSING TAX—Jos. J. Cuneo, Chairman; N. M. Onofrio, E. W. Pica, E. Conte, John Rezzolla.

QUALITY TREND ON MACARONI PRODUCTS—Jos. Freschi, Chairman; G. Viviano, J. H. Luehring, V. Giatti, Jerome I. Maier.

RESOLUTIONS—E. Z. Vermeylen, Chairman; B. W. Boehm, A. I. Grass.

AUDITING—Thomas A. Cuneo, Chairman; B. A. Klein, Ernest Conte.

NOMINATING—E. DeRocco, Chairman; Henry D. Rossi, G. G. Hoskins, B. A. Klein, Fred W. Becker, Peter J. Viviano.

They tell the story in a nut shell. They show how great good can be done for the trade generally, even with the little money available if that little money be properly and judiciously expended.

Basically the thought behind the little experimental macaroni recipe campaign was to get women interested in Macaroni Products and to suggest the varied ways in which they can be tastily and economically served. Women are not particularly concerned with dry facts about calories, carbohydrates and vitamins. They are glad to learn that macaroni is healthful and desired,—and our thinking is that, if we tell them this they will try our recommended recipes,—and if they use good macaroni they will not only like it themselves, but will pass on the good news to their neighbors and friends with the pleasing result that soon our per capita consumption of macaroni will increase as we are all hoping.

Next, the motive behind the movement was that we want and should have our share of the food recipes in the papers and magazines. If we can get this from now on we will have received a favorable return from our little investment, not only in potential new users of macaroni products but in increased consumption by old users of this, one of the world's best grain foods.

I suggest that each of you study carefully the two charts that will be on exhibition throughout the convention. I strongly recommend that this good work be continued on a slightly larger scale not only for the good which the manufacturers will receive therefrom but as a duty to millions of American women who want to know more about the merits, the economy, the nutritiveness of our food and the many tasty ways it can be prepared in almost endless combinations.

Appreciation

My work during the past year, the 17th year of my connection with the National Association, both in the capacity of the secretary-treasurer of this national body and as the editor of its official organ, has been one of great personal pleasure. Manufacturers and allies have been most kind and courteous. They have been ever ready to help lighten my duties. To one and all I want to here with express my thankfulness and appreciation.

My relations with the Association Officers, Directors and Executives have always been most pleasant as far as I am able to observe. I am particularly appreciative of the timely advice given me freely and willingly by our kindly, able and popular President, Mr. Louis S. Vagnino. Association Adviser G. G. Hoskins and Vice President Joseph Freschi have been equally willing to cooperate and to recommend. The same is true of all the other Association Directors, the rank and file of the organization, our Washington Representative, the various committee members, the friendly allies and the industry as a whole. To all who in any way have helped to lighten my labors and to help light the way through the dim days of the past year, I wish to here and now express my sincere thanks.

Report of Washington Representative



B. R. JACOBS
Washington Representative

At the last annual meeting I took occasion to present to the Association data concerning the use of artificial color and low grade raw materials in macaroni products. The Federal and State Food Authorities made a number of seizures of macaroni products which were artificially colored and otherwise adulterated. It is very evident that some members of the industry were not very much impressed by these prosecutions and seizures, although the value of the products seized and the loss of business by members of the industry whose products were seized amounted to many thousands of dollars. For the past eight or ten months we have had a number of firms offering other artificial colors with the same ingredients that were used when turmeric was added, that is that the presence of the color cannot be detected in the finished product. I have already broadcast circulars concerning the Pacific Laboratories and the National Cream Company, both of which offer carotene in one form or another to be used in macaroni. More recently the firm of Reubens-Richards Co., Inc., of New York City has circulated the industry offering two yellow colors, which, as they claim, are suitable for use in the manufacture and coloring of macaroni, spaghetti, noodles, etc., "giving these products the rich, GOLDEN EGG shade so much desired in the finished product." As a further inducement they state "Laboratory Analysis of the Finished Product Will Absolutely Show No Added Color as It Is A 100% All Vegetable Pure Food Product and Conforms Strictly To All State and Federal Pure Food Laws of the Entire World." To clinch their statement they have sent a number of manufacturers certificates of analyses which would indicate that the artificial color used cannot be detected, although there is nothing to show that the products analyzed actually contain artificial color offered.

Samples of these colors were also sent to some manufacturers and I have with me such samples. The labels on these bottles state in red ink and bold type "LABORATORY ANALYSIS OF THE FINISHED PRODUCT SHOWS NO ADDED COLOR." This method of advertising to my mind is the nearest approach to a conspiracy to violate the law of anything that has come to my attention. This matter has already been presented to the Federal Food Authorities with the suggestion that this phase of the problem be given special consideration.

For the past six months the Washington Office of the Association has been cooperating with the Department of Agriculture in working out a method for differentiating between the natural carotene contained in eggs, car, semolina and farina, and without going into any details I wish to state positively that such a method is now available and that we have detected carotene in macaroni products in any quantity that is sufficient to improve the color of the product.

Carotene may be used in macaroni products provided it is not used as an egg substitute or it is not used to conceal inferiority. It also provided that its presence is declared on the label and it is used in sufficient quantity to insure the consumer the benefits of its vitamin content, but do not be deceived by statements that its presence cannot be detected in macaroni products and do not use it as an egg substitute or to conceal inferiority. The sellers of these products who are inducing you to use it otherwise will not pay their fines if you are prosecuted neither will they restore your products if they are seized by the government because they are in violation of the law. The work of detecting added carotene has been an arduous and trying job. It has consumed much time but it has finally been accomplished. This is just another example of the thoroughness with which the Department of Agriculture tackled the problem. The Department has recently made great strides in detecting adulteration of olive oil with tea-seed oil. Formerly olive oil was adulterated with any vegetable oil such as

cottonseed, peanut, corn or other oils. The adulterators finally hit on an oil which has many of the physical and chemical properties of olive oil, and for some time they practiced this fraud on the consuming public. They felt absolutely secure that the adulteration could not be detected and today a number of them find themselves being prosecuted and their products seized by the Federal Authorities.

Slack Fill Packages

A few of the states have a "Slack Fill" Package Law and every once in a while some state starts a campaign against "slack filled" packages. Last spring Alabama started enforcing its "Slack Fill" Package Law and picked up a number of slack filled packages of macaroni products in the state. Under its food law the State Board of Agriculture is empowered to adopt regulations concerning slack fill packages of food. Under this authority it formulated a rule that all packages containing food shall be not less than 95% filled with the food they purport to contain. This tolerance cannot be applied to macaroni products as there is too much variation in the space occupied by macaroni products because of variations in the conditions under which they are dried. Some years ago the Washington Office made a survey of this problem and we found at that time that there were a large number of packages of macaroni which were slack filled. The maximum slack fill was found to be 65% in long spaghetti and the minimum was found to be 5% in shells and rings. There is no doubt that a great improvement can be effected in eliminating slack filled packages and thus reduce the cost of packaging but a more reasonable tolerance must be permitted for the natural variations which exist in macaroni products. If this is not done the cost of packaging our products will be materially increased and the burden will have to be passed on to the consumer without giving him any particular benefit in return.

The data compiled by the Washington Office was presented to Dr. Marsh, supervisor of Division of Chemistry at Montgomery, Ala., and it is my opinion that the small tolerance which applied generally to food will not be enforced so far as macaroni products are concerned but it is also my opinion that an effort should be made by all manufacturers to eliminate so far as possible packages which are obviously slack filled as being uneconomical and deceptive.

Another problem on which the Washington Office has been engaged is that of having the Federal Specifications for macaroni products changed in order that they may more clearly conform to the composition of the 1935 durum crop. Last fall as soon as flour

and semolina of the new crop began to come into the laboratory for analysis it was found that the ash content was higher for the same grade of product than it has been for some years past. It was found also that the ash limit of .65% permitted in the Specifications for macaroni products made from semolina No. 1 could not be complied with and therefore a request was made to the Federal Specifications Board to increase this limit or to eliminate it entirely for the present crop year. After consultation with experts in the Department of Agriculture it was agreed that the ash limit should be raised to .80% for macaroni products made from semolina thus making it possible for manufacturers to comply with the specifications and thereby avoid unnecessary and unreasonable rejections.

It then became necessary to communicate with a number of states which use the Federal Specifications for making purchases of macaroni products. This matter has now been ironed out with practically all Governmental Purchasing Departments so that there is at present little danger of rejections on the basis of the old specifications.

The Proposed Food and Drugs Act

The chances of having the Copeland bill pass the Congress are very remote, particularly now that the House Committee has amended the bill so that it is hardly recognizable as the one that passed the Senate.

The bill in its present form authorizes the Secretary of Agriculture to establish standards of identity and of quality while the bill as it passed the Senate placed this authority in a committee composed of government officials and representatives of manufacturers. Industry will hardly place in the hands of one man so much authority.

The enforcement of sections concerning false advertising has been placed under the jurisdiction of the Federal Trade Commission. This divided authority under the law will probably result in considerable delay in its enforcement if the bill is finally passed in its present form.

However, more than likely since the session of Congress is almost at an end and also since so many controversial issues have been raised it is hardly worth while to spend much time in discussing this measure because it will probably die with this Congress. On the other hand the Federal Trade Commission which has been marking time because of the pending food legislation has again started to hold trade practice conferences to help industry regulate itself. It just issued a notice extending to the preserve manufacturing industry an opportunity to present its views concerning suggestions which it may have to offer for self regulation. Hearings are being held in Washington, D. C., on June 15, in Chicago, June 18, and in Seattle, Wash., June 21. The industry will be represented by the National Preservers Association and Daniel R. Forbes, counsel, will appear for the Association. The proposed rules as presented to the Commission for its consideration are as follows:

Group 1

Rule 1
The practice of selling, advertising, describing, branding, marking, labeling or packing of fruit preserves, fruit jams, fruit jellies or apple butter, or any simulation thereof, in a manner which is calculated to or has the tendency and capacity or effect of misleading or deceiving purchasers, prospective purchasers or the consuming public with respect to the character, nature, content, grade, quality, quantity, substance, material, preparation or manufacture of such product, or in any other material respect, is an unfair trade practice.

For the purpose of the above rule, preserves, jellies and other products manufactured by the industry are standardized and limits of composition are stated in detail. These standards have been accepted by the

industry and in my opinion constitute a very easy method of getting standards of quality with the force of law without actually going through the legislative processes in order to obtain them.

Rule 2.

The practice of selling or offering for sale of an imitation fruit preserve, fruit jam, fruit jelly, or apple butter, without disclosure of the fact that the product is such imitation, is deceptive to the public and is an unfair trade practice.

Rule 3.

Withholding from or inserting in the invoice statements which make the invoice a false record, wholly or in part, of the transaction represented on the face thereof, with the purpose or effect of misleading or deceiving purchasers or prospective purchasers, is an unfair trade practice.

If the Macaroni Industry could obtain such a hearing from the Federal Trade Commission it also would be in a position to eliminate all the unfair trade practices as stated above as it is well known that the Federal Trade Commission can and will enforce its rulings. I therefore suggest that the Association appoint one or more members of the board of directors to attend the hearing granted the preservers and to confer with the members of the Federal Trade Commission and the representatives of the National Preservers Association for the purpose of determining what benefits the Macaroni Industry may obtain from a similar trade practice conference for the Macaroni Industry.

Report of Committee on Future Activities of NMMA

A special committee, appointed to study the question of the Future Activities of the National Association, headed by P. R. Winebrenner as chairman, held a hearing on the afternoon and evening of June 15, and after studying all proposals and listening to all suggestions, made the following report and recommendations:

Report

The Committee on the Future Activities of the National Association met to learn the wishes of the association members as to the future activities which should be pursued. As all those who are interested have had an opportunity to express their wishes, the committee assumes that this report represents the activities which the majority of the industry wish to set as an objective for the coming year.

In considering the many suggestions made we have endeavored, first to determine what activities would be advantageous, and second what desirable activities are within the probable financial ability of the association.

Our National Association must be maintained but the need of the directors and officers more fully appreciating the trust and obligation which acceptance of such positions require, is apparent.

Before an association can be effective it must represent a larger percentage of both production and numbers of the industry than our association now represents. To bring this about it is most necessary that those interested in the preservation and advancement of our association assume the task of personally helping to increase our membership.

In reviewing the work of the Washington office it is apparent from those who appeared before the committee that the activities of this division of the Association have not been entirely satisfactory. This has been largely due to certain sections not being fully informed as to the work which has been carried on.

Though the work which the Braidwood office has done meets with no criticism, it is generally felt that further activities could be assumed and accomplished.

The liaison between the members of the Association and the mills from whom they purchase should be more fully established.

Criticism has been voiced that the work to

be undertaken during the annual conventions has not been adequately prepared.

After careful consideration of the advice and counsel which has been offered the committee, we have attempted to prepare in the form of a resolution a procedure which we hope and believe will accomplish certain of the activities which are desirable.

These recommendations do not embrace nor attempt to accomplish all the tasks which would be helpful to the industry, as the committee is conscious of the financial limitations which must of necessity determine the scope of our activities.

The desirability of additional full time personnel is evident by the number who have advocated this need. The committee suggests that if there are sufficient number of the members who are willing to increase their appropriations for Association work so as to cover this additional expense, that these certain members underwrite the expense of an additional full time executive and contribute his services to the Association. Should this be brought about, the accomplishments which certain members feel is likely and in which the committee concurs, would be reflected in increased membership, bringing additional revenue and at the same time a willingness on the part of the members to increase the present assessment for dues, which would further increase the Association's finances. Should this be realized the Association could, if and then, assume the liability of the increased personnel and at that time relieve the underwriters of the obligation which they generously assumed. After due deliberation, the committee offers the following resolution:

Whereas, the need and desirability of maintaining our present Association is strongly recommended, and

Whereas, there is an appalling need for greater activities by the Association, and

Whereas, the Committee feels that interested members have made known the activities which they believe the Association should carry on, and

Whereas, this report is based upon those expressions, therefore be it

RESOLVED, that the activities of the Association during the coming year, subject to the modification and elaboration of the Board of Directors, be as follows:

a—That the present Association be maintained.

b—That the activities of the Braidwood office be continued; that the executive duties of the Secretary be further increased; that during the coming year the Secretary devote as much time to visiting the members of the industry as the finances of the Association will permit.

c—That THE MACARONI JOURNAL be maintained; that space in it be provided for the discussion of controversial questions of interest to the industry.

d—That a report of the activities of the Secretary be made to the Directors monthly and that said report be published in the JOURNAL.

e—That the work of the Washington Representative be continued; that his work be planned by the Directors as to bring along equal benefits to all members regardless of their geographical location; that the Washington Representative keep the members fully informed as to new laws and regulations which are or will be of interest to the industry; that he furnish to the Board of Directors a monthly report as to his activities and that this report be published in the JOURNAL.

f—That the membership of the industry be organized into regional groups as provided under the Code; that these regional groups meet as frequently as the group deems advisable and that each group select its own chairman and secretary.

g—That the Board of Directors consist of Fifteen (15) Directors, one of which to be selected by each regional group and the three additional Directors be selected and elected from at-large by the entire

membership during the annual convention.

h—That a standing committee be appointed for the purpose of negotiating equitably and settling problems which may arise between the milling industry and the macaroni manufacturers, and that this committee use its best interest to bring about a contract governing the purchase of milled products, which will be reasonable and fair to both buyer and seller alike.

i—That a Directors meeting be arranged two days in advance of the annual convention for the purpose of determining that part of the convention program which will be of interest to the industry but which might be controversial. The purpose of meeting two days in advance of the convention is to allow adequate time for full discussion.

j—That the National Association, as far as possible, coordinate the activities of regional groups.

k—That greater coordination be established between the Braidwood and the Washington offices.

l—That the Association endeavor, as far as possible, to bring about uniform state laws setting forth standards of macaroni and egg noodle products.

m—That the Association further the enactment of standards governing the quality of Macaroni Products and that the creation of such standards be based upon the broad view, realizing that considerable time will be required to accomplish adequate standards but that these standards will not become effective until adequate enforcement is assured.

n—That additional activities be assumed wherever practical by regional groups to augment the activities which are generally desirable but which are impractical for the present due to the financial limitations of the Association.

o—That the experimental Macaroni Recipe Publicity Campaign as promoted by the Secretary be commended and that it be continued on the same basis as one of the Association's activities for the coming year.

p—That the present basis of Association dues be continued.

q—That the Association's budget be balanced during the present year.

r—That the new Board of Directors study the Hoskins Industry Survey and give consideration to the recommendations contained in the address of G. G. Hoskins.

P. R. WINEBRENER, Chairman
W. S. HALSEY
R. B. BROWN
J. H. DIAMOND.

Action: On motion by Chairman P. R. Winebrenner, seconded by E. DeRocco, the report was unanimously approved.

Report of Committee on Processing Tax Refunds

By an overwhelming vote of the Macaroni-Noodle manufacturers assembled in convention in Chicago, June 16, 1936, the following resolution presented by the special committee on Processing Tax Refunds was on motion of Joseph J. Cuneo, committee chairman, seconded by Thomas Cuneo of Mid-South Macaroni Co., adopted:

That the National Macaroni Manufacturers Association coupled with aggressive action individually and collectively, proceed against the millers for refunds of processing taxes paid on deliveries from December 1, 1935, to January 6, 1936, which have not been paid by the millers to the Government or paid in escrow without jeopardizing any rights to their refunds prior to December 1, 1935:

Also we go on record as seriously lamenting the fact that these taxes have not been voluntarily returned before this time by honorable millers;

Further, that flour and semolina contracts be revised to meet the approval of the maca-

roni manufacturers, thereby making such contracts equitable and fair.

Jos. J. Cuneo, Chairman
N. M. Onofrio
E. W. Pica
E. Conte
John Rezzolla

It was further voted that the secretary send a copy of the above resolution to all durum millers to acquaint them of the wishes and demands of our industry.

Report of Committee on Quality Trend of Macaroni Products

To study the replies to the questionnaire sent to one hundred leading manufacturers to learn the reputed trend toward lower and lower grades of raw materials in macaroni products, a special committee with Vice President Joseph Freschi as chairman held several hearings on the opening day of the 1935 convention. After hearing all who desired to be heard or could be induced to make expressions the committee recommended the adoption of the following resolution:

Whereas, a survey via a questionnaire sent to 100 manufacturers, representing a fair cross section of the Macaroni-Noodle industry to ascertain the trend away from semolina toward flour, and

Whereas, the replies received showed a decline of semolina used from 83% in 1932 to 70% in 1935 and an increase of flour from 17% in 1932 to 30% in 1935, and

Whereas, this trend if continued will in the next four years result in a ratio of approximately 50% semolina and 50% flour and,

Whereas, this condition, while extremely serious to the macaroni manufacturer must ultimately spell ruin for the millers of durum, therefore be it

RESOLVED, that we respectfully recommend to our friends, the Durum Millers, that this serious matter be given their immediate attention and that they consider a miller's campaign designed to educate the consumer as to the superiority of macaroni products made from pure Semolina and egg noodle products made from Durum Fancy Patent, such campaign to be conducted without any direct cost to the macaroni-noodle industry, and be it further

Resolved, that a committee of the National Macaroni Manufacturers Association be appointed to work with a similar committee of the Durum Millers to plan and conduct such a campaign, and be it further

Resolved, that the manufacturers approving this resolution do hereby pledge themselves to further the aims of such a campaign in every possible way, and be it further

Resolved, that a copy of this resolution be sent to the head official of all durum milling firms, requesting a reply thereto, and further, that there be attached to this resolution a copy of the résumé made of the answered questionnaires on the Flour vs. Semolina trend, which is made a part of this report.

Joseph Freschi, Chairman
J. I. Maier,
V. Giatti,
G. Viciano,
J. Luehring.

Action—On motion by Chairman Joseph Freschi, seconded by A. Gioia, the resolution was adopted and the secretary instructed to immediately notify the Durum Miller executives of the expression of the convention on this proposal.

As the special committee to cooperate with the Durum Millers as provided by the resolution, the following were named:

Joseph Freschi, Chairman
R. B. Brown,
V. Giatti,
A. Gioia,
L. S. Vagnino.

Resolutions Committee Report

We, your Committee on Convention Resolutions, in addition to the several policy resolutions already adopted by this convention and such others as may be presented and later adopted, all of which are made a part and parcel of this final report, beg leave to recommend the adoption of the following resolutions of commendation of services, appreciation of courtesies, etc.

Resolution No. 1—Speakers.
Resolution No. 2—Macaroni Journal.
Resolution No. 3—Retiring President.
Resolution No. 4—Secretary's Services.
Resolution No. 5—Washington Representative.

Resolution No. 6—Exhibitors.
Resolution No. 7—Processing Tax Refunds.
Resolution No. 8—Quality Trend of Macaroni Products.

Resolution No. 9—Future Activities of the N.M.M.A.

(Resolutions No. 7, No. 8 and No. 9 are published separately in the foregoing account of the Convention proceedings.)

Respectfully submitted,
E. W. Z. VERMYLEN, Chairman
B. W. BOEHM
A. I. GRASS

Resolutions Committee.

Resolution No. 1.

Speakers

Whereas, several renowned speakers, all of whom are recognized authority on the subjects respectively discussed before this thirty-third annual convention of this Association, have addressed us so interestingly and helpfully after careful study and preparation of their talks, therefore, be it

Resolved, that we express to them, individually and collectively, the thanks of the assembled manufacturers and to assure them that their respective helpful messages will be given deserved consideration. Our thanks are extended to—

Mr. E. L. Rhoades, Editor of Food Field Reporter.

Mr. H. C. Petersen, Secretary-Manager of National Association of Retail Grocers.

Mr. J. Frank Grimes, President of Independent Grocers Alliance.

Mr. G. G. Hoskins, Association Adviser.

Mr. Joseph Freschi, Association Vice President.

And to all Macaroni-Noodle manufacturers and allied who took part in any of the discussions during the convention aimed at better understanding between members and with allied tradesmen, and for general association and industry promotion.

Resolution No. 2.

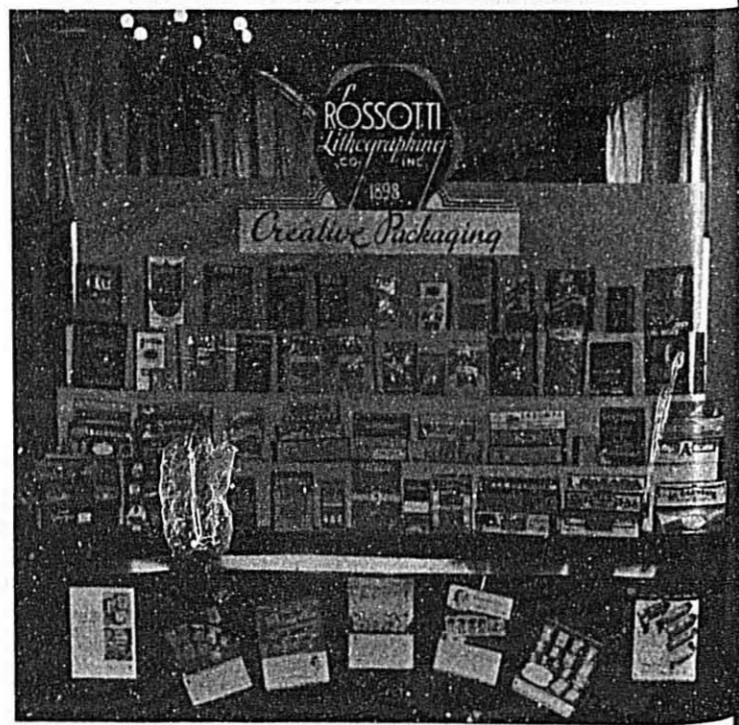
The Macaroni Journal

Whereas, our Association owns and publishes about the only trade magazine exclusively devoted to the interest of the Macaroni Industry of America and of its component members, and

Whereas, the Editor in his report as Secretary-Treasurer of our Association invites all macaroni-noodle manufacturers, all representatives of allied trades and all who are concerned in the welfare of the industry, to contribute more frequently to its columns their views, opinions and suggestions, therefore, be it

Resolved, that we congratulate the management of this splendid and creditable official organ and that we commend the timely suggestion of the Editor that all friends of our industry make better use of the columns of this worthy spokesman of the trade for the interchange of helpful ideas and information, and, further, be it

Resolved, that macaroni-noodle manufacturers give first consideration to products advertised in this Journal and that they unhesitatingly recommend the judicious use of advertising space by their supply firms who are not now regular advertisers in this Official



Rossotti Lithographing Co., Inc., exhibit at the NMMA Convention June 15-16 in Chicago, one of several attractive and educational showings by interested supply firms.

Organ of the Macaroni Industry, which it covers one hundred (100%) per cent.
Resolution No. 3.

Appreciation of President's Services

Whereas, our Association President, Mr. Louis S. Vagnino, has served this organization and the whole Macaroni Industry so earnestly and effectively throughout his years of leadership and general helpfulness, and

Whereas, his firm has so willingly and gratuitously loaned us his appreciated services at a considerable sacrifice of time and expense, therefore, be it

Resolved, that we tender our retiring President, Louis S. Vagnino, our unanimous thanks and appreciation for a duty well done, and that we acknowledge our obligation to his firm for allowing us the use of his valued leadership.

Resolution No. 4.

Appreciation of Secretary's Services

Whereas, the national office of the Association has been so managed for so many years by our courteous and attentive Secretary-Treasurer M. J. Donna to reflect deserved credit to our Association and its respective members, consistently promoting the interests of our products and its producers, and

Whereas, he, as the Editor of the MACARONI JOURNAL, has so ably and satisfactorily managed this Official Organ of our organization, editorially and otherwise, therefore be it

Resolved, that we appreciate his services and commend his able handling of the manifold duties of his office.

Resolution No. 5.

Washington Representative

Whereas, our Association has been ably represented at the nation's capital by Washington Representative B. R. Jacobs, and,

Whereas, he has striven continually to educate and advise our members and our industry on matters pertaining to proper labeling, adulterations to be avoided and particularly in collaborating with Government officials in the Carotin investigation ordered by our Board of Directors, therefore be it

Resolved, that this convention extend to him its appreciation of his untiring efforts in the industry's behalf and for the helpful contacts with administration officials.

Resolution No. 6.

Exhibitors

Whereas, several progressive supply firms interested not only in the production of the best macaroni in the world, but in its proper presentation to buyers to enhance its general consumption, have exhibited their products in attractive, educational displays in connection with this convention, therefore, be it

Resolved, that we commend the spirit that prompted their individual and collective exhibits and extend to one and all our thanks for their attractive, helpful displays.

Action—By unanimous vote the report of the resolution committee was adopted as expressing the prevailing opinion of the convention.

Auditing Committee Report

Chicago, Ill., June 16, 1936.
To the Officers and Members of the National Macaroni Manufacturers Association:

We, your Auditing Committee, beg leave to make the following report:

FIRST—That since it is impractical for a Committee to make a full audit of the records, accounts and finances of the Association at a Convention, the Executives of the National Association have wisely arranged for a complete audit of said accounts and finances by Wolf & Company, certified public accountants, whose complete and comprehensive audit for the twenty-six months period—March 1, 1934 to May 31, 1936 is attached to and made a part of this report;

SECOND—That we attached hereto also, a statement of Cash Income and Expense covering the last fiscal year—June 1, 1935 to May 31, 1936, as presented to this convention by Secretary-Treasurer M. J. Donna in his report yesterday morning;

THIRD—That we have compared the complete audit report by Wolf & Co. and the Cash Income, Expense and Balance Statement of the Secretary-Treasurer and find them in agreement;

FOURTH—That the Cash Balance in hand and to the credit of the National Association as of May 31, 1936, in accordance with the Wolf & Co. audit, the Secretary-Treasurer's statement and a certified statement from the Cashier of the depositing bank is \$3754.70.

FIFTH—That for further details, we submit the complete report of the comprehensive audit by Wolf & Co. previously referred to.

Respectfully submitted,
THOMAS A. CUNEO, Chairman
B. A. KLEIN
ERNEST CONTE

Auditing Committee.

On motion by Chairman Thomas A. Cuneo, seconded by E. DeRocco, the report was unanimously adopted and made a matter of convention record.

Nominating Committee Report

We, your Nominating Committee, having attended the delicate and difficult duty assigned us, beg leave to make the following recommendations:

First—While the Board of Directors in Sunday's meeting recommended a return to the plan of electing directors on the basis of one, two and three year terms, we believe that under existing conditions it would be preferable to continue electing the whole board for a one-year term, at least for the coming year.

Second—If this recommendation be concurred in, we offer the following nominations made in accordance to our by-law provisions wherein due consideration is given to location and the production of our member firms:

Region No. 1—G. LaMarca, Prince Macaroni Mfg. Co., Boston, Mass.

Region No. 2—Jerome I. Maier, A. Goodman & Sons, New York, N. Y.

Region No. 3—P. R. Winebrener, A. C. Krumm & Son Macaroni Co., Philadelphia, Pa.

Region No. 4—Joseph J. Cuneo, La Premiata Macaroni Co., Connelville, Pa.



Exhibit made by Milprint Products Corporation at NMMA Convention June 15-16 in Chicago

Region No. 5—Alfonso Gioia, A. Gioia & Bro., Rochester, N. Y.

Region No. 6—Robert B. Brown, A. Ziegler's Sons, Inc., Chicago, Ill.

Region No. 7—Joseph Freschi, Mount City Macaroni Co., St. Louis, Mo.

Region No. 8—Leon G. Tujague, National Food Products Co., New Orleans, La.

Region No. 9—J. H. Diamond, Good Food Products Co., Lincoln, Neb.

Region No. 10—E. DeRocco, San Diego Macaroni Mfg. Co., San Diego, Calif.

Region No. 11—L. R. Podesta, Fontana Food Products Co., South San Francisco, Calif.

Region No. 12—A. Scarpelli, Porter-Scarpelli Macaroni Co., Portland, Ore.

At Large—V. Giatti, DeMartini Macaroni Co., Brooklyn, N. Y.; Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.; B. A. Klein, F. L. Klein Noodle Co., Chicago, Ill.

Respectfully submitted,
E. DeRocco, Chairman
HENRY D. ROSS
G. G. HOSKINS
B. A. KLEIN
FRED W. BECKER
PETER J. VIVIANO.

Auditing Committee.

After asking for additional nominations from the floor and hearing none, the chair entertained a motion to elect the foregoing nominees by acclamations. Such a motion was made and adopted, following which President Vagnino declared the nominees as constituting the legally elected Directors of the National Macaroni Manufacturers Association for a term of one year.

Medal for Safety Record

William Snooks, faithful and efficient chauffeur of the I. J. Grass Noodle Company, Inc. Chicago, Ill. was awarded a medal by the National Safety Council for being one of those rare specimens of automobile drivers who did not have a single chargeable accident during the year.

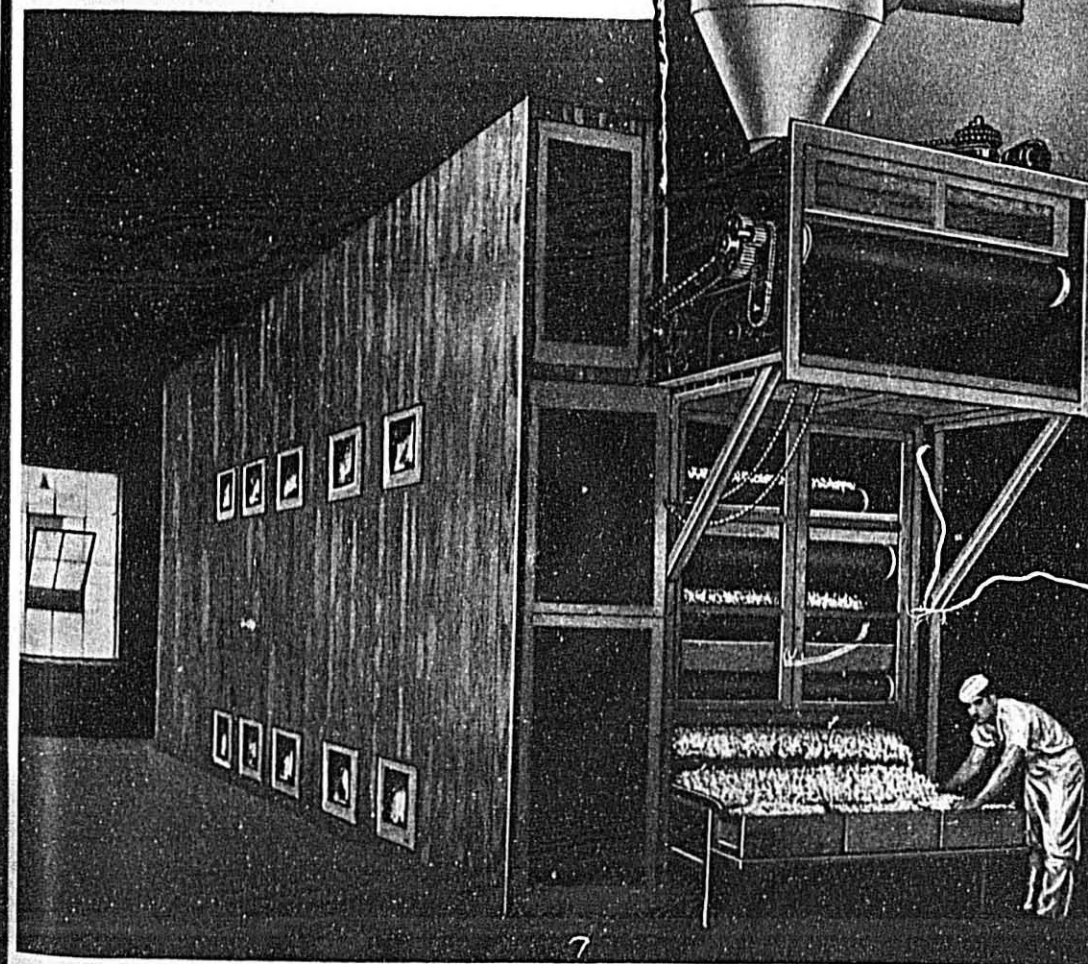
Chauffeur Snooks has been in the employ of the noodle concern more than six years and during all that period has had a remarkably clear record. The award was made on June 4 by Judge Gibson Gorman of Chicago.

Complete Drying Process in Two Hours Clermont Automatic Continuous Noodle Dryer

Now Available in Two Sizes

1000 pounds per hour

600 pounds per hour



NO TRAYS

REVOLUTIONARY PROCESS OF NOODLE DRYING

NO TRUCKS

NO HANDLING

From Noodle Cutter, to the Packing, in continuous operation.
Perfect operation under any climatic conditions checked by automatic heat and moisture control.

For Further Particulars, Write to

CLERMONT MACHINE COMPANY, Inc.

68 Wallabout Street

Brooklyn, N. Y.

Shall We Think It Out or Fight It Out?

By GLENN G. HOSKINS, Association Adviser



G. G. HOSKINS

Sometimes we question the value of conventions. Quite often we feel that there is too much talk and not enough action, but when we try to find a substitute for a gathering of this kind and when we try to devise some way to get a group of people to think together we realize that the good old American practice of getting together at conventions, interchanging ideas and listening to a restatement of the things we already know is about the only means through which we can hope to institute a program which will eventually result in constructive action.

We may feel that the industry as a whole is in worse condition than it ever was, but we must not forget that for six years we have been going through one of the worst periods of depression in the history of the country. If we calmly consider the things which have been done we cannot help but feel that there has been a groundwork laid upon which we can build a better industry. Almost unconsciously and sometimes resentfully we have come to recognize some of our needs, and knowing our needs we should be able to work out a solution. There is still too much of a tendency to feel that we can fight it out instead of reasoning our way out.

Many manufacturers believe they can correct the evils by contributing to the spread of the evil they are trying to correct. Many times we hear the expression—"if so-and-so thinks he can get by with cut prices and low quality, I'll show him. I am stronger than he is and I can stand cutting prices lower than he can and I can buy the same kind of junk that he buys cheaper than he can buy it."

It is natural for aggressive, forceful men to feel that they can fight it out. What they do not realize is that in the course of fighting it out the aggressor is often destroyed along with those with whom he is carrying on the fight.

Fighting it out involves continuation of destruction which is undermining our industry and heading us toward an anarchistic condition where no one has regard for the rights of others and where all ideals and standards of fair business conduct and obligation to the consumer are forgotten in the desperate last stand for self preservation. Desperate men will do desperate things without regard for the consequences.

Inevitably, if we are to carry on this destructive fight we will approach nearer and nearer to the time when we will either destroy a fine industry or it will be dominated by interests that know what to do with it in order to keep it as an important factor in the food field. Why can't we, knowing that these things are coming, think now toward progress and stop this tendency toward destruction.

When we experience the disappointments which always are a part of cooperative efforts, we are apt to want to play a lone hand but if members of the Macaroni Industry insist upon trying to play lone hands instead of getting together to protect their industry from the ravages of evil practices and despoliation by the lawless, the Macaroni Industry is doomed. The capital investments and the personal future of every executive in the industry is dependent upon the maintenance of a reasonably high standard of marketing practices. If the industry is badly demoralized; if there is price cutting, plus the venomous gossip that always accompanies a price cutting epidemic; if the standards of industry all down the line are low; if these facts exist what is the obvious conclusion? There must be something wrong with the men at the head of the industry and what the industry needs is either a reform or a thorough housecleaning.

When an individual is in poor health and has little resistance, he is open to attack from every passing germ. When groups of competitors in an industry do not get together and form some strong governing group for the industry, on account of their weakness they

are subject to attack from all manner of unhealthy business germs. Every industry should have some form of organization to protect itself from the untold damages which can be wrought by a lawless minority in that industry—the minority which cuts prices, sells unethically, pays low wages and generally makes itself a nuisance.

If the leaders of such an industry do not set up some form of protection the whole industry tends to descend to the level set by the minority. This is happening in our industry—I am not so sure but what I should say this has happened in our industry. Anyway we know that profits have grown progressively slimmer, wages have declined, the only reason why quality is not worse is because there is no cheaper material to be bought. Buyers distrust everybody in the industry. Investment money for expansion and improvement cannot be readily obtained and men with vision and ability are not seeking to identify themselves with the Macaroni Industry because they quite rightly question the future offered by the industry.

From 1925 to date we have spent more than \$775,000 in cooperative activities revolving around the National Macaroni Manufacturers association, to say nothing of the thousands spent by other macaroni organizations. We are a true democracy. We swing from one extreme to the other and suffer alternate periods of enthusiasm and despondency. In 1930, under the influence of high pressure salesmanship and hope we subscribed \$1,375,000 for a 4-year advertising campaign, spent \$427,000 and quit in less than one year before the advertising could possibly have had a chance to be effective. We start a campaign to clean up misbranding and misbranding is worse than it ever was before.

There are those who say that macaroni manufacturers are tight and are willing to talk but not to talk with money, but my experience has been that you are ready to finance any program that looks as if it stands a chance to better the industry. The whole trouble is that you do not follow through. You get discouraged or allow some emotional minority to upset a worthwhile program and you must always keep in mind that the great old American game from politics to church affairs is to start tearing down as soon as they have built up.

Let's just analyze the Macaroni Industry as it is today. It is my personal opinion that there is no industry in this country that has a greater natural opportunity for expansion than is before the Macaroni Industry. We have plenty of durum wheat under ordinary crop conditions and a quality superior to that which can be obtained elsewhere. I am not familiar with foreign mills, but I venture

to say that our durum mills are superior to those which exist in any other country. We have progressive machinery manufacturers. It is no longer necessary to import presses, kneaders and mixers from Italy and Germany. Our die makers are accomplished craftsmen always striving to better the product which they make for the macaroni trade. Within the last few years great strides have been made in temperature and humidity control in drying. Look through the pages of the Journal now and compare the advertisements there with the Journals of ten years ago and you will see that almost imperceptibly there has been an improvement in the equipment which is available to us.

We have a domestic market with high standards of living and a purchasing power which offers unlimited expansion. The export field is practically untouched.

I have heard the remark made many times—it is not the industry, it is the people in it. Poppycock! There are just as good people in the Macaroni Industry as in any other industry. I think you will admit that I should be in a position to know this because I have probably met more of them than any of you. I have been discussed and cussed in English, Italian, Hebrew and German. Perhaps some times, even though rarely, someone has said a word of praise. However, in any event I feel that I can judge the individuals in the industry without emotion. It is my privilege to condemn the leaders for not being leaders but it is also my privilege to resent remarks from within the industry or from without which unfavorably compare us as a group with other industries.

I have been talking rather generally in an effort to lay the background for a more specific discussion. If we are going to do anything we must first comprehend the problem which confronts us.

Quality standards are being lowered, not because of a desire to lower quality standards but because of the pressure of economic conditions. The depression years have curtailed consumer buying power, and this coupled with the aggressive selling of lower grades by manufacturers who do not know how or will not take the trouble to put the quality stamp on their buyers and the consumers, has led to undue pressure upon the industry to meet its destructive price competition by lowering quality standards.

In the past few years there has been a change in our distributing structure which itself has had a disastrous effect upon not only this but other food industries. In the days of wholesale units with pride in their individual houses and with the success and income of the managers depending upon the sustained reputation of their institutions, they did not dare trifle with the quality of the product supplied to their retail outlets by the house which employed them, but we have been in the midst of an evolution which has brought about, for protective reasons perhaps, a change in the purchasing methods of our wholesale outlets. The owner-buyer, responsible not only for shrewd purchasing for consumer satisfaction, has been replaced by the professional buyer for cooperative organizations and large chains. These men have had a reputation to maintain. All of the forces which have been directed toward lower prices and more food for the consumer dollar have been transmitted, perhaps unconsciously, back to this buyer, and without the necessity for maintaining a reputation for his own business he has gradually been forced into the position where it is not now uncommon for a buyer to say: "To hell with the quality, what's the price?" There could be only one result from this attitude. The manufacturer will give the buyer what he wants and he will do his best to make the quality fit the price so that he will make a profit, if possible.

We damn and condemn the durum millers for continuing to furnish low grade products to macaroni manufacturers. Isn't it true that we are putting the same pressure on them that the buyers to whom I referred to above are putting on us? Haven't they the same right to supply low grade flour to the macaroni manufacturers that the macaroni manufacturers have to supply low grade macaroni

to the trade? We can talk to the millers until we are blue in the face and we will never get them to change the product they furnish until we can make it to their selfish interest to see that other outlets are established for the durum clears, the use of which, we all know, is one of the factors which is working toward the destruction of our industry.

Therefore the first problem confronting us is by one means or another to make the sale of quality semolina and flour more profitable to those who supply us. This situation will come about only when a demand for quality products can be created and when the demand for low quality products is so weak that it would be more profitable for millers to divert this low quality into animal feed or into some other outlet than the Macaroni Industry.

It is of course within the power of our miller friends to withdraw the extremely low quality products from the market. Frankly, we do not believe that they will do it as long as some macaroni manufacturers demand this product. Our best hope, assuming that another profitable outlet cannot be immediately found by the millers, is enforcement of the food and drugs standards which we have always assumed prevented the sale of flour containing more than 1.0% ash.

The quality evil is more vicious than it needs to be because of misbranding by the macaroni manufacturers themselves. Standards of quality will never be maintained unless the consumer by one means or another can be educated to those standards. Ordinarily we think of education as having to do with advertising and publicity, but in this instance the greatest medium of education which is available to us is proper standardization of products and true labeling to correspond with those established standards. It has been a great disappointment to all of us that the new Food and Drugs Act, or the so-called Copeland Bill has not been passed. I personally think that opposition to some of the minor provisions of that bill by prominent food industry organizations has been detrimental to the food industry as a whole because there was so much good in the bill that the few things which were admittedly wrong in it over to their buyers and the consumers, has led to undue pressure upon the industry to meet its destructive price competition by lowering quality standards.

The present Food and Drug Administration is quite obviously fallen down on labeling. The Federal Trade Commission can act only in a misbranding involving deception, so that we have no governmental agency which can enforce proper labeling even if we had defective labeling standards. I believe we have the power within ourselves to develop and enforce proper labeling, based entirely upon the self interest of the industry and the individual manufacturers who participate in the industry which I am about to describe.

Now, before I outline this plan I want to emphasize that it is a suggested means to an end and I recognize that it is not fully developed and will probably need considerable

modification but an opportunity will not again be offered for me to talk before a large group of macaroni manufacturers and it is my hope that among you will be some whose fertile minds will grasp some of the points of the thing I am about to propose and develop it into a practical, workable solution of this pressing problem of misbranding.

In the first place we must educate the trade buyer. He must know the difference between macaroni made from semolina and that made of durum clear flour. He must have it forcibly impressed upon his mind that he cannot expect to buy a good macaroni at the price set by the lowest grade product which can be furnished. Such education must start with the representatives of manufacturers. Brokers and salesmen must be taught the arguments for quality macaroni and it must be constantly driven home to them that as missionaries of the Macaroni Industry it is their primary object to educate the trade. We know that there is a lot of this being done but we venture to say that nine tenths of the time spent in the average selling interview is spent in a discussion of price and not on the reasons for quality.

Along with the verbal education of these buyers should come a sustained educational campaign through trade papers. Not a spasmodic effort but a constant hammering on the consciousness of the readers of those trade papers will presently make the things we are trying to tell them a part of their automatic thinking. Supplementing this should be educational articles by writers with the knack of dramatizing a common but not commonplace food product.

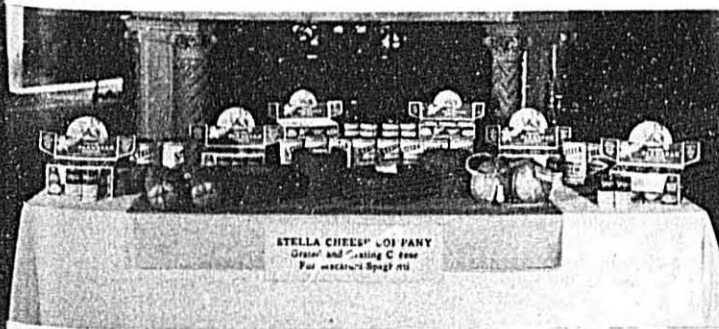
The manufacturers themselves have an excellent opportunity to carry their practical message to the consumer and at the same time educate her to quality. The term "durum wheat semolina" prominently displayed on the face of a macaroni package does not mean much to the housewife unless she has been told what durum wheat semolina means and the advantage to her in using a macaroni product made from durum wheat semolina. There is usually not room enough on the package itself to carry the message which we wish to convey, but every package has plenty of room inside for a descriptive pamphlet on which can be printed an interesting message about quality that will catch the fancy of the housewife. If the package she has bought proves to be good, and she likes it, she will have had the impression it is good because of its quality attributes which she now understands. When she gets the low quality package on a "2 for 5c" sale and she finds it is not good, she will remember that quality message and the next time will look for the label that furnished her with a delectable dinner.

I do not know what such a campaign would cost but I do know that 10c per barrel on all of the flour and semolina used in the manufacture of macaroni products would furnish about \$275,000 per year. I also know that to

start talking to macaroni manufacturers about paying 10c per barrel for such advertising would immediately build up a barrier to this idea, dooming it to failure before it got started. But this type of thing is so flexible that some phases of it can be started with a very small expenditure, and with the proper man or organization behind it we believe the results will make it so interesting that the movement will grow until the bright picture which we have in mind will be a reality.

One of the thinkers in our industry has talked to me for the last several months about a pet idea of his involving the use of an emblem or seal, guaranteeing the quality of a package. I have favored the general idea but the difficulties involved in policing the use of such a seal has made it appear impractical at this time. However it has occurred to me that there is a way to handle this without a great deal of policing. Let us suppose that for the purpose of this discussion a deal is made with the durum mills, whose interests are certainly in the promotion of the use of durum wheat semolina, to set aside 10c per barrel for the education of trade buyers and the consumer into the superior value of products made from durum wheat semolina. For the moment please dismiss from your mind all of the difficulties which have been presented to us as arguments why the durum mills cannot set aside this 10c per barrel. If it will make your minds any easier just assume that by contract each macaroni manufacturer has authorized the miller to add 10c per barrel to his invoice. In the first place macaroni manufacturers participating in this plan would sign a liquidated damage agreement covering the principles of proper labeling and specifically agreeing to label each product with the name of the raw material used. This would involve agreement on the part of the mills to label uniformly according to established standards, and incidentally those standards should be flexible enough to permit legitimate commercial variations in quality. When a mill made a shipment to a signer of the agreement a certificate stating the quality and number of barrels shipped to that signer along with a check for the educational fund would be sent to a headquarters office in charge of this educational movement. A duplicate of this certificate would be delivered to the manufacturer with the invoice for the car of semolina or flour and the presentation of this duplicate to the headquarters office would entitle the manufacturer to certificates of quality. These certificates may be in the form of inserts for packages or a label which can be used as a seal for bulk boxes. The certificate itself would carry the quality message stating that the manufacturer using this certificate was a part of a movement to give to the consumer a true product at a time when deception was being practiced by many manufacturers. It might even carry the notice to the consumer that there was a substantial penalty for the misuse of the insert, label or seal. Since the manufacturer would have only enough such certificates of quality to use in conjunction with the product purchased, he would have no incentive nor a chance to use them under conditions of misbranding even though a penalty was not involved. I do not believe we need to go into further detail in this because such detail would require considerable explanation. My object is to present the thought to you, and your executive or a committee appointed to develop the details can carry it out. I believe it is practical and I hope something is done about it.

The next major problem, perhaps the most important problem which confronts us, is the one in which we are all most interested—the matter of price. I would venture to say that a high powered promoter who was willing to promise anything in order to put over his selfish interest could start right in at this convention and sell the idea of some kind of an organization or agreement that would have as its base, regulation of prices. It has been done before and it has failed every time and it will fail even though the power of the United States government is behind it. Actually, there is no chance of getting the power of the United States government behind any kind of a program involving



Exhibition of its products offered in the Edgewater Beach hotel West Lounge during the NMMA Convention June 15-16 by the Stella Cheese Company.

price fixing because thinking is turning away from it.

I am not so sure but that if by some kind of a supreme edict the price of macaroni was fixed today at a point which would give a profit to each manufacturer in business, inside of six months we would have as much chaos as now exists. There is a good deal that can be done in the matter of price. The worst factor in the price situation is the faith that the macaroni manufacturers have in statements made by buyers and in a great many instances, by the manufacturers' own representatives. During my work of the last eight months I have been amazed by the number of downright lies that are told by both brokers and buyers and believed by manufacturers. If in the work we have been doing we have done nothing else, we feel that we have contributed something lasting and substantial to the industry in getting at least a few manufacturers to put more faith in the word of their competitors than in the statements of buyers and brokers. Most price reductions come as a result of lack of information. This is said advisedly. It is based upon literally thousands of experiences. Without going into further detail, I will illustrate a thing which actually happened during the time I was dictating this talk.

Manufacturer A called me and said that another manufacturer and his broker were making a price of 60c for 24 7-oz. packages of flour macaroni in the manufacturer A's territory. Manufacturer B's filed price on 24 7-oz. was 75c with 65c on 6-oz. Manufacturer A has enough confidence in B to at least assume that B adhered to his price list most of the time. I called Manufacturer B. He dug out his invoices for the particular territory under discussion and found that he had not sold one case of 7-oz. in that territory. He had however sold some 6-oz. at 65c instead of 60c. Now, if A had believed the buyer or broker in this case, that market would have been demoralized for a long time to come.

The point of this illustration is that no collusion on price was needed between manufacturers, but they did need some kind of an information service which was dependable and they needed to have confidence established between manufacturers.

To most of you the very mention of open prices will cause cold shivers to run down your spine and perhaps you will mentally remark: "You will never get me into any deal involving filing of prices again." My answer to this anticipated mental remark is, and I want you to put this in your tickler file, that within a period of five years the practice of publicly announcing prices and consistently adhering to them will be so much a part of general business that you will have forgotten the trouble involved in the development of the system.

The Supreme Court in the Appalachian coal case and the Sugar Institute case has made very clear the extent to which manufacturers can go in the matter of cooperative action involving prices and statistical information. Both those decisions are long. In the Sugar Institute case the Supreme Court found no fault in the agreement between refiners to sell sugar only upon prices, terms and conditions publicly announced in advance of sales. Heretofore it has been felt that it might be a violation of the Sherman law to file prices in advance of sales, but it had previously been held that filing prices immediately after they were put into effect was legal. Now the value of filed prices is only as great as the confidence which can be established in the integrity of those filed prices. When a belief in the integrity of the filed or published price of macaroni manufacturers is established, we will have established the base on which real cooperation can be built, and instead of the Macaroni Industry being the football of trade buyers it will have gained their respect and business can be conducted on a reasonable basis.

This cannot be brought about in any other way except by gradual education, by starting with a nucleus of manufacturers in each territory who have some belief at least in the integrity of their competitors and gradually

adding to that group until the practice becomes universal. There must be no concerted action to file uniform prices, but the effect will be that uniform prices will automatically come into existence due to natural economic laws.

If and when the Patman bill is passed outlawing price discrimination a good reason for secret pricing tactics will have been removed. If this industry is to be progressive and to take advantage of the spirit of the times, it will allow itself to be gradually perhaps, but surely brought to the point where the price list will be a valid document and the man who departs from this filed contract to sell at the same price to all buyers of equal quantity, quality and service will be an outlaw. Every industry that I know about that is now on a profitable basis is using some system of price reporting, either before or after the transaction. I do not think that we have yet found the successful method of handling price interchange of information for the Macaroni Industry, but we have had experience which will be a valuable guide to further developments.

We must eventually come to the point where macaroni prices vary with the raw material market and the association must work toward that end, but along with this development must come an increasing determination on the part of members of the industry to stand firm on the theory that a sale below cost never pays. Some way must be found to offset the almost universal belief existing in the industry that it is better to sell below cost than to lose a customer. When the industry in general comes to the point where they will not sell below cost, they will find that the buyers will not expect sales to be made below cost. This of course means that a thorough knowledge of costs is essential. We have done a lot of work on costs but we know that there is still a lot to be done. Nevertheless I believe that you will all grant that there is a better knowledge of costs in the industry than there was when the National association first adopted a program of education in the proper method of cost accounting. I feel that the association should right now adopt as one of its major activities a program looking toward installation of a simplified cost system in every macaroni plant and follow that up with constant hammering on the simple and easily understood idea that no sales should be made below cost, and along with this constantly strive to get the manufacturers,

Arlington Has "Noodle Day"

"Free Noodles to all who care to eat and all that one can eat" was the slogan of the promoters of what was evidently the first "Noodle Day" ever celebrated by an American community.

July 18 and 19, 1936 were designated as "Noodle Days" by the promoters of the homecoming celebration sponsored by the city of Arlington, Minnesota, a rural community of about 1,000 permanent population but which boasted more than 5,000 home-comers for this novel event.

The celebration was staged on the main street. There was free entertainment both afternoons and evenings and thousands of pounds of noodles were consumed by the home-towners and visitors.

Noodle manufacturers were asked to donate a part of the enormous supply of the noodles prepared under the eyes of the guests and served in a variety of styles, from the simple "battered noodles" to "noodles and Chicken a la King."

particularly those who sell on a small margin and will cease making demands for something a little cheaper than the standard, the millers will be glad to fall in line.

This activity must be tied in closely with standards, labeling and education of trade buyers. It will fail if the selling price of the item which is quoted to the trade is not definitely tied up with the knowledge of the standards of quality covered by that selling price.

Statistical data properly prepared and properly presented are necessary to the proper conduct of any industry. There are two types of statistics of primary interest to the Macaroni Industry: those which supply historical background and those which are of current value. An illustration of the first type are those statistics collected by the Bureau of Census showing production, employment and value of products by years. The second type is illustrated by the production index reports in which some members of the Macaroni Industry have shown great interest in the last few months.

Historical statistics are best collected by the government. Some current statistics are published by the government and published promptly, but usually they are so old when they become available to the members of the industry that their usefulness has passed, and furthermore it has been our experience that those current statistics pertaining to the Macaroni Industry which are published by governmental agencies are not accurate. It should be the function of the association to see that the government properly collects and properly interprets statistics which are to form a historical background and which may be of current value, but the industry itself should take the responsibility of looking after statistics of current value.

I know that any discussion of statistics is a dry subject, but believe me it can be an intensely interesting subject when a manufacturer starts out to cut prices on the theory that his competitors are getting all of the business when the fact of the matter is that his index of production is about the same or perhaps, even better than the average for the industry.

I think we have been lax in our association activities in the collection, digestion and presentation of facts upon which legislation affecting our interests may be predicated. Neither have we taken an aggressive attitude toward approval or disapproval of legislation which affects our interests.

The Macaroni Industry must have a strong organization to look after legislation activities in the future because whether they like it or not industry is going to have to accept government participation in business management.

The association should strive to get uniform state laws. A good example of uniform state laws are those concerning artificial coloring adopted by many states. This work should be carried on more actively. It has suffered because there has not been a continuity of association income and uniform planning.

There is a big field for association activities in the simplification and standardization of products. The manufacture and distribution of macaroni products may be simplified by the elimination of many sizes and styles of packages which are now on the market in which there is no determined public demand. The work has been done along these lines in developing the background for such standardization, but like so many other things which cooperative minded manufacturers spend their time and money the work has ceased with the presentation of a report to the Association.

Why is it not possible for example, for the Macaroni Industry to standardize a bulk container so that dimensions and strength specifications will be uniform. This will mean that the makers of containers will be able to standardize on their machinery and it will eventually lower their cost to manufacturers.

The Macaroni association in cooperation with the millers should be able to eliminate several grades of raw materials. There is need for more than two types of semolina—more than two or three types of flour. Your millers are reasonable men and if the Macaroni Industry can adopt a program of simplification and standardization of raw materials

Trade Associations Since NRA

By E. L. RHOADES, Editor Food Field Reporter

In a careful study of your convention program I find that the entire official action is to take place in 11½ short hours. In that time you are to plan the basic policies upon which your industry will provide macaroni products for 130,000,000 people for a year of 365 days before you meet again. Your action or your lack of action during this 11½ short hours will indirectly but certainly affect these 130,000,000 people more than most of you probably believe or comprehend. It is one of those great secrets of the American industrial system how widespread happenings arise from unknown sources.

These 11½ hours of active business sessions will cost the Macaroni Industry directly in

horse and buggy days behind. Let no one think that his individual old Dobbin is going to compete in this streamline age of rapid collective action. Let no industry think that it can win the competitive race against other industries with a Model T machine. They lack the rapid acceleration, the quick smooth brake action and the easy precision of control that modern industry must have.

I shall not take your time at sixty cents a second to tell you things about your own industry that you know better than I do. I shall confine my remarks to the subject of effective association action in general—which I have at least had more opportunity to study than most of you have. You may apply or adopt what may suit your needs and discard the rest.

A trade association is not a tangible thing that you can see or feel or hear. It is a condition or a system. It might be described as a mobilization of the industry. We cannot understand a trade association or make it operate effectively if we think of it as a group of officers and officials, elected or hired to do things for the industry.

I like to think of the central office of an association as a switch board, with wires running out to all parts of the trade and to all things that affect the trade. It is the rapid, instantaneous channel through which the trade talks with each other, with other industries and with the public.

The progress of an industry on any problem moves through three steps in sequence: 1. Information, 2. Deliberation, 3. Action.

During the coming year this industry will frequently have the need of rapidly and accurately getting the detailed information on movements that affect you. Any one can get some information, but to get all of the pertinent details quickly and accurately is a very expensive business. The telephone and telegraph cost of proper collection of such information is not understood by the members of many of our industries, and the lack of proper financing for this function cuts off effective industry action at its very source.

But information at headquarters is almost useless unless there are finances available to relay this information to the members for analysis, deliberation and decision. The decision of a fair cross section of the membership is essential for action on important matters. Too frequently by lack of adequate financing the information is slow, the decision is slow and the action comes too late to be effective. Before an industry undertakes any other programs it should make sure that it is properly mobilized and adequately financed for timely action.

It is unfortunate perhaps that trade associations are as inexpensive as they are. They are like the radio, so cheap that any one can have one. The desire to leave the door open to every half hearted member of an industry has put a ten cent admission price on too many associations for the financing of real aggressive action.

I do not favor in trade associations or elsewhere the principle of giving people something for nothing. In trade association work I believe in policies, plans and programs that benefit most those who do most to make them effective. I do not believe in the policy of having an active aggressive minority hold an umbrella over an indifferent majority. There has been too much of the basic theory of socialism, and not enough attention to how to do for those who will help do for themselves in trade association work. The number of noses you can count is sometimes of importance in public affairs, but it is not nearly as important as how many brains and how many pocket books are ready to come to your support.

Coöperative campaigns for increased consumption of the product offer great opportunities but have severe limitations. They



E. L. RHOADES

and will cease making demands for something a little cheaper than the standard, the millers will be glad to fall in line.

At the Macaroni convention in Brooklyn last year your Board of Directors retained me to make a survey of the industry. In that survey I covered quite thoroughly the various functions which an association can perform for an industry to better advantage than individual members of the industry can perform those functions for themselves. It is my hope that as this Association is strengthened and becomes more progressive that survey will be carefully considered because it was not the result of snap judgment. It was developed with the background of 17 years of practical manufacturing and merchandising experience and several years of intense study of the industry as it functioned cooperatively. Every known source of information was drawn upon for ideas. We talked with the executives of successful trade organizations. We consulted government officials. We read widely from the best treatises on cooperative work, and when this information was gathered together we submitted the result to 100 manufacturers. I hope that some of them read it carefully because I believe that it can serve as a guide to those who might be entrusted with the building of a stronger industry association. In that report we touched upon several activities of importance in addition to those mentioned here. We ask you who have the interests of this industry at heart to get out that survey and read it carefully. We do not expect you to agree with it entirely, but we feel sure that the things said in that survey will impress you with the need for a stronger organization than now exists, but we are not going to have that stronger organization as long as we expect busy executives in private business to give their time and effort to working out details and carrying forward plans.

We have a good industry and we have good men in it, but we need new ideas. We need to think new thoughts. We need a new conception of our opportunities and the way to make the best of them. We need a leader. Many of us have felt that the leader which we are seeking should have a thorough knowledge of the industry itself, but I have just about come to the conclusion that this is not necessary. If the leader which we pick is the right kind of a man, he can get the knowledge he needs by drawing upon the experience and knowledge of the men who are willing to advise him and he can take or reject that advice as his judgment dictates.

Knowing everyone by their first names is sometimes a liability. We do not need a man that knows all about our business as much as we need a man who knows how to get cooperative, constructive action from natural antagonists.

It is unthinkable to even consider giving up activities now being carried on by Mr. Donna and Dr. Jacobs, but if we are to make progress beyond that made in the last 20 years, a step in this organization must be completed by the introduction of a third man who will take the responsibilities which heretofore have been placed upon members of the industry elected to office, and expected to serve at their own time and expense.

Your president concluded his talk by recommending a paid executive for this association. This long discussion of mine has been made primarily to impress upon your minds the need for something more than has been done. We must be in a position to take advantage of the modern trend in cooperative activities if we are going to protect our investment and our future in the Macaroni Industry.

In conclusion I plead with you to stop trying to fight, not only among yourselves but against the introduction of new ideas into the industry. At least place yourself in a position where you have an open mind and this convention develops and your officers and special committees bring new thoughts to you. Please consider them with a realization that your interests are involved and that it is up to you to think with them toward a practical solution of our mutual problems.

executive time and traveling expenses a minimum of \$25,000. That is more than \$2,000 per hour. It is sixty cents for every time your watch ticks. I shall not sell you at that price any funny stories that you can buy in *Life* or *Judge* at ten cents a copy.

If this cost seems high remember you are thinking and planning service for 130,000,000. If your actions are wise and constructive in this 11½ hours the \$25,000 cost will be such a trifling amount that it cannot be seen with a magnifying glass on the balance sheet of the industry. If the action is sluggish or poorly conceived it will cost this whole amount for every day of the coming year.

You are planning for a year in which changes are likely to rush in with incredible speed. After election, regardless of result there is going to be a strenuous attempt to put ten million unemployed back to work in industry. There is a constitutional amendment in the offing that may affect many basic conceptions in business. There is a flood of new business laws, temporarily dammed up behind political expediency, ready to break loose after November. Before you assemble here again next year there will have been laws passed by a new congress that vitally affect your business—laws that have not yet even been conceived. In that year the rising tide of business will have washed new whirlpools of competition about your products.

You cannot answer those detailed questions now. You cannot cross many of those bridges until you come to them and find what the traffic jam is like. You may clearly determine the general direction in which you are to go. But you cannot determine the exact road until you see as you travel through the year when and where you have to detour for WPA or some other governmental activity.

You are here to determine the destination toward which you wish to move, to overhaul your machine, pump up the tires, put gas in the tank, adjust the carburetor, and even grind the valves and put in new rings if necessary. In this 11½ hours, at a dollar a second you are here to see that your industry machine is placed in condition to run for 365 days over any kind of roads, around all obstructions, through or around political or industrial traffic jams, and at high speed.

Industries move today in the vehicle of trade association action. We have left the

Macaroni Merchandising as Seen by a Retailer

By H. C. PETERSEN, Secretary-Manager,
National Association Retail Grocers

must be most carefully conceived and executed to be permanent and enduring. The socialistic plan of general advertising for every member of the industry whether his product is fit for advertising or not, falls soon of its own weight. By such a plan the producers of superior products help pay for the advertising of some products that they themselves would never put under a brand as fit for advertising. The modern trend and the most effective method is to split the responsibility between the association and the active alert members of the trade. The association studies the problem, develops methods, makes basic contacts and develops effective materials for use. The alert member takes these plans, buys the materials and proceeds to make use of them in an aggressive way that will keep him ahead of the sluggard. Such a method will increase consumption because it makes it profitable for the members to do what they should do for the industry as a whole.

In any plan for cooperative promotion a complete and accurate analysis of the factors that actually retard consumption is absolutely essential. Without it you are likely to do something that sounds good to you but has little effect on the consumer.

Prices, pricing methods and competition are subjects that have wasted more time and more money for trade associations than any other subjects. Mark Twain once said, "Everybody talks about the weather, but nobody ever does anything about it." May I paraphrase this to say—Every trade association takes a lot of time on the subject of competition, but in general none of them can do anything much about it. Most of the industry tricks of uniform cost accounting, and other methods of discouraging low prices, go up in blue smoke. It is only in cases where competitive wars are due to mistake that association officials can do much to relieve the tension. In my opinion open pricing would prevent many such mistakes. And the supreme court has recently said it is legal.

When I was doing agricultural extension work in the western wheat belt a number of years ago, many old farmers told me that they did not need the new agricultural ideas and that if I would just make it rain they knew enough about farming to make money. I have since talked many times with members of trade associations who did not seem to want any new ideas, but were sure they knew how to make money if their trade association would stop competition. It would be easier perhaps to make it rain. New methods have improved agriculture without changing the weather. New methods may put any industry ahead without changing the basic urge of competition.

The competition of low quality is the most difficult and most dangerous type of competition. On this matter trade associations can do something if they have the backbone and the internal fortitude to do it. If they do not, I predict that the public, through the government, will do it for them. I have no objection whatever to low quality being made available to consumers at a low price as long as it is honest quality. I object when it masquerades as good or high quality when it is not, and by its nature throws a cloud over all of the good product there is in the market. I have no sympathy for the man who complains continuously about competition with low quality and yet discourages the government from establishing definite quality standards and does not join with his trade in establishing definite quality standards upon which the public may rely for comparative values. The most effective safeguards of quality have been those in which the trade has established definite standards and the government has adopted those standards for official control.

Under NRA the normal progressive action of many of our associations was sidetracked for an excursion into the administration of criminal law. Many people hoped that progress could be forced, that had not before yielded to inspiration. That theory had largely collapsed before the legal end of NRA. Some of our associations have been slow in again getting under way with their normal momentum toward the progress that is to make our industrial future.

It is a pleasure and a privilege to represent the National Association of Retail Grocers before this splendid group of executives from the most progressive noodle and macaroni manufacturers of America.

I bring a message suggesting ways in which the manufacturer-distributor relationship can best cooperate in performing a service upon which the health and happiness of millions depend. True cooperation can exist only when perfect confidence is maintained—and confi-



H. C. PETERSEN

dence vanishes when policies are announced by a manufacturer in which he fails to respect the rights of the distributor.

The distributors are working wholeheartedly to improve conditions in retailing and are planning for a future in which producer and distributor may be assured of a reasonable return for services rendered, and the consumer may have easy access to foods efficiently and economically produced and distributed.

The problems involved in merchandising your products are numerous—perhaps the more important are those usually present in selling any specialized product and the problem which may be called a social one perhaps common to all business, the conditions which the ruthless tactics of certain factors have imposed on industry. This we believe can be corrected only by legislation.

I shall therefore combine my address to a discussion of the product macaroni and its sale to the consumer, pointing out some of the difficulties encountered in the transaction. Your obligation is to provide the retail grocer with a quality product, manufactured and packed under sanitary conditions. How often are we reminded of other days and other macaroni manufacturers when the whole some conditions common today in your industry did not exist. These changes, long since effective, have helped materially to maintain your market against the encroachment of fads, artful campaigns and splendidly built campaigns of publicity for meat, fruits, vegetables and the varied menus of the modern housewife.

You must not lose sight of the problem that still faces you and demands solution—price merchandise.

Needless it is for me to add—one piece of inferior macaroni can destroy large markets, therefore your problem first of all is to keep inferior merchandise off the shelf of our retail grocers. And a standardization of sizes and packages will keep down inventories and help turnover. Perhaps some type of institutional advertising as elaborate as your group finances permit, should be suggested. Certainly dealer helps practically conceived and intelligently distributed would help.

The many uses of macaroni and noodles—their use in soups and salads, with vegetable dishes, with meat, fish and fowl and even as a dessert—must be emphasized. The grocer will then build window displays, grouping related items, and will provide suggested menus. The buyer today in many cases has a mental picture of your product as the result of magazine advertising, and through display selling is made easy.

The retail grocer performs for you the most necessary and the most human service of all processes of merchandising. He is able to create in the mind of the consumer a desire to buy your products. He can use your beautifully illustrated advertising clipped from magazines, that is if you are advertising. And our grocers efficiently use the telephone in selling. Quick selling products—macaroni and kindred products are in this class—interest every wide awake grocer, help make the product of your manufacturer a fast mover. And remember the product is not sold until it appears on the consumer's table.

Macaroni and noodles should be preferred merchandise on the retailer's shelf and they will be if your association members, individually and cooperatively will work to eliminate profitless selling.

In this plan which calls for constructive action the most important activities to which we should give our support, moral and financial will be in support of legislation both state and national, which will make it unlawful for any person engaged in commerce to be a party to or assist in any transaction of sale which discriminates against competitors of the purchaser in that any discount, rebate, allowance or advertising service charge is granted to the purchaser over and above any discount, rebate, allowance or advertising service charge available at the time of such transaction to competitors in respect of a sale of goods of like grade, quality and quantity, or in any part of the United States at lower prices for the purpose of destroying competition or eliminating a competitor.

The major evils are acknowledged by all factors to be quantity discounts, diversion of brokerage, so-called advertising allowances and loss leader selling.

Quantity discounts and buying power are usually closely associated. Any relationship between seller and buyer which gives to the buyer an undeserved and unduly favorable position over a competing buyer is manifestly unfair. This unfair position may be the responsibility of the seller or of the buyer. In either case the resulting condition is the same.

Unfair methods usually arise from the abuse of buying power and the desire of the seller to obtain or maintain volume of sales. When buying power is used to coerce sellers into making price discriminations, rebates, brokerage, or so-called advertising or service allowances which are not available to all, a competitive advantage results for the favored buyer, which is not justified and which seriously interferes with orderly methods of distribution. When sellers make concessions to a few customers which they cannot afford to extend to all, the effect is that those on the preferred list are being subsidized by those not so favored.

Usually these abuses involve secret agreements with respect to price, terms, discounts, rebates or so-called allowances. The very fact that arrangements are secret makes the price action look suspicious. When a seller's price and terms are known to all the distributor is in better position to meet his competitors. He may then use his own judgment in regard to purchases of particular lines of merchandise, and as to whether or not to buy from

a particular manufacturer. He will know which commodities he can handle profitably. Full information as to terms of sale, quantity discounts, brokerage and allowances will enable the distributor to know how he must buy to meet competition. Buying can then be planned to better advantage and the true value of cooperation may be realized.

Publicity would check the granting of any unusual discounts and allowances, because the seller would hesitate to give preference to a few distributors if such action was publicly known. This knowledge would act to restrict and prevent unfair price discrimination. Any arrangement, secret or otherwise, which in any way gives an advantage to a certain distributor, or which tends to create a monopoly among distributors, is a dangerous practice and must eventually work to the detriment of the food industry and the consumer.

Loss Leader selling is a national menace because it tends to depress prices all along the line, resulting in the use of all types of subterfuge by those affected. Time was when we were told "I know you can't make a profit on my highly advertised merchandise but look how many related items you can sell at a good margin of profit." We agreed. Today however, far too many articles of merchandise are nationally known to permit such a statement to go unchallenged. Is it fair to assume that a continuation of loss leader selling will eventually destroy the good will attached to a seller's product?

Diversion of brokerage and the giving of so-called advertising allowances continue to harass industry. Too often their use is but a method of offering a lower price to certain buyers. Any practice which places a burden before efficient distribution must be discontinued for the good of the cause. Much has been said in the past about forced line selling. As such it has ceased to be so acute, and yet in various ways the same effect is produced.

Any form of publicity by the manufacturer which compels a distributor to handle merchandise on which a fair margin of profit is impossible, or through similar forms of publicity forces a new item through combination sales or premium inducements in an unfair trade practice.

We also call attention to a seller naming resale price over the radio, through the press or in advertising material furnished the distributor, which suggested resale price does not cover operating overhead. To say that no protests are sent in, that dealers are anxious to sell at prices even lower, is no answer to the problem.

The individual retailer has been long suffering in putting up with conditions imposed by some sellers but we are anxious to cooperate with those other factors in the industry to assure trade adherence to any plan plans voluntary or compulsory which will help open the avenues of opportunity to efficient individual operators, whether large or small.

The unfair trade practices I have mentioned may not be so prevalent in your industry, but we do know they exist. In conclusion may I suggest your getting together to the retailer, you need him; remember too, efficient merchandising must be rewarded if it is to remain efficient—discourage the footholding of macaroni—provide a fair margin of profit for your dealer, for after all he must sell your goods to consumption. It's been nice to talk with you about these problems—common to all of us—and I'm glad to have been here.

The National Association of Retail Grocers is dedicated to serve the food industry and will gladly cooperate with your association in problems which are mutual.

Macaroni Merchandising Through Eyes of the Wholesaler

By J. FRANK GRIMES,
President Independent Grocers Alliance of America

The farsighted thinking manufacturers of today are giving earnest and thorough consideration to the lines of distribution through which their products move.

The real problems of many manufacturers are no longer confined exclusively to production costs—to tactics and price of competitors—nor to their own sales problems. On top of all this manufacturers must think seriously about the rapidly changing phases of distribution which may easily become the main and

Obviously this does not mean that the manufacturers can ignore the complexities and problems of distribution. The manufacturer alone is best fitted to provide selling ideas about his own product. He must furnish sales ammunition of various kinds in order that his product be presented to the consumer in a most effective manner and in its most favorable light. This requires the closest of cooperation between manufacturers and distributors even to the extent of submitting plans, materials and sharing some of the cost of merchandising and advertising.

Wholesaling is an individual and necessary function. The assembling in large quantities of a great variety of items, many thousands in number, in one place in order that distribution in smaller quantities might be made to retailers is a function absolutely essential to low cost distribution. In fact without the wholesale function the development and marketing of a great number of articles never would have even taken place. The cost to approach retailers and consumers on new items would have discouraged their production right at the very start.

The wholesaler has provided the first step in distribution—a step that has been responsible in large measure for the marketing of a ceaseless succession of new items during the past year.

Conscientious wholesalers have steadily striven to reduce the costs of these functions. They realize they neither produce nor make the final contact with the consumer but they do know they perform a vital and necessary service. Regardless of the actions of some wholesalers who have not realized their responsibility to operate at the lowest cost consistent with rendering necessary service, the main trend of wholesaling is steadily toward lower costs.

The main obstacle to the final lowering of wholesale costs to its proper place has been the lack of coordination between the wholesale and retail functions.

At last we are learning that only as retail outlets concentrate their buying with a very limited number of wholesalers can the cost of wholesale distribution be kept under sound control.

The development of the Voluntary Cooperative idea is rapidly correcting the many ills of distribution. Retailers who truly support the wholesalers actively conducting a complete voluntary program find they can relegate buying to its proper niche and then concentrate the major portion of their time to the selling side of their business. Those retailers who realize they are in a highly specialized business which requires peculiar ability and complete concentration on the problems of the store find no time to become involved in the management problem of either wholesaler or manufacturer.

Manufacturing is a business peculiar unto itself. Wholesaling is a business peculiar unto itself. Retailing is a business peculiar unto itself.

While all three are largely interdependent they nevertheless are distinct in operation and should require the exclusive attention of those engaged in each.

In the organization I have the honor to represent we have proved conclusively that the wholesaler can take any product and with the cooperation of the manufacturer do a job of marketing that will be met with complete approval on the part of the manufacturer.

Our success in developing increased sales of macaroni and allied products has been very gratifying to us. Our merchandising and advertising division has laid out a twelve month plan to keep this product constantly before the consumer. While sales of these products are heavier at certain times of the



J. FRANK GRIMES

vital issue in their future security and progress.

The steady pushing forward of price as the main issue in business has produced more trouble, caused more unemployment and ruined more businesses than any other single factor.

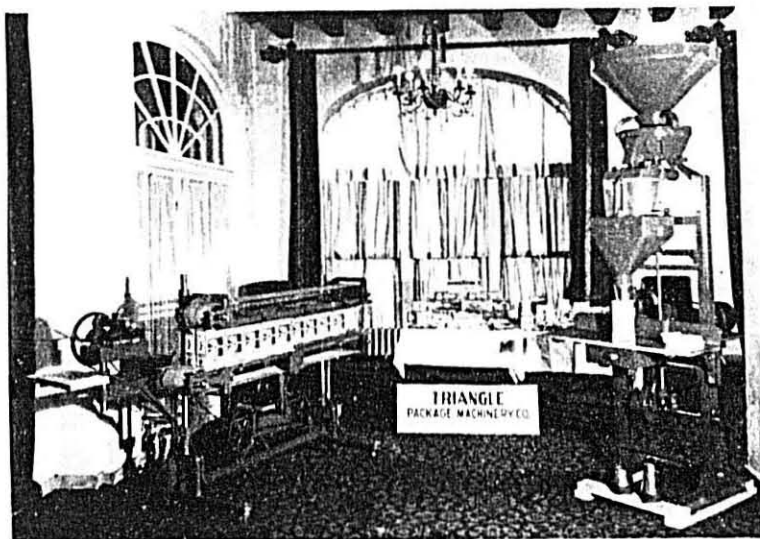
It seems as though every one has been seeking to get his product into the consumers' hands at a sales price lower than any one else in the world. With this issue so prominent in the minds of all we have witnessed a development in distribution wherein great efforts have been made to cut costs. To such an extent has this been carried on that certain functions in distribution have in many instances been passed over and a direct contact with the consumer attempted.

The orderly process of manufacturers to wholesalers to retailers to consumers upon which a great distribution system has been built has been attacked as cumbersome, old fashioned and costly. Strangely almost every attempt to go around this system has resulted in higher costs of distribution and in many cases seriously higher prices to the consumer.

A careful study and comparison between different theories of distribution systems inevitably reveals that certain functions are absolutely essential to orderly economical distribution.

Those who claim that merchandise of all kinds can move directly from producer to consumer at lower costs than the regular system have, except in a limited number of items, failed to produce lower costs. Those who attack what they term the "middleman" find the functions of these middlemen absolutely necessary to carry on their own ideas of distribution. They are not really attacking the functions of distribution—they are attacking the individual ownership of these functions.

Manufacturing is a distinct industry. It will take all the ability, time and resourcefulness of the whole staff of executives to efficiently conduct a manufacturing plant without becoming involved in the separate and distinct functions of wholesaling and retailing.



The Triangle Package Machinery Co. furnished one of the educational exhibits at the macaroni convention June 15-16

year, we have found a greatly increased sales volume in those months when others sort of let down and feel macaroni is in light demand. We feel that a careful and complete study of the uses of macaroni, together with acquainting the public with its food value will tremendously increase the per capita consumption of this widely appreciated food item. With wholesalers closer than ever before to their retail customers—with an ever increasing co-operation developing and with the wholesalers now wide awake to their responsibility to both the manufacturers and retailers I feel manufacturers will be wise if they lend every effort possible to aid the wholesalers in their efforts to market food products more efficiently, more economically and in greater volume than ever before.

Domino Firm Has New Officers

The Domino Macaroni Company, Inc., Springfield, Mo., a former member of the National Macaroni Manufacturers association, has rejoined the organization fol-

lowing its temporary suspension since the collapse of the code. Charles R. Jones, who formerly represented the firm in the National association was stricken last October and is still seriously ill with little hope that he will take up his former duties with the firm.

The new officers of the company are: President and general manager, W. W. Woods; vice president and treasurer, W. F. Dysart; secretary-manager, G. M. Mapes; superintendent, Carmelo San Paolo; salesmanager, Grady Renfro.

Manufacturer's Wife Dies

On June 4, 1936, death came suddenly to Mrs. Peter F. Vagnino, wife of the well known executive of the American Beauty Macaroni company, Kansas City, Mo. She had been ill for the past 2 years, although not seriously. Her body was taken to the city of her birth, Denver, Col. for burial in Mt. Olivet cemetery.

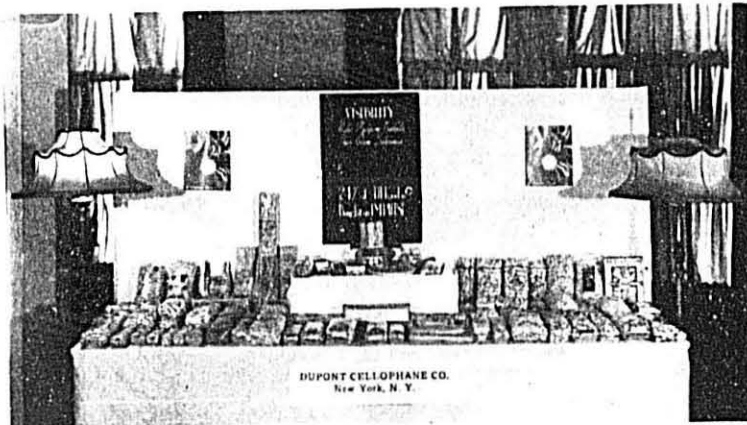
Mrs. Vagnino was formerly Miss Catherine Chiolero. She was born in Denver Dec. 30, 1887 and after attending the common schools there she received her education at St. Mary's Academy in that city. On her birthday in 1915 she married Peter F. Vagnino who was then connected with the Denver plant of the firm. They lived in Denver until 1920 when Mr. Vagnino moved to Kansas City where the plant of the Kansas City Macaroni & Importing company is situated.

There the family resided until Mrs. Vagnino's death on June 4. She is survived by her husband and three children, Eleanor, age 17; Peter Jr., age 14 and Michael, age 12 years.

12 Social Security Boards

The Social Security Board at Washington has just announced its 12 regional officers and directors. These posts will represent the Federal agency in cooperation with the various States in the administration of the public assistance, unemployment compensation and old-age benefit provisions of the Social Security Act. The regional officers and directors are:

- I.—Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, and Connecticut: John Pearson of Concord, N. H., director; headquarters, Boston.
II.—New York: Mrs. Anna Rosenberg of New York city, director; headquarters, New York city.
III.—Pennsylvania, Delaware, and New Jersey: Judge W. L. Dill of Philadelphia, N. J., director; headquarters, Philadelphia.
IV.—District of Columbia, Maryland, North Carolina, Virginia, and West Virginia: G. R. Parker of New York city, director; headquarters, Washington, D. C.
V.—Ohio, Kentucky, Michigan, and Indiana: Edict Crowell of Cleveland, Ohio, director; headquarters, Cleveland.
VI.—Illinois, Indiana, Wisconsin, and Michigan: L. McCarthy of Chicago, director; headquarters, Chicago.
VII.—Alabama, Georgia, Florida, Mississippi, South Carolina, Tennessee, and Virginia: Steve Nance of Atlanta, director; headquarters, Birmingham, Ala.
VIII.—Minnesota, Iowa, North Dakota, South Dakota, Nebraska, and Wisconsin: Wilcox of Madison, Wis., director; headquarters, Minneapolis.
IX.—Missouri, Arkansas, Kansas, Oklahoma, and Oklahoma: Ed McDonald of Oklahoma City, director; headquarters, Kansas City, Mo.
X.—Texas, Louisiana, New Mexico, and Oklahoma: O. M. Powell of San Antonio, Tex., director; headquarters, San Antonio, Tex.
XI.—Colorado, Arizona, Idaho, Montana, Utah, Wyoming: Heber Hart of New York city, director; headquarters, Denver.
XII.—California, Nevada, Oregon, Washington: Richard M. Neustadt of San Francisco, director; headquarters, San Francisco.—United States News



An attractive exhibit during the macaroni conference June 15-16 set up by the Dupont Cellophane Co.

Leaders Chart Industry's Progress

(Continued from Page 6)

educational advertising campaign to reestablish in the minds of the public the quality merits of semolina macaroni products, said Mr. Freschi in offering the resolution for convention action.

The resolution was adopted and a special committee was appointed to cooperate with a like committee from the durum millers when appointed, to plan and supervise a campaign that will restore the public's confidence in good macaroni.

While awaiting the report of the third special committee that held hearings the previous day the convention was brought to a fever pitch by a stirring address by Adviser G. G. Hoskins on the subject, "Shall We Fight It Out or Shall We Think It Out?"

No one in the industry is better acquainted with the individuals who compose the macaroni industry or with its needs than the speaker who has for years served the National Association as a leader, a former president and as chairman of the Macaroni Code Authority. During the code era no food official was in closer touch with the "powers-that-were" than was Mr. Hoskins.

He pictured the alarming conditions confronting the manufacturers and expressed the fear that unless something was done in an organized way, and that very soon, many are in for a sad awakening. The fighting spirit is ever a business essential, asserted the speaker, but no fight should be started until a plan of action is carefully laid after proper thought is given every angle of the battle.

The time has come, according to Mr. Hoskins, when the manufacturers should think more than ever in unison, particularly in matters that concern the general welfare of the trade. Trade association support is an absolute necessity, not only on the part of the willing and faithful few but on the part of the great majority of the industry, especially after the revamping of the association's policies in keeping with modern business trends.

Then followed the election of the 1936-1937 Board of Directors. The nominating committee, headed by E. DeRocco, chairman, after scanning all possibilities and considering the interests of the manufacturers and members of the various regions recommended a list of nominees, and the election of the new board for a one year term. When no additional nominations were made from the floor of the convention the board was elected by acclamation. The newly elected directors in attendance were asked to meet at luncheon to their organization and elect association officers.

- 1936-1937 Board of Directors of the National Association consists of: Region No. 1—G. LaMarca, Prince Macaroni Manufacturing Company, Boston, Mass.; Region No. 2—Maier, A. Goodman & Sons, New York city; Region No. 3—Philip R. Winebrener, A. C. Krumm & Son Macaroni Philadelphia, Pa.; Region No. 4—Joseph J. Conno, La Macaroni Corp., Connellsville, Pa.; Region No. 5—G. Gioia, A. Gioia and Bro., Rochester, N. Y.; Region No. 6—B. Broton, A. Zerega's Sons, Inc., Chicago, Ill.; Region No. 7—Joseph Freschi, Mound City Macaroni Co., Mo.; Region No. 8—Leon G. Tujague, National Products Co., New Orleans, La.; Region No. 9—J. H. Gooch Food Products Co., Lincoln, Neb.; Region No. 10—F. DeRocco, San Diego Macaroni Manufacturing Co., San Diego, Cal.; Region No. 11—L. R. Podesta, Fontana Food Products Co., South San Francisco, Cal.; Region No. 12—J. Scarpelli, Porter-Scarpelli Macaroni Company, Portland, Ore.; At Large—P. Giatti, De Martini Macaroni Co., Brooklyn, N. Y.; Peter J. Pirgiano, Kentucky Macaroni Co., Louisville, Ky., and R. A. Klein, F. L. Klein Noodle Co., Chicago, Ill.

At the organization meeting of the new 1936-1937 Board of Directors P. R. Winebrener of Philadelphia was elected Association President and Joseph Freschi of St. Louis Vice President. M. J. Donna was named Secretary-Treasurer of

the organization and Editor of its official organ, THE MACARONI JOURNAL.

Afternoon Session

Two outstanding representatives of the distributing trade addressed the convention during the afternoon, which was an open one and which brought out the largest attendance of the conference.

H. C. Petersen, secretary manager of the National Association of Retail Grocers spoke on "Macaroni Merchandising Through the Eyes of Retailers." J. Frank Grimes, president of Independent Grocers Alliance spoke on the same subject as seen through the eyes of the wholesaler.

Both made timely suggestions of changes that might profitably be made in macaroni selling. Improvement in the quality of the goods offered and a campaign to make the consumers of macaroni "quality minded" should not only lessen the distribution troubles but gain for the product the reputation it deserves at the hands of both the seller and the consumer.

The third special committee, that on Future Activities of the National Association then gave its fine report and splendid recommendations through its chairman, President Elect P. R. Winebrener.

The committee, the convention assenting, agreed that the National Association should well represent a greater proportion of the manufacturing firms in the industry and a larger percentage of its production capacity. It urged all progressive firms which are concerned in the future welfare of the macaroni business in the United States to give proof of their sincerity by joining with their fellow manufacturers as active members of the National Association that has for years carried on unselfishly for the trade's general welfare.

It recommended continuation of the activities of the headquarters office at Braidwood, with enlarged duties for the secretary, and a reorganization of the work of the Washington office under the direction of a special committee to plan and supervise the work.

The MACARONI JOURNAL continues as the official organ of the association and all manufacturers and allies are urged to help make it the true spokesman of the industry by contributing regularly to its columns items of interest and helpful articles.

It recommended reorganization of regional groups with a special chairman and secretary for each similar to the setup under the code, and frequent groups meetings wherein the work of the National Association would be augmented by regional activities, all under the supervision of the national body.

It favored definite action looking to the adoption of uniform Federal and state laws governing standards, labeling, etc., and the stringent but equitable enforcement thereof.

On the question of an additional full time executive to have charge of the enlarged program of association activities, the committee suggested that under the present condition of the organization's finances it might be necessary for a group of interested and generous manufacturers to underwrite the expense of such a service until such time as the increased income from his activities would enable the organization to assume the expense of this needed executive. When the manufacturers present were asked to state their attitude on the suggestion a total of more than \$3000 was pledged toward the estimated total of \$12,000 thought necessary to pay the salary and expense of this additional full time executive. The whole industry was to be asked to help support the movement.

The report of the committee was adopted after discussion without a dissenting vote, and the new Board of Directors was asked to put its provisions into effect as rapidly as practical.

The Committee on Auditing presented a report based on an audit made by Wolf & Company, Chicago for the period ending May 31, 1936 and the secretary treasurer's income and expense report for the fiscal year ending the same date.

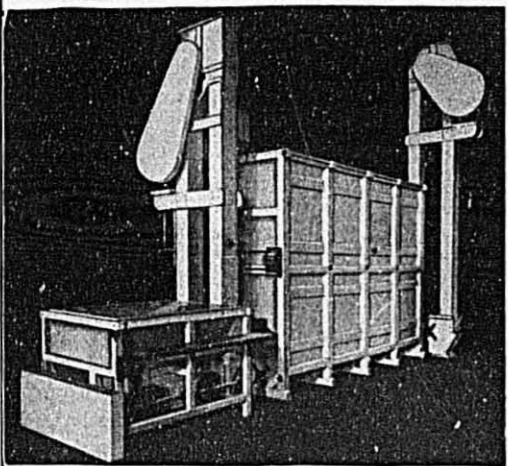
The Committee on Resolutions presented additional resolutions, which together with those previously adopted by the convention, were made a part of the complete report.

The selection of the 1937 convention city and dates was deferred until the midyear meeting or later, if considered desirable by the Board to which this matter is usually referred.

The 1936-1937 Officers were presented just before the 1936 convention finally adjourned. Both President P. R. Wine-

"One of the cleanest products we have seen"

That's what a large eastern manufacturer says about his macaroni products after using Champion sifting and blending units.



Champion Flour Outfit

FOR years, Champion has been serving the macaroni and noodle manufacturing industry by developing highly efficient, time-saving equipment—Flour Outfits, Dough Mixers, Weighing Hoppers, Water Scales, Noodle Brakes, and other units that quickly pay back their cost by large economies in production.

Champion equipment is built for long, trouble-free service, and sold on easy terms at low interest rates. No carrying charges—you deal direct with Champion. MAIL COUPON FOR DETAILS.

Champion Machinery Co. JOLIET ILLINOIS

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

Form for ordering Champion machinery, including fields for name, address, city, and state.

brener and Vice President Freschi pledged themselves to give as much time and thought as possible to their respective duties, but urged all present and all progressive manufacturers in the industry to help lighten their duties by free and full cooperation in all matters pertaining to the successful carrying on of the many needed cooperative activities to which the National Association is pledged.

Following the final adjournment of the 1936 convention the new Board of Directors reconvened to plan the activities of the Association on the enlarged basis approved by the conference.

The 1936 convention was brought to a very fitting close by a well attended dinner-dance and entertainment sponsored by the National Association the evening of June 16. It was staged in the brilliantly illuminated Michigan Room of the Edgewater Beach hotel.

The whole affair was a great social success, from a fine menu splendidly served to the varied entertainment provided. Robert Bowen Brown made a splendid toastmaster and handled the delightful affair to the satisfaction of the 200 guests that made up the gala party.

From the point of attendance the 1936 convention of the industry may have been greater in some years, but hardly ever more representative. For the good work done it was unsurpassed, as were the social features that must naturally be a part of all such gatherings.

Convention Registrants

Table listing Macaroni Manufacturers and Allied Trades, including names and locations of various companies.

PLEASANT JOURNEY

We wish all the Macaroni Manufacturers, their families and friends a very pleasant vacation

If you are contemplating to visit New York, we hope you will want to include an inspection of our Plant

We will co-operate in assuring you an early start and peace of mind by expediting required replacement and repairs of your dies

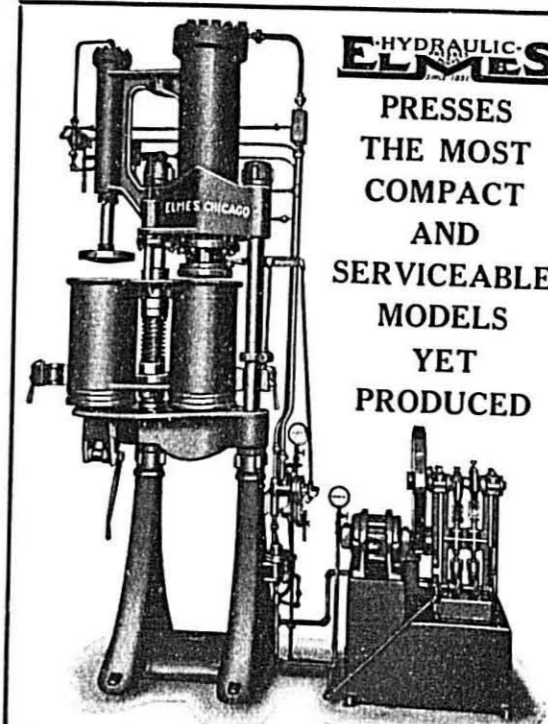
F. MALDARI & BROS., INC.

178-180 Grand Street



New York, New York

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



HYDRAULIC ELMES PRESSES THE MOST COMPACT AND SERVICEABLE MODELS YET PRODUCED

THE CHARLES F. ELMES ENGINEERING WORKS 213 N. Morgan St. Chicago Phone HAYmarket 0696

Probably the main reason we haven't gotten what we want is the fact that we haven't worked hard enough for it.

What counts is whether defeat is regarded as a spur or a thorn.

Here and There at the Convention

Congratulations!

The 1936 Macaroni Makers convention established one record of which all are proud. It was composed of one of the best behaved groups that ever attended a conference of the industry from the point of punctuality, attentiveness and sobriety. All seemed to sense why they were there and they lost little time attending to their business.

Slippery Business

To the very natural question of "How is business?" the reply of a well known "Noodler" must go into the records.

This noodle manufacturer arrived early, saying that his business of late had not made heavy demands on his time. When greeted by Secretary Donna who had not seen him since the midyear meeting last January, he answered nonchalantly to the query, "How's business been with you since I last saw you?" "Well, Donna, it's just this way. During the spring months when business is supposed to be good in our line we lost our shirts, and in these glorious summer months our pants are slipping."

Cordial Toastmaster

It was a pleasure to watch the cordiality with which Robert Bowen Brown acted as toastmaster during the Association's big entertainment moment and the caniness with which he handled a rather embarrassing situation when a part of the program did not appear as funny as it was intended. Bob should have little or no difficulty on qualifying for a position in the U. S. diplomatic service should he choose statesmanship for a career.

Flowers for the Ladies

Recognizing that no set program had been prepared for the entertainment of the ladies who were brave enough to accompany their husbands and friends to the convention, the genial representative of King Midas Mill company, Alex G. Graif, in the name of his firm, presented the ladies with very beautiful, individual bouquets of seasonal flowers. Very thoughtful of you, Alex.

Souvenirs

As has been its custom for some years the Consolidated Macaroni Machinery corporation, Brooklyn, N. Y. was again the donor of a useful souvenir in the form of a handy comb and nail file in an embossed leather case bearing its name in gold. Conrad Ambrette, president and N. J. Cavagnaro, treasurer did the honors for the firm.

A Canadian Hike

G. G. Hoskins, past president of the National association left immediately after the convention for his annual trip through the woods and lakes of northern Canada. He was accompanied by Mrs. Hoskins and their sons. On his return he will rejoin the Foulds Milling company as the executive in charge of the Libertyville, Ill. plant of that company.

Next Convention?

The question of where and when the next annual convention of the N.M.M.A. was referred to the new board of directors. Many feel that a later date should be selected to permit many manufacturers and allied to bring along their school children and college youths who are in school till the latter part of June. Those interested in the next convention city place and time are invited to write either their Director or the national office.

Recovery from Accident

John Ravarino of Ravarino and Freschi Imp. & Mfg. Co., St. Louis, Mo. has entirely recovered from an accident that confined him for several weeks last spring. He was the recipient of many congratulations from his numerous friends at the convention.

Wedding Anniversary Party

A wedding anniversary is something to be celebrated no matter where one finds himself. That thought is what prompted Mr. and Mrs. E. J. Thomas to celebrate their 19th wedding anniversary with a delightful party in the Marine dining room of the Edgewater Beach hotel the evening of June 15. Many macaroni-noodle friends of the Thomases were invited guests.

Showed his Patriotism

No one can question the patriotism of Charles Miller, Chicago representative of Washburn Crosby company. By his acts, we shall know him. Charles "acted up" when the "toaster" went too far, as he thought, in toasting American soldiers on the hot griddle.

Spaghetti—\$2 a Lb.

If press reports are to be relied upon the democrats who attended their party convention in Philadelphia last month paid exorbitant prices for meals and rooms, but Charles Rossotti, popular executive of Rossotti Lithographing company, New York city felt that the famous Chicago gangsters had decided to "hijack" him when he tried to buy some prepared spaghetti during the convention. Charlie had on one of his many fine parties. When it had reached the proper pitch someone suggested spaghetti. Obliging Charlie could be counted upon to satisfy every whim or appetite. The hotel kitchen had closed for the night, but across the street from the hotel there was a "night spot" that specializes in spaghetti. Out goes Charlie with thoughts of delightful spaghetti "al dente" and oozing with delightful sauce,—but he came back empty handed.

The proprietor welcomed Charlie with a genial smile and much waving of hands. Prepared spaghetti,—5 lbs.? Why, sure, the price is \$10,—\$2 a pound! Rossotti was dumfounded, but retained his spaghetti sense. Could it be possible that someone had the nerve to ask \$2 a pound for spaghetti which some,—many foolish manufacturers were selling for less than a nickel a pound? Here's an opportunity that the government sleuths would revel in,—officials who are investigating the spread between the price paid to producers and the price paid by consumers. The best spaghetti can be bought for 10c a pound or less. When sold for \$2 a pound, that means a spread of nearly 200 per cent. Charlie, knowing his spaghetti as he does, did not buy, so his guests had to be satisfied with crackers and gorgonzola.

The Kansas City Trio

Three young ladies from Kansas City, Mo. enjoyed every minute of the convention. They were here, there and everywhere, and poor Nick Onofrio—a self appointed chaperon,—was kept busy trying to locate them. The trio consisted of the Misses Mary S. Moore, Rose Sarli and Helen N. Onofrio.

West Meets East

Director E. DeRocco of the San Diego Macaroni Manufacturing company, San Diego, Cal. had a happy reunion with his wife and daughter who had been visiting relatives in Philadelphia for many weeks. They met at the macaroni convention, celebrating the event with a delightful dinner Sunday evening, June 14. The trio returned to their California home by way of Minneapolis and the Canadian mountains.

California Wants Convention

"Why should not the Pacific coast have the honor of entertaining the macaroni convention next year," asks Director DeRocco of San Diego, Cal. "It costs me about \$500 to attend a convention in Chicago but that is a mere drop in the bucket to the good that I get by getting the 'atmosphere' in other parts of the macaroni world. It merely means that I must add less than a mill to the selling price of

each package of macaroni-spaghetti-egg noodles that I will sell within the remaining months of the year to cover this convention cost,—not an expense but a fruitful investment. If all manufacturers would look at it in this light and would make this additional investment, there would be no objection to coming out to the coast for the 1937 convention. Think it over boys,—We'll show you a good time, a fine country and the best bunch of macaroni-noodle manufacturers it has ever been your pleasure to meet." If he can't have the 1937 meet, Mr. DeRocco says they'll be satisfied with the 1938 convention.

Refused to Run

Outgoing President Louis S. Vagnino was like Governor Lehmann of New York. Yes, he was different. He refused to stand for reelection as the Association president, and meant what he said despite every possible demonstration staged to stampede him into changing his mind.

Two Birthday Kisses

Another miller celebrated his birthday on June 16. Some one tipped off the vivacious singing strollers who entertained the banqueters and one of the ladies planted a loud smack on the ample brow of W. F. Ewe, Minneapolis representative of King Midas Mill company. A lady from a nearby table, not to be outdone by "perfect strangers" as she called them, followed with a luscious kiss square on his lip. Happy birthday, e.w.e.l.

Wife a Pinch Hitter

Kirk Becker was missed at the convention but his wife proved an excellent pinch hitter for this popular executive of the Peters Machinery company.

O solo Mio

Vice President Joseph Freschi was in evidence the night of the banquet despite macaroni convention discussion. He sang several popular Italian songs "a la Caruso" to the delight of the big gathering.

Pelican Suits

Those adorned in tuxedos,—The Pelicans as they were termed, who in turn adorned the speakers' table during the annual banquet were really the life of a very lively party. The rivalry was keen; the results most enjoyable.

Nice Convention Setting

The Michigan room of the Edgewater Beach hotel where all the sessions were held was very popular. It was cool and very quiet, and just sufficiently remote from the lobbies to criticize those who were most concerned in the convention's objectives.

Macaroni Recipe Exhibit

Secretary Donna received many compliments from the macaroni manufacturers on his impressive exhibit of the means and effects of the quiet but effective macaroni recipe publicity campaign that he has been supervising since last fall. The exhibit showing the various releases, the number of papers that make use of them and the total circulation of the papers, was studied by nearly all who attend the various sessions.

Points of the Compass

An idea of the representativeness of the convention can be gained by the four points of the compass represented. From the West Coast came E. DeRocco of San Diego, Cal. From the Gulf Region came L. G. Tyagar of New Orleans; from the Eastern Seaboard came V. Giatti of the New York Metropolitan area, and many others; from the Canadian Border there was a fine representative in the person of Walter F. Villame of St. Paul.

Jot It Down Baur

To enable all conventioners to jot down the convention engagements, Andrew Baur of

The Highest Priced Semolina in America
and Worth All It Costs

The
Golden
Touch

King Midas Semolina

Leads in Quality

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

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINNESOTA



Baur Flour Mills, St. Louis, Mo. passed out souvenir pencils.

Blames the Secretary

In making his splendid talk to the convention, Editor Rhoades of the Food Field Reporter told the gathering that he wrote his speech, the first that he has written in many years,—but that he did so only on the insistence of Secretary Donna whose editorial sense prompted him to make that request.

Suggests an Allied Convention

When he noted the absence of so many macaroni-noodle manufacturers who should and could have profitably attended, C. Surico, astute president of the Clermont Machine company, Brooklyn, was heard to say that it might be well to arrange for a convention of the Macaroni Allied Tradesmen next year. Then macaroni men would attend in large numbers to be on the watch for their own interests. Probably some merit in that suggestion.

A Free Ride

The registration list is not a complete record of all who attended the convention. It is merely an enrollment of those who paid their registration fee and thus helped finance part of the cost of holding these annual get-togethers.

Fine Committee Work

An outstanding feature of the 1935 convention was the excellent work done by the various committees. They tackled their respective jobs with determination and stuck to it until they were able to report constructive recommendations for convention actions from which much future good should result.

Hilarious Indians

Chicago was the scene of an Indian massacre in 1812 but that was nothing compared with the way in which some of the 1936 Indians (?) got the scalp of one of the convention speakers. It was the only unhappy incident of an otherwise delightful event.

The Unlucky Thirteenth

Because the conventions of the two major parties were held at about the same time that the macaroni-noodle makers were holding their annual conference, it was not surprising that politics was second only to macaroni in the minds of those in attendance, when they found time to talk about things other than the deplorable conditions that confront the macaroni industry.

As it does in macaroni matters, opinions differed. Some thought the fall election would see an easy democratic victory. Others felt sure that the republicans would be restored to power. Speaking with the authority of a citizen that comes from a state neighboring the honored state of Kansas, and without divulging his party politics, newly elected Director J. Harry Diamond of Nebraska told a political story of a proud Nebraska democrat.

During a recent campaign, this proud Southerner introduced his family of boys to a democratic candidate. "Thirteen boys," exclaimed the politician, thinking to favorably impress the proud father,—and all democrats, I suppose!" "All but one," replied the old Southerner,— "They're all democrats 'cepting Lemuel, the youngest little rascal. He got to reading,"

Convention Visitors

It is surprising how many representatives of the allied trades take advantage of convention of macaroni makers, yet are not a part of such meetings. Hats off to practically all the durum millers and macaroni machine manufacturers. They really help make the convention proper and add much in convention entertainment, but there is a group of lesser satellites who make life miserable for those in charge of the convention. They want to meet so-and-so. Can we look at your enrollment list? We do

not intend to stay,—but can we drop in for a while and listen to what is going on? Is the luncheon free? Can you give us the names of executives of the firms in such and such district? May we have one of those souvenirs? What is so-and-so's room number? Can we register as being in attendance to prove to our home office that we are here, without paying the registration fee? And so on. Embarrassing! Does it pay?

Missed Convention

The vivacious Mrs. C. H. (Noodle) Smith of Ellwood City, Pa., was among those that all missed at the convention this year. She and her husband had fully intended to be there, having made early hotel reservations but just as all were wondering about Mrs. Noodle Smith and her Charlie, along came the following telegram to Secretary Donna explaining their absence:

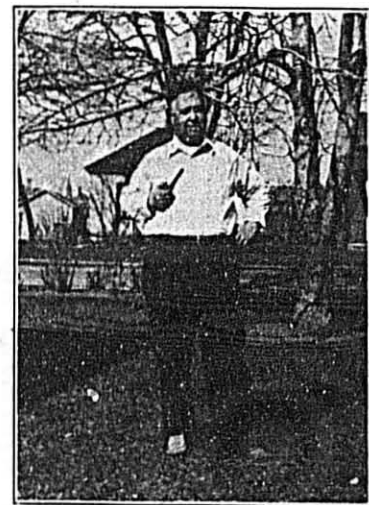
ILLNESS IN FAMILY PREVENTS ATTENDANCE AT CONVENTION. OUR SINCERE HOPE THAT MUCH GOOD WILL BE ACCOMPLISHED. OUR COMPANY WILL COOPERATE IN ANY WAY FOR THE GOOD OF THE INDUSTRY.

Scarpelli Sticks to Macaroni

The "dead uncle" or the "imprisoned relative" racket is still being worked in every part of the world. They tried it on a macaroni manufacturer recently but found in him a "hard customer."

The latest story, and one of interest to macaroni manufacturers comes out of Spokane, Wash. and it concerns G. E. Scarpelli, one of the macaroni manufacturing brothers that compose the firm of Scarpelli Brothers. He was picked upon as a probable easy victim, but the racketeers made a wrong guess. He would have nothing to do with their get-rich-quick scheme, preferring to take his chances in the troublesome macaroni market.

Here's the story as told by the *Spokane Chronicle* the early part of June, 1936:



G. E. Scarpelli, member of Scarpelli Brothers, Spokane, Wash., macaroni manufacturer, who refused to be swindled by the famous "Relative in Prison" racket.

Mexicans with "easily collectible fortunes" of \$185,000 in cash in the United States and who seek financial aid to be relieved of bankruptcy courts, are not going to be helped by G. E. Scarpelli, 22014 Sprague, macaroni manufacturer. Tuesday he received a type-written letter purporting to be from Don Pascual Cortes of Calle Palma 19 Hotel, Mexico City, the earmarks of which are easily recognizable as the old Spanish prison said to be. "The writer wants help right away," said Mr. Scarpelli, a Spokane resident for 12 years. "He not only asks that I wire him my acceptance immediately, but by air mail as next best. He also holds out another proposition—that after I've relieved his temporary financial distress, he will send his 16-year-old daughter, student at an agricultural college, along with me to collect the \$185,000 of which I can keep a third for my share. Oh yeah? I'll stick to the macaroni business!"

In a letter to the editor of THE MACARONI JOURNAL, June 9, Mr. Scarpelli adds: "Two days after the above story was published a gentleman called at my house and informed me that he was in correspondence with these people in Mexico City. In fact he had made reservations on the airplane that was leaving Spokane on June 7 and would take with him a check payable to the Bank of Mexico City for the amount of \$900 with which to pay the fine and court costs of the party that was supposed to be in jail in Mexico City, Mexico. When I told him that I was convinced that this was nothing but a racket, he quickly cancelled his airplane reservation, ending the case so far as I was concerned."

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Enjoins State Marketing Act

California's "Little AAA,"—the Marketing Agreement Act of 1935—was tacked as unconstitutional in the Federal Court of San Francisco, Cal. on June 11 by two macaroni firms that were not party to the agreement. The manufacturers who had asked the restraining order are the West Coast Macaroni Company, Inc. of Oakland and the Fresno Macaroni Manufacturing Company of Fresno. Both asserted that they did not sign the agreement of the macaroni industry of California, made shortly after the marketing act was passed.

Admitting that they have sold the macaroni products at prices considerably lower than those of their competitors, the plaintiff companies insist that the agreement is void because it violates both the Federal and state constitutions.

Judge Harold Louderback issued temporary order restraining A. A. Brock, State Director of Agriculture, from enforcing provisions of the act and ordering him and other members of two state boards to appear before Federal Judge Michael J. Roche to show cause why the order should not be made permanent.

Macaroni-noodle manufacturers in other states have been keeping close watch on the workings of the agreement which the majority of the macaroni noodle manufacturers had requested and which had been set up in May of this year.

Secrets of Successful Trade Marking

Circusing the Trade Mark, and How

By WALDON FAWCETT

Written Expressly for the Macaroni Journal

Growing up in step with the rising nature of trade mark promotion, we have long had with us an advertising technique known as "circusing" the trade mark. The term was not necessarily to be taken literally. It was employed to visualize a method of attack upon consumer-attention rather than a given physical environment. In other words, "circusing" a brand display might be a strategy with no visible or direct connection with that American institution, the traveling tent show. But all of a sudden, lo and behold, a need for trade mark owners to consider the circusing formula at face value, on its home grounds.

This sharp turn to the primary rather than the secondary meaning of "circusing" comes to pass in consequence of a current change of fashions in the circus world. All due to the fact that the circus street parade is coming back. When automobile traffic began to make complications some years ago most of the big circuses abandoned street parades. Now the free show is being revived. Partly, it is whispered, at the behest of merchants who want to have the circus day crowds congregate "down town." Along with the resurrection of the parade more press is being laid upon the elephants. Why, even the motorized shows are carrying herds of elephants nowadays, for special purposes, transporting the "bulls" in specially constructed trucks.

All of which news may appear remote from trade mark exploitation but has nevertheless a very definite connection. As a sequel to the revival of the circus the circuses have started anew their one-time profitable side line,—banners advertising. Now do you get the idea? Banner advertising is the medium that showmen have capitalized to provide everyday commodity marketers with a share of circus ballyhoo. The new turn of events is therefore calculated to bring appraisal in brand-selling circles of this flamboyant species of outdoor advertising.

Sharpening the issue is an expansion of range of "banner" messages. In the days before suspension of the circus parade the canny circus managers sold space to outsiders but they confined their banner licenses to the street parade. The elephants took the rôle of sandwich men and bore painted banners furnished complete by the advertiser, or painted to order by an artist traveling with the show. Banners are restored as part of the new circus stunt. But on top of that there is now "inside circulation" for commercial banners. Meaning that "banner licenses" are sold in the Big Tops with an agreement that the announcements will remain on view throughout the performances.

What, even more than the circus man's

share—the audience proposition—prompts an examination of the theories involved is that the circus "banner" is the ideal vehicle for an advertising pattern that is peculiarly adapted to trade mark education and perpetuation. To an almost unparalleled degree the practice involves touch-and-go advertising. The message must register instantly and be so presented that it will get over to the audience despite all the distractions of the circus atmosphere. Furthermore, the showing afforded by a traveling circus carrying but a single day in the average town affords the brand owner a measuring stick with which to gage the value of the growing variations of the same technique. For as our readers may have noted, managers of local fairs, carnivals, athletic events, etc. are all scrambling for the banner trade.

It is urged with some justice that the banner medium is just made for trade mark advertising because a quickly recognizable trade mark is precisely the form of compact, self sufficient copy flash that gets the best results from brief exposures. Granting this for the sake of argument, there remains for the decision of each trade mark owner the question of whether the game is worth the candle. Allowing that banner messages catch some prospects not to be reached in any other way, the brand owner is left with the riddle of it, and when, where, and how, it pays to use the circusing recipe for trade mark penetration? Especially the how. Let's look for an answer.

Marketing experts who believe in circusing qualify their endorsement. They say that this mode of attack has its points provided two conditions are fulfilled. First, they declare that a circusing splash is suited only to a product of general use, say, a food product. That of course admits macaroni, noodles and similar products, readily enough. Secondly, the business doctors urge that circusing stunts be not made a sole reliance. Circusing is a fine cane but a poor crutch, as they see it. So these sharps are prone to tell the macaroni marketer who has only a limited budget that he had best put it all in the standard reason-why or education types of advertising. But if he can stretch his appropriation, by all means have a fling at circusing to supplement and reinforce the formal advertising.

When trade mark strategists wink at circus policies they are apt to distinguish sharply between their conception of cir-

cusing a trademark and "jazzing" a trade mark. The latter has been a temptation for many branders; especially for coiners of catchy nicknames. But it is an adventure fraught with not a few perils to establish good will. Jazzing usually involves some tampering with familiar trade marks, to their peril. To give zip and zest the trade name may be abbreviated or slangified. Or some one feature of the composite mark may be lifted out of the ensemble and played up as though it were the whole trade mark story. Or liberties may be taken with the color plan of a trade mark. Any and all of which mean playing with fire in proportion to the extent to which they encourage or allow the public to obtain a conception of a trade mark different from the actual and full trade mark entity.

Circusing or bannering,—resort to "parade stuff" for trade mark exploitation,—is, in its way, just as unconventional,—undignified maybe,—as the above-mentioned jazzing adulteration, but it differs sharply in essential particulars. Circusing aims to take the public by surprise. To jolt consumer-consciousness by a touch of the sensational. But all the while the object of glorification is the exact, authentic trade mark. In other words circusing is applied to methods but not to material for trade mark perpetuation. Indeed, insofar as the circus banner medium is concerned there is no reason to think of this as some ultra-modern innovation. It is fundamentally the logical successor of the sign-display in behalf of local merchants which in days gone by adorned the drop curtain of every local opera house.

A consideration that is causing many food specialty marketers to take kindly to the modern facilities for circusing commercial announcements is the extreme mobility and elasticity of the medium. An employer of street- and spot-advertising does not need to take a long term contract. Nor does he of necessity make extended geographical coverage. Which selectivity endears the medium to the small marketer who desires to exploit a regional brand in huddled territory. And likewise commends itself to a national distributor who seeks means to set fire to popular sentiment on the eve of a local demonstration, sales drive or sampling campaign.

Again, the circus technique emphasizes the possibility of picking and choosing harvest fields, because the circus itself is a past master of the art of dodging about to find the most favorable spots on the map. A circus manager has ever a weather eye for changes in conditions on the path ahead. If the show is routed in territory that is subjected to floods, fires, droughts, epidemics or other disturbers of purchasing power, the itinerary is apt to be changed at the shortest

notice. The brand-owner who has part of his advertising appropriation in the paraphernalia of short range appeal to humanity in the open may switch and sidestep in somewhat the same manner, planting his trade mark preachments in areas where growing conditions are good and postponing for later attention the communities that are temporarily embarrassed or discommoded in any way. Finally, is one version or another of trade mark "circusing," the indicated quick remedy when it becomes necessary to hastily and loudly call the attention of a community to the invasion of the market by a brand counterfeiter or near imitator of the "genuine" that the home folks have always bought.

Martin Luther Resigns from Commander-Larabee

Martin Luther, vice president and director of sales of the Commander-Larabee Milling company, has announced his resignation, effective June 3. He plans to spend the summer vacationing and



MARTIN LUTHER

will reenter business in the fall. His duties for the present will be divided among the remaining executives.

Mr. Luther entered the milling business in 1921 at the age of 29, becoming divisional salesmanager of the Commander Milling company of which the late B. B. Sheffield was then president. Two years later when the company purchased the semolina mill of the Yerxa-Andrews-Thurston company, Mr. Luther was offered the managership of it. The following year the name was changed to the Minneapolis Milling company, and a spring wheat unit of 900 bbls. was added. The business prospered and successive enlargements to both spring and semolina units brought its capacity to 3600 bbls. daily, and it established a record for continuous operation.

During this time Mr. Luther had been elected vice president, and when the Commander-Larabee corporation was

formed in 1927, by the merger of the Minneapolis Milling company, Commander Milling company, Big Diamond Flour Mills company, and Empire Milling company of the northwest and the Larabee Flour Mills and its subsidiaries in the southwest, he was elected vice president and director of the parent company and all the operating companies, later becoming director of sales of the entire group.

When the Archer - Daniels - Midland company purchased the Commander-Larabee interests in 1930 Mr. Luther was the only one of the original executives who remained with the business, where

he served continuously until his resignation last week.

Mr. Luther had many warm friends in the macaroni industry. He regularly attended the conventions of the National association as the representative of his firm which holds an association membership in the organization.

He was a member of the board of advertising trustees that planned the magazine and newspaper publicity campaign to popularize macaroni products in 1930, being one of two representatives of the durum milling industry that so generously supported the campaign financially and otherwise.

SUMMARY OF QUESTIONNAIRES ON USE OF FLOUR vs. SEMOLINA 6/15/36
Questionnaires distributed—100 Replies Received and Figured—36

Question No. 1—From your observation do you find FLOUR MACARONI, increasing or diminishing?

Increasing—25 or 70%
Not Noticed—2 or 5%. Others unanswered or evasive.

Question No. 2—What PERCENTAGE of your Annual Production is of SEMOLINA? FLOUR?

Year 1932—32 Firms Reporting.
Semolina 83% Flour 17%
Year 1933—33 Firms Reporting.
Semolina 79% Flour 21%
Year 1934—33 Firms Reporting.
Semolina 74% Flour 26%
Year 1935—33 Firms Reporting.
Semolina 70% Flour 30%

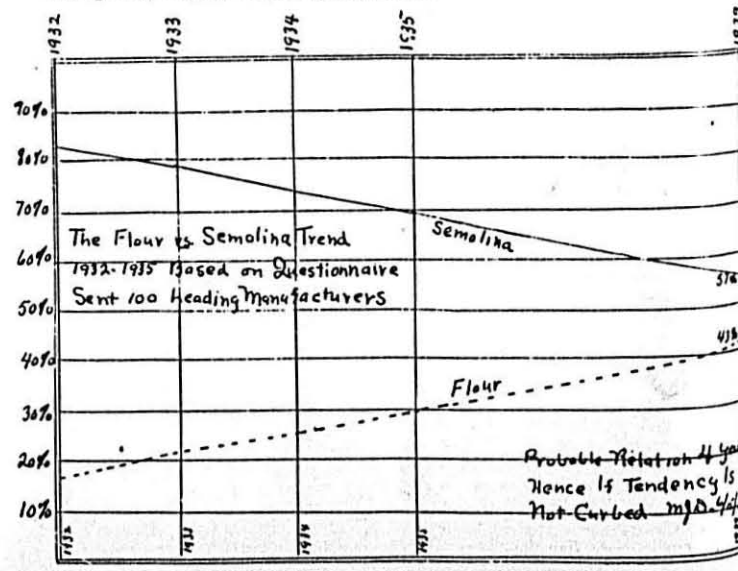
Note—Of the 33 Firms Reporting 7 use ONLY SEMOLINA.

Question No. 3—Do you favor a definite, concerted action to popularize Quality Macaroni, to create permanent consumers of Good Macaroni?
36 Replies Received. 33 Answered YES. Others Uncertain.

Reasons:
6 said—Good Semolina Macaroni will create permanent Users and consequently increase consumption.
3 said—Poor Quality will not help consumption.
2 said—Good Macaroni sells for more (Better Profit).
2 said—Poor Macaroni ruins potential markets.
3 said—It's only way to increase Macaroni consumption.
2 said—Only by education can public be induced to consume Macaroni in increased quantities.
(8 gave no reasons).

Question No. 4—Do you favor an Advertising Campaign at no direct cost to you to popularize Macaroni (Semolina) Products?
30 Answered YES—One said YES conditionally.
3 said No and 2 did not answer.

A variety of suggestions were made to definitely curb the reputed trend toward Low Grade, Flour Macaroni. Some of them are:
Educate Consumer. Educate Manufacturer. Bar all artificial coloring.
Have Durum Millers stop selling Clears and lower grades of flour.
Establish enforceable standards. Enforce Labeling regulations. Have Salesmen talk Quality Macaroni. Enforce Ash Regulations. Send violators to prison. Standardize Packages and Weights. Have a Quality Emblem.



MACARONI MAKERS' VOICE

To this department, all Macaroni-Noodle Manufacturers and friends are invited to send brief articles on any subject of special or general interest. The right to edit, delete, publish or withhold publication is reserved by the Editor.

*"I do not agree with all that you say,—
But I shall defend to the death your right to say it."*

—Voltaire

8 lbs. for 27; RETAIL

Your letter containing Questionnaire on the Flour vs. Macaroni trend received. In wishing you success in your efforts to eliminate low grade macaroni, have this to say about conditions here.

To the general public as a mass macaroni is macaroni. The discriminating, educated buyers are proportionally few.

Manufacturers out here were played one against the other by jobbers until they were using mill offal, and sold their products as low as \$2.75 per hundred.

We refuse to cut our quality to meet such unfair competition and as a result our consumption of flour in the manufacture of macaroni products has decreased at least 50% in the past four years and our use of semolina has increased in about the same proportion.

The result was that we were practically eliminated so far as the bulk flour macaroni is concerned.

There is absolutely no doubt that the macaroni industry has been hurt by these low grades. Retailers sold it for as low as eight pounds for 27c.

Some of our customers, wholesalers and retailers, have admitted that they have ruined their high grade macaroni business by the sale of this junk. Now they can't sell any macaroni, good or bad.

It is natural that when a purchaser buys 8 lbs. for 27c and finds it unfit to eat, that purchaser will be off macaroni for a long time.

S. M. Orso, Salesmanager
Oregon Macaroni Mfg. Company
Portland, Oregon.

Package Standardization

By the experiences of others the macaroni manufacturers might well benefit.

Until a few years ago one could pack any size can of olive oil as long as the weight was on the can in keeping with the law.

The legal weight was properly placed on all cans. On some it gave the weight as 7½ lbs.; on others 7¼ lbs and still others had it 7⅝ lbs.

The public, bona fide, thought that every can contained a full gallon.

After many complaints by honest importers and local packers, the Department of Agriculture found it necessary to impose a standard weight.

Today no can of oil, domestic or imported, can be sold unless it be marked (not in weight) but—FULL GALLON, FULL HALF, FULL QUART or FULL PINT.

Why can't the same thing be done with macaroni and egg noodles?

There are packages on the market here marked 16 ozs., 15 ozs., 14 ozs., and the consumer believes he or she is getting a full pound, unless he takes the trouble to put on his eyeglasses to find the weight which is usually in very small type and often obscured between two other printed lines.

With standardized packages filled with macaroni products made from high grade materials fit for human consumption, we will have eliminated many of the drawbacks to better business.

Philip Moreschi, Manager
The Frank Pepe Macaroni Co., Inc.
Waterbury, Conn.

Macaroni Products in Foreign Exchange

The Monthly Summary of Foreign Commerce issued by the Bureau of Foreign & Domestic Commerce for April 1936 reports a continued increase in the quantity of macaroni products shipped to and from the United States for that month.

Imports

This report shows a decided increase in the importation of this foodstuff with a total of 127,989 lbs. worth \$11,598 imported as compared with 99,062 lbs. valued at \$8050 imported during March 1936.

The total imported for the first four months of 1936 is 425,015 lbs. with a value of \$36,447.

Exports

The exports during April 1936 show an increase in quantity sold but a decrease

in value—176,439 lbs. worth \$13,844 as compared with the March 1936 figures—172,953 lbs. bringing American manufacturers \$14,455.

During the first four months of 1936 the exports totaled 701,435 lbs. with a value of \$57,661.

Here is a list of the countries to which this foodstuff was exported by American manufacturers during April and the quantities shipped to each:

Countries	Pounds
Italy	20,200
United Kingdom	22,504
Canada	49,847
British Honduras	1,230
Costa Rica	1,029
Guatemala	918
Honduras	1,226
Nicaragua	936
Panama	10,408
Salvador	370
Mexico	10,795
Newfoundland and Labrador	1,378
Bermuda	316
Barbados	72
Jamaica	200
Trinidad and Tobago	162
Other Br. W. Indies	681
Cuba	11,989
Dominican Republic	13,770
Netherland W. Indies	8,989
Haiti, Republic of	3,149
Colombia	96
Ecuador	40
Surinam	26
Peru	2,300
Venezuela	72
Br. India	9
China	698
Netherland India	68
Hong Kong	916
Japan	900
Philippine Islands	9,076
Australia	133
British Oceania	21
French Oceania	1,515
New Zealand	84
Union of So. Africa	57
Total	176,439
Insular Possessions	
Hawaii	85,614
Puerto Rico	74,533
Virgin Islands	4,218
Total	164,365

DURUM MILLING NOTES

Durum millers are deeply concerned over the unfavorable reports from the durum wheat sections of the northwest. Some areas report a total loss of the 1936 durum wheat crop, while most of them expect greatly reduced yields with prospects that durum wheat will be at quite a premium this fall over ordinary wheat.

In June the semolina market was somewhat stronger, but new purchases and shipping orders were scarce.

The premiums on good durums continue high because the best of the 1935 durum has already been purchased by the mills and the prospects for a good 1936 crop are not as favorable as they were earlier in the spring.

Semolina quotations are higher. During June No. 1 semolina ranged from \$7.50 to \$7.90, f. o. b. Minneapolis. Standard sold at from \$7.00 to \$7.20, with No. 3 semolina at around \$7.00. Durum fancy patent was around \$7.10-7.15.

The executives of all the durum mills are studying the macaroni men's proposal that they consider an educational campaign to popularize semolina macaroni at no direct expense to the manufacturer. Vice President Joseph Freschi of the National association, who is chairman of the special committee appointed last month in Chicago went to Minneapolis immediately after the convention to personally interview several of the mill heads on the proposition.

William Fulton, president of King Midas Mills, Minneapolis, Minn., is vacationing in Scotland, visiting scenes of his boyhood days.

R. V. Goodell, executive vice president of the Commander-Larabee Milling Co. of Minneapolis represented his firm at the convention of the New England barbers last month.

While Andrew Baur is conceded to be the champion pencil-passer at the macaroni conventions, his daughter Adele, age 19 is a golf champion. Late last month she won the junior girls' golf championship for the St. Louis district by a large margin. She was also the medalist of the tournament, with a 94.

The drought condition over the spring wheat area has continued this past week with further irreparable damage and shrinkage in possible crop outcome, states a bulletin of Capital Flour Mills, Inc.

Scattered showers, mostly light, were of little help in improving prospects, and continued hot weather has widened the area of almost complete crop failure.

The northern tier of counties in Section No. 1 in North Dakota and northern Red River valley still show some promise of a crop with scattered stations indicating fair to good prospects but general

need of immediate rains to prevent further deterioration. So far as durum is concerned, this is the only heavy durum producing area showing any promise at this time.

The Canadian crop prospects were considered fair until recently, but this past week hot dry weather has caused some concern with some sections showing deterioration, and continued unfavorable weather would cause a very acute situation so far as durum is concerned, with our own durum prospects apparently inadequate for domestic milling requirements.

Private reports of five crop experts as of July 1st estimate 134 million bushels spring wheat with condition of 40% and 497 million bushels of winter wheat with condition of 63.8%. One report segregates durum from spring, estimating durum at 12 million bushels with condition of 38%.

The government figures as of July 1 will be released July 10 and will be included in our next bulletin.

Plans for spending \$50,000,000 to \$100,000,000 on drought relief measures being considered by federal government officials for the relief of the farmers of the northwest including the durum wheat raisers, do not extend to the macaroni manufacturers who will be hard hit by the durum wheat failure.

Minneapolis, Minn., June 26.—General Mills, Inc. today announced a dividend of 75 cents per share upon its common stock, payable Aug. 1, 1936, to common stockholders of record at the close of business July 10, 1936.

MACARONI-GRAMS

By Spag MacNoodle

Of a retail merchant long accounted successful I asked, "How many different items do you think there are in your stock?" In replying he named 50,000 as the figure.

The number seemed to me to be excessive but he was probably right, for not only is his store large but it carries a variety of side lines, some of which are verging toward the deadline.

This is a case where the desire to have everything called for is leading a merchant to maintain a stock of perpetual shelf warmers, many of which ought to have been closed out long ago. He has many items that have been superseded by later products, either as improvements or as accepted substitutes. He is keeping those old items because he thinks somebody will want them some day. He is fooling himself every time he inventories them.

A merchant must use his own judgment as to what stock items he shall dis-

Will Cut Delivery Cost

Macaroni-noodle manufacturers will have their delivery costs materially reduced when and if the "dream truck" is actually produced and if it lives up to only one-half of advance promises of the agency that recently released the item relating to this wonder truck and automobile.

A quarter-ton delivery truck, which will operate 100 miles at a cost of 50 cents and will sell in the \$300 price class, will be displayed at automobile shows this fall by the American Bantam Car company, Butler, Pa., R. S. Evans, president, has announced.

The car will be styled and equipped like large streamlined cars, will run 40 to 50 miles on a gallon of gasoline, will attain a speed in excess of 60 miles an hour, and tires will last between 30,000 and 40,000 miles, it is stated.

Harry A. Miller, famous racing car and speed boat designer, is vice president in charge of engineering. His Miller Special engines were in the first eight cars to cross the line at the Indianapolis races last Memorial day.

Stock and special bodies for the American Bantam will be designed by Thomas L. Hibbard, vice president in charge of design. In the last 20 years, he has designed bodies for the leading European light cars and most of the high price American automobiles. He is now consulting designer for a leading automobile corporation in the United States.

In addition to the quarter-ton trucks the company will make a line of passenger cars and a sport speedster.

The American Bantam will not be an assembled car, but will be completely manufactured in the company's 14-acre plant in Butler.

continue when they become slow movers. A form letter by a Roscoe (N. Y.) firm supplies a good answer to anyone's question, "What shall I sell?" or "What products shall I make?"

"The experience of ten years," says this firm, "has guided us in the selection of the leaders we sell, to the exclusion of other makes of similar goods."

"Why do we sell one maker's goods and not another brand of the same article?"

"The answer to this question is the whole foundation of our business. We sell the goods which have proved their worth over a long term of years. We do not sell any which have proved unsatisfactory. We do not sell goods or machines on which we cannot give service."

If a single exception were added to the above answer, it might be this: "Except such items (products) as the public insists upon buying, despite our reluctance to sell (make) them."

FOR
QUALITY  SERVICE



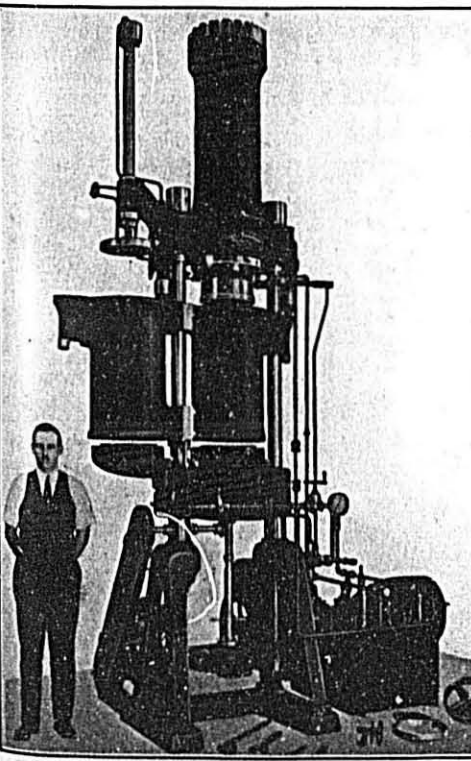
**THE
STAR MACARONI DIES MFG. CO.**
57 GRAND ST.
NEW YORK, N. Y.

*Our Prices Are as Low as
Possible, Consistent with Good Work*



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

... we recommend
Duramber No. 1 Semolina
ITALIAN STYLE
... uniform granulation
AMBER MILLING CO.
J. F. DIEBENBACH President Minneapolis E. J. THOMAS Vice Pres. & Gen'l Mgr.
... exclusive Durum Millers of
QUALITY SEMOLINA ...



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Service—Patents and Trade Marks—The Macaroni Journal

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Aurelio Tanzi Eng. Co.
Ravioli and Noodle Machines
Washburn Crosby Co. Inc.
Flour and Semolina



NOTES OF THE INDUSTRY

Son Ordained a Priest

Fritz Diefenbach, son of John F. Diefenbach, president of the Amber Milling company, Minneapolis, Minn. was ordained as Father Gabriel of the Capuchin order. The ceremony of ordination took place June 14, 1936 at the Capuchin monastery at Marathon, Wis. after 13 years of advanced study, following the young priest's graduation from a Minneapolis high school. Father Gabriel celebrated his first mass on June 17, 1936 at St. Thomas church, Minneapolis.

Sporting Spaghetti Offer

"Another ne plus ultra in the late frenzy of money-back offers," says the June 4, 1936 issue of *Advertising and Selling*, "is Franco-American Spaghetti's. As a friendly challenge to the best cooks in town they promise three times the purchase price if dissatisfied."

Grass Adds Drink Powders

The noodle business may or may not be dull during the summer as some manufacturers allow themselves and their trade to believe, but the Grass Noodle company of Chicago feels that the addition of a seasonal side line will help keep

its force busy even during the torrid months of the year. Therefore there has been added to the noodle business a new line called "Tempt Aid Drink Powders." Seven flavors are featured in the first distribution of the new line.

El Paso Wins Prize

One sure means of increasing the sale of good macaroni is through its proper display in the windows of the retail stores. The Skinner Manufacturing company of Omaha, Neb. interested store owners and store clerks in properly displaying its products by staging a national contest, offering prizes for the best displays.

Second prize was won by W. A. McKinney of Safeway Store, No. 2 in the City Market of El Paso, Texas. He won a gold wrist watch by his mass display of Skinner Macaroni in competition with approximately 20,000 other dealers throughout the nation.

Canadian Macaroni to South Africa

The following article from Le Messager, Lachine, Quebec, Canada, June 11, 1936 is interesting, not because of the export of Canadian macaroni to

South Africa but for its reference to the preference of South African consumers for colored macaroni.

A market is opening up in South Africa for macaroni and vermicelli from Canada, according to the industrial department of the Canadian National Railway. Heretofore Italy has been the chief source of supply, with the United States supplying canned spaghetti. The principal consumption centres are the coast cities. Yellow is the color required due to the apparent belief on the part of the public that the yellow color indicated the presence of egg.

Earns Safety Honors

Peter Rossi and Sons, Inc. Braidwood, Ill. was placed on the roll of honor by the National Safety Council for its outstanding safety achievements during 1935. It was given the lowest frequency rate among the smaller units considered in the council's classification. This macaroni plant worked more hours without a disabling injury than any other small unit. Its perfect 1935 record resulted in a reduction of its injury rate of 100% since 1933.

Quaker Maid Banquet

The macaroni employees of the Quaker Maid Company, Terra Haute, Ind. were treated to a banquet by the management in Hillcrest lodge on June 14,

1936. Fried chicken and spaghetti was the principal part of the dinner. After the banquet talks were made by C. W. Vestrup, plant manager and by Ovia Sofani, production superintendent, the former congratulating the force on its help in making the past season one of the most successful ever enjoyed by the firm and the latter telling a story of macaroni and its development. Dancing and games followed. Because of the success of this first venture it has been decided to make the affair an annual one.

Chicken-Noodles in Class

According to Wallace F. Janssen, editor of *The Glass Packer* in a letter addressed to M. J. Donna, editor of THE MACARONI JOURNAL, June 15, 1936, the former estimates that the 1934 pack of chicken and noodles was about 33,765 cases in glass containers having a net contents of 20 ozs. or less. "I am personally inclined to believe that the pack has increased since these figures obtained from the National Canners association were established."

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 advance 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

Search on 'Puritan,' 'Homestead' and 'Old Homestead'

A member of the National association anxious of registering a new brand name for macaroni products asked that search be made of the names "Puritan," "Homestead" and "Old Homestead" to determine whether or not they might be registered.

"We find," report our trade mark experts, "that 'Puritan' was registered for kinds of alimentary paste products by Marino and Freschi Importing and manufacturing company, St. Louis, Mo. May 13, 1919, claiming use since May 1918. Registration No. 125361.

"If this mark is in use it would prevent your member from registering 'Puritan' for such goods, and if it is a new mark with them, which they are thinking of adopting, we suggest that they seek something else.

In addition to the above registration, there are a great many registrations for food products for this trade mark and of them would be held a bar to its registration for alimentary paste. There is a time several years ago when various food products were considered of different descriptive properties, but now

Exact Weight Scale Company Brochure

The Exact Weight Scale company, Columbus, Ohio has recently released a rather complete brochure entitled "Industry at work," showing many of the uses to which its scales are put by the many classes of industries that use scales. It is one of the best illustrated pieces of literature imaginable, actual photographs of the various operations being used to illustrate the booklet.

On Page 8 of the booklet are shown three scenes from the packing rooms of La Premiata Macaroni corporation, Connelville, Pa. Altogether it contains 32 pages of illustrations of the many industries represented by the 50,000 or more customers that find Exact Weight Scales best suited for their weighing problems.

A copy of this interesting brochure will be mailed any macaroni-noodle manufacturer interested in getting one. Write to J. W. Seiverling, Sales Promotion Manager, The Exact Weight Scale Company, Columbus, Ohio.

the Patent Office considers them all the same.

"We do not find 'Homestead' or 'Old Homestead' registered specifically for alimentary paste products, but we find 'Homestead' for a great many other food products and we find the mark published several times, which latter applications never became registered. We presume they were opposed.

"Griggs, Cooper & Co. of St. Paul, Minn., has 'Home' registered for alimentary paste products along with a long list of other foods. No. 240773, April 10, 1928, claiming use since 1877. They were active in protecting their 'Home' registration and trade mark, and it is not at all improbable that they would oppose 'Homestead' for macaroni products, even if we could overcome the registration of 'Homestead' for other foods.

"Therefore, we suggest that your member select something else in the place of these two marks, and we will be glad to make a further investigation."

Because of the new policy of the Patent Office above referred to whereby a brand name for any food is considered as applying to all foods, the adoption of a noninfringing trade mark for macaroni products is becoming more and more of a problem. Macaroni-noodle manufacturers should guard with the utmost care any rights they may have acquired on good trade names that have been properly registered as the value of said trade marks is greatly increased under that ruling.

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 June 1936 the following were reported by the U. S. Patent Office:

PATENTS
Macaroni Die

A patent for a macaroni die was granted Guido Tanzi, Brooklyn, N. Y.,

assignor to V. La Rosa & Sons, Inc., Brooklyn, N. Y. Application was filed Feb. 24, 1934 and given serial number 712738. The official description given in the June 23, 1936 issue of the Patent Office Gazette reads:

"A die for extruding materials of the class described, comprising a cuplike body having an open end for charging, and having its other end closed by a wall provided with an extrusion orifice characterized by an elongated narrow slot, and said slot being further characterized by a relatively large enlargement substantially at the mid-point of its charging opening, and by relatively small enlargements at each end of the slot, the general contour of said extrusion slot from end to end being that of a very broad, rather flat M."

TRADE MARK REGISTERED

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

Chef Milani's

The private brand trade mark of Milani's, Inc., Seattle, Wash. was registered for use on spaghetti. Application was filed Aug. 10, 1934, published by the Patent Office March 24, 1936 and in the April 15, 1936 issue of THE MACARONI JOURNAL. Owner claims use since May 7, 1934. The trade name is in black type.

TRADE MARK REGISTERED WITHOUT OPPOSITION

Five Minute

The trade mark of Roman Macaroni Co., Inc., Long Island City, N. Y. was registered without opposition for use on spaghetti and macaroni. Application was filed April 29, 1936 and published June 30, 1936. Owner claims use since January 1931. The trade name is written in large black letters.

TRADE MARKS APPLIED FOR

Three applications for registrations of macaroni trade marks were made in June 1936 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Prattdale

The private brand trade mark of B. H. Rudo & Bro., Baltimore, Md. for use on macaroni, chicken noodle dinner and other groceries. Application was filed Oct. 10, 1935 and published June 16, 1936. Owner claims use since Sept. 12, 1935. The trade name is in heavy type.

Much More

The private brand trade mark of Food Products Co. of America, Chicago, Ill. for use on spaghetti and other groceries. Application was filed March 25, 1936 and published June 16, 1936. Owner claims use since Dec. 30, 1934. The trade mark is in heavy type.

Tresfarin

The private brand trade mark of Tres Chemical Pharmaceutical Industrial & Trading Co., Ltd., Budapest, Hungary for use on noodles and other groceries. Application was filed Aug. 26, 1935 and published June 30, 1936. Owner claims use since Sept. 25, 1931. The trade mark is the name in large black letters.

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

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

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ADVERTISING RATES
 Display Advertising.....Rates on Application
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Vol. XVIII July 15, 1936 No. 3

**New "Champion"
 Salesmanager**

The Champion Machinery company of
 Joliet, Ill. announces appointment of B.
 A. Evans as general sales manager. Mr.
 Evans has been connected with the bak-
 ing industry since 1923, having recently
 resigned his position with the Union Ma-
 chinery company. His wide circle of
 friends will be glad to learn of his new
 appointment.

**Industry Wins
 Two Labor Suits**

Two recent decisions in the courts of
 the nation are of interest to all members
 of the macaroni industry and to business
 generally.

In El Paso, Texas the Wagner labor
 relations act was declared unconstitutional
 on June 10, 1936 in an opinion handed
 down by Federal Judge Charles A. Boynton.

Granting a permanent injunction to
 the El Paso Electric company against the
 national labor board, Judge Boynton de-
 clared Congress through the act had "ex-
 ceeded the powers vested in it" under the
 constitution.

In New Orleans on June 15, 1936 the
 United States 5th circuit court of appeals
 ruled the national relations board is with-
 out the right to regulate employer-emp-
 loyee relations in manufacturing. It
 based its decision on the Supreme
 Court's recent adverse ruling on the Guf-
 fey coal act.

In a unanimous opinion the court of
 appeals denied the petition of the labor
 relations board for enforcement of an
 order requiring the Jones & Laughlin
 Steel corporation to reinstate certain em-

ployes who said they were discharged be-
 cause of organized labor activities at the
 company's Aliquippa, Pa. plant. The
 court ruled the labor relations board had
 no authority because the men were en-
 gaged in local production and not inter-
 state commerce.

**Proud Father of
 Renowned Son**

Some men have reason to be proud of
 their business. In addition L. A. Viviano
 feels a great pride in the attainment of
 his son. As such he was perhaps the
 proudest man at the convention this year.
 His son, B. J. Viviano, better known

as "Bart" to the football fans of the
 country recently received a degree of
 Bachelor of Laws at Cornell University
 where he starred for several seasons of
 that institution's famous football team
 as its plunging fullback, its captain in
 1932 and the team's representative on the
 All-Star eastern eleven and given hono-
 rable mention for the All-American.
 He is now associated with the firm of
 Whitman, Ransome, Coulson & Goetz
 of New York city.

WANT ADVERTISEMENT

FOR SALE—One Cylinder 150 lbs. Hydrapress
 and Pump; also 10 dies. Callagor's Macaroni
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<p>OFFICERS AND DIRECTORS 1936-1937</p> <p>P. R. WEINBRENER, President.....1010 Dakota St., Philadelphia, Pa. JOSEPH FRESCHI, Vice President.....1730 S. Kingshighway, St. Louis, Mo. L. S. VAGNINO, Adviser.....1227 St. Louis Av., St. Louis, Mo.</p>		
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P. R. WEINBRENER
President

The President's Message

To the Members of N.M.M.A. and
 To all Other Macaroni-Noodle Manufacturers:
 Greetings:

The demoralized condition in which our industry now finds itself is a natural but none the less regrettable aftermath of the devastating depression and the experiment, the code, which failed to accomplish its objectives. To the officers of our association who carried on during those difficult times and kept intact a semblance of an organization, the industry as a whole is indebted. Theirs has been a hard and thankless task.

The dawn of a more hopeful era is at hand. Our immediate job is to replan and construct an instrument (our trade association) for the fulfillment of the benefits which are possible by coöperative action.

Certain conditions and practices are now tolerated within our industry which should not, nor do I believe will long be permitted to continue in a trade where honest men are engaged.

The recent Chicago convention, though leaving much to be desired in numbers did provide a plan of procedure which if intelligently and diligently pursued will do much to eradicate certain of our troubles. No fantastic panacea for the elimination of all of our ills has been offered nor do I think ever

will be, but reasonable benefits are within our reach to the extent which is commensurate with our efforts.

More than the payment of nominal dues is necessary. Mental, physical and financial assistance is needed. Even if some cannot contribute liberally of all three—there is none who cannot render at least one of these requisites. If all will contribute even though modestly—appeal for membership need not be made to the generosity but rather based upon accomplishment. Membership must be made desirable and indispensable to all those engaged in the manufacture of macaroni and egg noodle products.

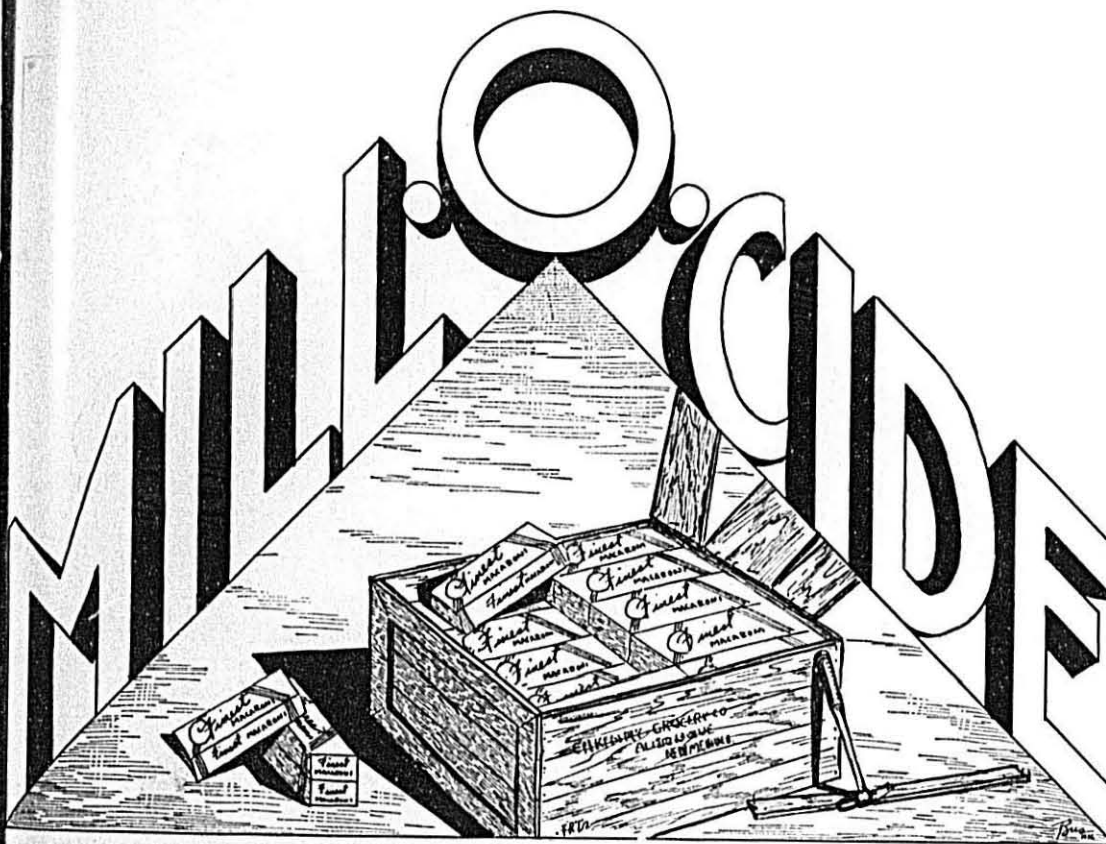
Of necessity our immediate activities must be conservative and to some they will perhaps seem even homely—but there has to be a beginning.

Sympathetic patience will be needed and with it real accomplishment lies ahead. That is if the industry really wishes it. The decision is for you to make.

The production of a good food reasonably priced is a worthy vocation, but any vocation must look to the general welfare of all those whom it serves if its existence is to be justified. Our aims must ever have this in mind if we are to succeed.

Enough of words—now for needed action!

PHILIP R. WEINBRENER



WILL ALSO PROTECT YOUR SHIPMENTS

This Liquid Food Insecticide, when sprayed on raw materials or finished products, will penetrate into every crack and crevice and prevent insect infestation in your warehouse. It kills insects in all stages of their development; egg, larvae, and adult. Mill-O-Cide is safe to use on Macaroni, Noodles, Spaghetti, etc., as it will leave no odor or taste and is non-poisonous to humans. "SPRAY A LITTLE OFTEN"

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Write Department M.J.-7

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