

**THE  
MACARONI  
JOURNAL**

**Volume XVIII  
Number 5**

**September 15,  
1936**

# The Macaroni Journal



Minneapolis, Minn.

SEPTEMBER 15, 1936

Vol. XVIII No. 5

## Loyalty to Party

The General Election is but a few weeks away. Already politicians are filling the air and the press with pleas for loyalty to this party or that group.

The Macaroni industry solicits your vote.

Vote now and always for the party of Macaroni men whose one plank platform is the Macaroni Industry's general and continuous welfare.

Do so as a member of the National Macaroni Manufacturers Association of which every progressive American Macaroni Manufacturer should be a willing and active supporter.

Any day you elect to join is election day.

# LET *Quality AND Modern Merchandising*

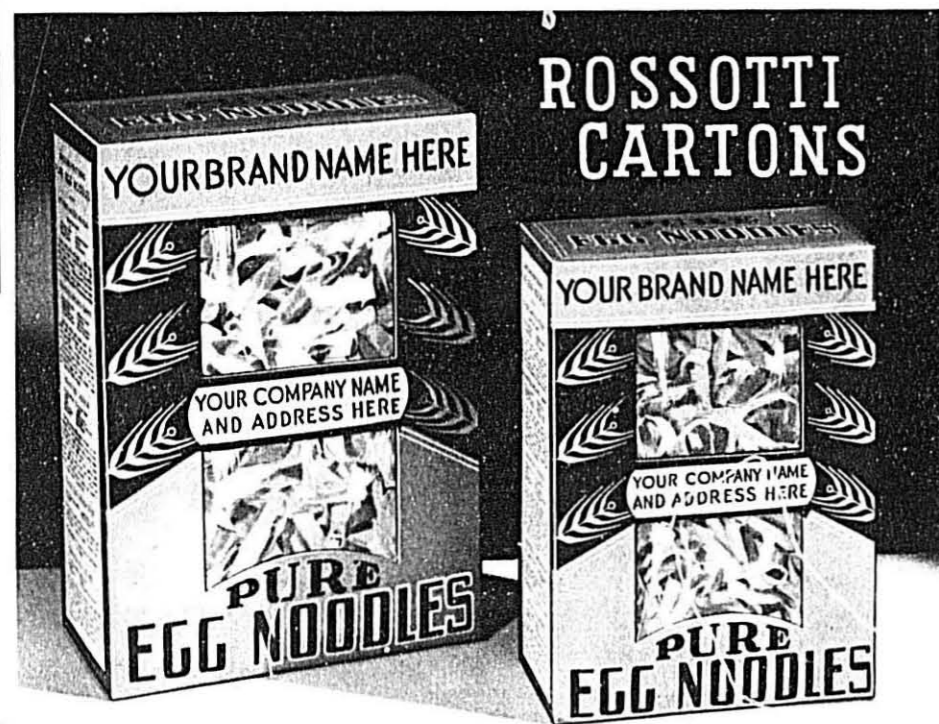
## HELP TO BUILD YOUR BUSINESS

America's most successful food product manufacturers will tell you... "It's the *repeat* business that counts." Manufacturing egg noodles and macaroni products of fine quality is the surest way to build a large and profitable repeat business. Sales volume and profits grow when your customers order your products again and again, BECAUSE their extra goodness is recognized and appreciated by consumers.

Shrewd macaroni manufacturers are always looking for new and better merchandising methods. They have been quick to see the sales advantages of our latest folding cartons. You also can increase your sales by merchandising quality products in these better packages. New, modern sizes have been standardized to

meet the needs of any macaroni manufacturer. Beautiful, full color, sales-getting designs invite customers to buy.

Rossotti has been studying and specializing on the packaging and merchandising problems of macaroni manufacturers for more than 38 years. No wonder the ideas we have developed for this industry have proven so successful. It should pay you to discuss your packaging problems with us. Suggestions, ideas, cost estimates, or a trademark search, free. WRITE TODAY!



### ROSSOTTI LITHOGRAPHING CO. INC.

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PACKAGING HEADQUARTERS FOR THE FOOD TRADE

## Manufacturers Protective Committee Formed

### *Aroused Macaroni-Noodle Makers join in a legal battle for their rights in the processing tax refund controversy*

Realizing the need and importance to macaroni-noodle manufacturers of protecting their rights with respect to claims against millers and Government for processing tax and floor stock refunds, and likewise realizing the obligation of the National Macaroni Manufacturers association to be of service to the entire industry in this fight involving many thousands of dollars, the directors of the National association have authorized President Philip K. Winebrener to appoint a Manufacturers Protective Committee and to retain legal counsel.

To aid him in this battle for justice to the whole industry and every individual member thereof, President Winebrener has named Joseph J. Cuneo of La Premiata Macaroni Corp., Connellsville, Pa. chairman of the convention's processing tax committee, and Perry Mueller of C. F. Mueller company, Jersey City, N. J. former president of the association and one of the best known men in the trade.

This committee held its first meeting in Philadelphia, Pa. on Aug. 25 and after carefully considering the whole tax refund question from every angle, decided to retain the services of the law firm of Saylor, Slocum & Ferguson, 903 Fidelity Philadelphia Trust building, Philadelphia to act as counsel in handling the claims and protecting the rights of the individual manufacturers who join in this protective action. Every manufacturer in the business has been invited to cooperate with the Protective Committee in some uniform recovery action.

As the result of study and conferences with counsel that has had wide experience in processing tax matters, the Committee reached three conclusions:

- (1) The manufacturer must take action to protect his rights;
- (2) The action must be started immediately; and
- (3) Best results will be obtained if the manufacturers band together as a group to negotiate with the millers and to handle claims by and against the government.

The committee, on advice of counsel, has decided that the first step will be united action against the millers. All interested macaroni-noodle manufacturers have been invited to list with the the Committee the names only of the mills from whom semolina and flour were purchased between May 1, 1935 and Jan. 6, 1936. It is the plan of the committee to put these millers on notice of claims against them by the individual manufacturers and later invite them to a conference with the industry's counsel with a view of getting a refund of tax monies that rightfully belong to the macaroni men. It is the intention of the Committee and its counsel to see that the millers take no steps insofar as returns by them to the Government on Sept. 15 are concerned which might make more difficult the securing of refunds now held by them.

Time is a very important phase of this action. The Committee contends that this is not purely an Association matter but one that vitally concerns every member of the industry and all manufacturers, irrespective of size or location of plant; whether a member of the National association or not is urged to join in the action.

"The situation is a complex one" says the preliminary statement of the Committee sent to the entire trade on Aug. 25, 1936, and we have not as yet had sufficient time to follow out all its details. We cannot now therefore ask you to commit yourself to any dollars and cents proposition. However, the preliminary steps must be taken at once as time is short.

The first step is to contact the millers. If sufficient interest is shown by the industry we will then formulate a definite arrangement, of which you will be advised. Should the arrangement then not meet with your approval you can say so and you will then not owe anybody anything. Representation by counsel will include:

- (1) The handling of your claims against the millers and other processors, and also your claims against the Government for floor stock refunds, both as of July 9, 1933 and Jan. 6, 1936.
- (2) Advice in connection with the preparation of Treasury Department forms dealing with refund claims (this is especially important as the forms include certain statements and questions the answers to which may vitally affect your rights).
- (3) Representation in any claim by the Government for the so-called windfall tax, and.
- (4) Generally, any legal advice which you may require in connection with any phase of the processing tax situation."

It is the further purpose of the Macaroni Manufacturers Protective Committee to secure interpretations of the present act governing tax refunds, or to offer an amendment to the act, if necessary, with a view of securing refunds on finished floor stocks on hand as of Jan. 6, 1936, which is not available under present interpretations.

Any and all information supplied the counsel or the Committee will be held in strict confidence. Every member of the industry is urged to cooperate in this concerted action as the most economical method of procedure and the most promising. Therefore, all manufacturers, whether members of the National association or not, or whether or not they have previously filed their refund claims, are implored to join this united action for their own protection.

Here's an opportunity for a united industry to join in a successful fight for the recovery of many thousands of dollars that are being wrongly withheld or unfairly denied. If you have not already done so, then submit the necessary information to Saylor, Slocum & Ferguson, Attorneys for the Macaroni Manufacturers Protective Committee, 903 Fidelity Philadelphia Trust building, Philadelphia, Pa. and they will advise of the necessary followup action.

## 9

### REASONS WHY CARTONS

By Rossotti

### HELP BUILD YOUR BUSINESS

1. Your quality can be seen.
2. Products are protected all consumed.
3. Brand name is big and prominent.
4. Lots of room for recipe and sales messages.
5. Easier to stack and display.
6. Solves breakage and reduced goods problems.
7. Stimulates appetite appeal.
8. Economically seals and protects machinery.
9. Full color photo lithography.



QUALITY  
IS  
SUPREME  
IN

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

# THE MACARONI JOURNAL

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## Living Costs 'Zoom'; Macaroni Prices Drag

With the prolonged drouth blamed as the most important immediate factor though seriously augmented by the combinations of laws and regulations that have proved so costly an experiment, the cost of living has increased more than twenty per cent by June 1936 over the depression's low in 1933, points out a government survey recently made. How much of this increase is reflected in current macaroni prices is undetermined by the survey quoted.

The depression's low, as it affected living costs in America, was in the year 1933. It was in that year that the present upward trend in prices started, continuing for three consecutive years until the people now find themselves paying nearly a quarter as much more for their daily bread. The cost of living increased about six per cent in 1934 and another five per cent in 1935. The increase during the first six months of this year is estimated to be equal to the increases of 1934 and 1935 combined.

Food, principal item of the family budget, has been the chief inflator of living costs today, comments *Business Week*. The Agricultural Adjustment Act cut down supplies through crop curtailments and the drouth made further and more drastic reductions. Sellers were not slow in noting the increased purchasing power of wage earners under slowly improving employment conditions and "upped" their prices as rapidly and as drastically as the traffic would bear it.

In foods, the price of potatoes reflects this upward trend in living costs. The market first went up one cent a pound. Then the new Potato Act created concern and with unfavorable growing weather, and prospects for a poor crop, they advanced two cents more a pound. By June of this year potatoes were selling at five cents or more a pound as compared with one and one-half cents in 1933, an increase of more than 300 per cent.

In 1933 butter sold for as low as 25 cents a pound compared with 38 cents in 1913. The June 1936 price level was 37 cents.

Bacon sold at less than 21 cents a pound at depression's low in 1933. Retailers demanded 40 cents a pound, even for the inferior grades, in June of this year.

Clothing prices followed the food price trend at first and then suffered a setback. Therefore they can be figured as contributing but little to the increased living costs under discussion, though there is a tendency toward higher clothing prices in the near future.

From April to November 1933, clothing prices bounced 28 per cent shows the survey, which comments further:

"The advent of the National Recovery Administration with its higher wage and shorter hour program enabled the clothing

manufacturers and merchants to begin selling at a profit instead of giving the goods away for a song. But unlike food prices, which pressed right on into higher ground right up to the present moment, clothing prices suddenly lost their snap, until today they are only 21 per cent over depression's low, with very little change in wages and hours."

Potatoes, butter, eggs, bacon, clothing, almost everything that enters into living cost have "zoomed," but during the three years under review macaroni prices appear to have affected living costs very little, if any. There is reason to believe that the continuous low macaroni prices that have too long prevailed have really tempered the rising cost of living, somewhat retarding a more rapid advance. Any increased demand for macaroni products that may have been created since 1933 is probably due to its increased use as a living cost reducer.

The macaroni markets of the country are still glutted with brands that are selling at depression's low. There can be found some fairly good macaroni retailing as low as 8 cents a pound in bulk and in packages for as low as six packages for a quarter. In the face of increased living costs these prices are ridiculous. Granting that some of these may have been distress goods, the manufacturers will have to pay considerably more for their replacement flour or semolina, so if it is true that manufacturers' prices have increased somewhat in recent quotations, why shouldn't they?

The United States durum wheat crop, principal source of raw material for good macaroni, is almost a total failure this year. What little is marketable can be bought only at a high premium over the high priced spring wheat. Manufacturers who choose to continue manufacturing high grade semolina goods, as many will, while others are looking for cheaper substitutes, will be compelled to pay more for their raw materials and more for converting them into finished products.

Macaroni manufacturers will have to depend more and more on Canadian durum wheat for their needs during the new crop year. They will not only have to pay a correspondingly higher price for good macaroni wheat but an additional tariff duty of 42 cents a bushel to import it into this country.

All of which emphasizes the fact that macaroni prices will have to keep step with increased living costs. Otherwise, there will be many compelled to close shop, dropping entirely out of the profitless race in which the macaroni industry seems to be a most foolish factor. On the basis of food calories per pound, when potatoes sell for five cents per pound, macaroni, even the poorest grades, should sell at a comparable price of 20 cents. Think this over!



# The Canadian Durum Wheat Research Laboratory and Its Activities

By W. Geddes, Chemist in Charge, Grain Research Laboratory,  
Board of Grain Commissioners for Canada

Durum wheat is the basic raw material of the macaroni industry. On the North American continent this type of wheat is grown extensively in certain sections of the Great Plains area of the United States and Canada. In Western Canada, its production began to assume importance about the year 1920, when it was found that the recently introduced variety, Mindum, was particularly suited to the soil and climatic conditions in southern Manitoba. Within this area and also to some extent in south-eastern Saskatchewan, the returns to the farmer from the growing of hard red spring wheat were becoming increasingly uncertain, due to frequent recurrence of drouth and rust. Durum wheats are more resistant to the common forms of stem rust than bread wheats, and possess other agronomic characteristics which suit them to dry climates. They are not, however, adapted to the more northerly regions, owing to their later maturing characteristics and consequent risk of frost damage. Since 1928, durum wheat has constituted 30% to 55% of the total acreage sown in Manitoba and has represented 3% to 6% of all wheat graded by the Western Grain Inspection Division. The approximate amount of this type of wheat produced in Western Canada for the past six years is indicated in the following table:

Crop Year	Bushels (approximate)
1930-31	11,559,000
1931-32	7,414,900
1932-33	13,239,000
1933-34	9,420,000
1934-35	8,937,000
1935-36	13,299,000

As late as 1930, no facilities were available in Canada for studying the macaroni making quality of durum wheat, but in view of the importance of its production and the necessity of securing information on the effect of various forms of damage, such as rust, black point, frost, starchy kernels, etc. upon quality, and to aid plant breeders in the development of new varieties, the National Research Council of Canada took steps to establish a special laboratory for the testing of this class of wheat. This laboratory is now located in the Grain Research Laboratory, Board of Grain Commissioners for Canada, at Winnipeg, and it is the purpose of this and succeeding articles to briefly describe the equipment and experimental methods which have been developed and some of the results secured.

As there was practically no information in the literature regarding the laboratory testing of durum wheat, a survey was first made of the existing laboratory facilities of several large commercial organizations in the United States, and from the results of this survey it was deemed advisable to devise experimental methods and equipment which would simulate commercial practice as closely as possible and at the same time be capable of accurate standardization.



DR. W. F. GEDDES

This recognized authority on North American grains, and an eminent specialist in research work done and being done by the Canadian government on durum or macaroni wheats, is a graduate of the University of Minnesota, having attained his Ph.D. degree in cereal chemistry under Dr. C. H. Bailey of that institution.

Until 1933 Dr. Geddes was head of the Department of Agricultural Chemistry in the University of Manitoba at Winnipeg, resigning that position to accept one with the National Research Council of Canada, a Dominion government organization, as chemist in charge where he has done much highly satisfactory work in grain study.

In 1927 the National Research Council appointed an Associate Committee on Grain Research to coördinate and project Canadian cereal chemical research. As a member of this committee, and as a resident of Manitoba where about 50% of the wheat grown is durum, it was but natural that he should bring to the attention of the committee the matter of durum wheat research, the result of which was that through his intercession a special grant was obtained not only for laboratory assistance but also for the necessary capital expenditures to give Canada one of the best equipped laboratories for its specific research work on wheats and their derivatives.

This authority on Canadian durum wheat is preparing two subsequent articles, especially for THE MACARONI JOURNAL, publication of which will appear as soon as preparation can be completed.

Experimental Semolina Manufacture

The equipment for milling durum wheats consists of a two-stand Allis-Chalmers experimental mill with 6"x6" Gantz cut rolls, bolter and a small scale purifier. The flow sheet employed is shown in Figure 1, and with careful attention to such details as proper tempering of the wheat, yields of high grade semolina varying from 31% to 33% can be secured. These values are considerably lower than those obtained in commercial mills but the unavoidable loss is greater with such small scale equipment and in any event the quality of the semolina produced compares very favorably with that of the large commercial mills. Six pounds of wheat (2,500 grams) are necessary for a milling, sufficient semolina being obtained for a single macaroni test and various chemical determinations such as moisture, protein, ash and carotene.

### Experimental Macaroni Equipment

A complete unit consisting of mixer, kneader and press was built to order according to plans kindly supplied by Dr. D. A. Coleman, Bureau of Agricultural Economics, Washington, D. C. This equipment, illustrated in Figure 2, is mounted on a heavy table and directly driven through suitable gear reduction by a 1 1/2 HP motor. It is designed to operate with 600 grams (approximately 1 1/4 lbs.) of semolina per batch. The mixer is provided with four arms on the shaft operating against fixed pins and rotates at 36 R.P.M. The kneader pan is 10" in diameter, operating at 8 R.P.M. against two idler rolls of 16 and 24 teeth respectively and is fitted with vertical adjustment and movable plow. The press is screw driven, 2 1/2"x10", and is provided with an oil jacket and limit switches. Accurate control of pressure has been found to be essential for uniform results and the jacket was therefore fitted with an electric immersion heater, thermostatic control and a motor-driven stirrer. Press dies are available for standard sized macaroni and spaghetti and also a special die for flat strip employed in colour studies.

In view of the fact that the drying of macaroni is generally considered to represent the most critical stage

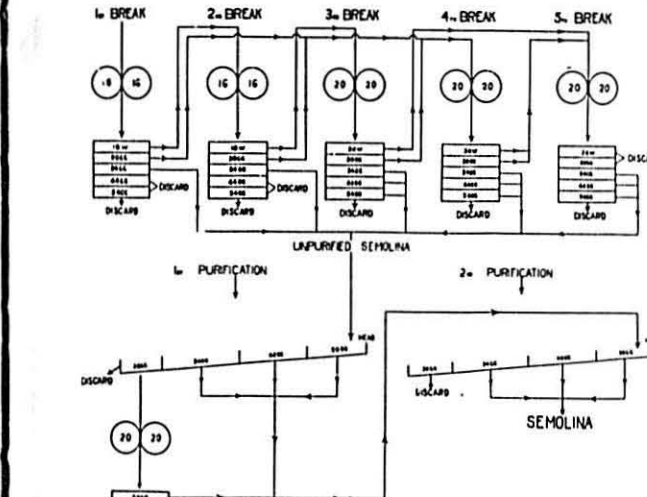


Fig. 1. Flow Sheet for Milling Durum Wheats.

of the manufacturing process, considerable time was spent in the design and development of an experimental drying cabinet which would permit of accurately controlled and reproducible drying conditions, regardless of external temperature or humidity and which would also allow of precise study of the drying process itself. The perfected apparatus is illustrated in Figure 3. The air employed in drying the macaroni is continuously circulated and conditioned, temperature being regulated by electric heating coils controlled by a very sensitive thermo-regulator and humidification being accomplished by passing steam at atmospheric pressure into the system from a small electric boiler. Steam is generated in this boiler by the resistance of the water itself, the current passing between two carbon plates about 1/4 inch apart and immersed in tap water. De-humidification of the circulating air is obtained by passing an increasing proportion over refrigerating coils, the amount being controlled by an electrically operated butterfly valve, the rate of opening of which is regulated by a timing device. This device allows of fully opening the valve in a period ranging from 5 hours to 5 days, thus producing a very rapid or slow drying effect as desired. Complete control of the drying operation is obtained by means of an automatically regulated input of moisture (steam) from the boiler previously described, by means of a control device fitted to a standard two-pen recording thermometer, one pen recording dry bulb and the other wet bulb temperature within the cabinet. This device is similar to the system employed in commercial regulators, but is better suited to very accurate control and functions electrically instead of by air pressure. Briefly, the desired falling humidity curve is plotted and relative humidity read off for every hour. These humidities are then converted to the corresponding wet bulb equivalents for the desired dry bulb temperature (usually 90° F.). The values so obtained are plotted on a recorder chart and traced onto a disc of heavy celluloid with a special paint which is electrically conducting when dry, copper

afterwards being plated on to give a permanent conducting surface. This "control" chart, as it is designated, is fitted to the recorder and a small strip of spring brass arranged to make continuous contact with the copper coating. The wet bulb pen itself serves as a second contact. The whole system is so arranged that when the wet bulb pen makes contact with the control strip, steam is generated which passes into the system and raises the humidity until finally the wet bulb pen falls away from the edge of the control strip. When this takes place, production of steam is cut off instantaneously and, due to the de-humidification device, moisture is removed, the humidity falls, and eventually the control operates and steam is again admitted. It will thus be seen that regulation of humidity is effected by balancing moisture input against moisture removal and by this means exceedingly close control of drying can be obtained and any desired type of drying condition produced by constructing a suitable control chart and regulating the rate of de-humidification. In addition, the apparatus can be regulated to operate over a range of temperature from below that of the room to 125° F. and thus allows of studying the effect of drying at various temperatures.

To complete the description of the experimental equipment provided for this work, mention should be made of an automatic recording scale or balance, designed to measure and record the loss in weight of a sample during the actual drying process. This instrument can be seen mounted on top of the cabinet in Figure 3. A 100-gram sample of the material being dried is supported within the cabinet on a carrier suspended from a fine wire passing through a small hole in the top. This wire is attached to the balance and as the sample loses weight (moisture), a record is produced upon the drum of the apparatus. At the end of the drying operation, the sample is removed and the residual moisture content determined. It is thus possible to calculate the loss in weight for any interval of time, the rate of loss and the total loss. Data obtained with this instrument, which was specially designed for the purpose, have proved invaluable

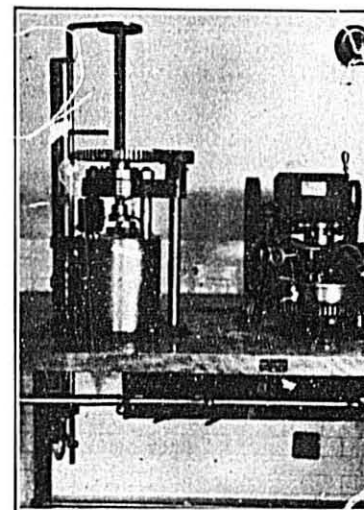


Fig. 2. Experimental Mixing, Kneading and Pressing Unit Showing Limit Switches and Temperature Control Equipment for Press.

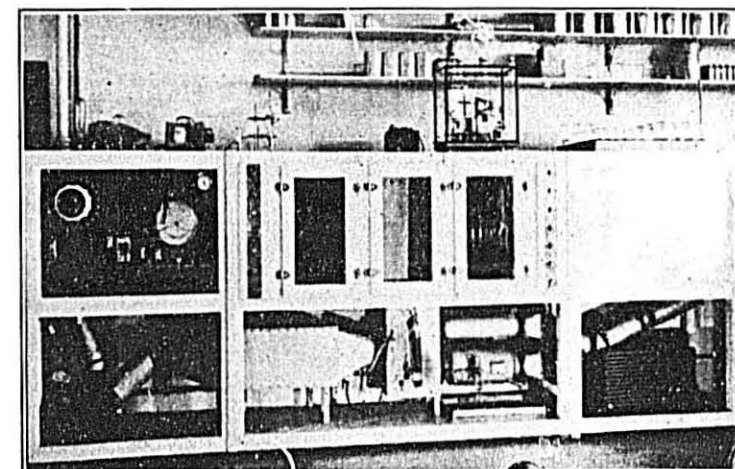


Fig. 3. Experimental Drying Cabinet with Automatic Recording Balance in Position.

in selecting suitable drying conditions and determining the maximum drying rate that can be safely used.

**Experimental Processing Technique**

Correct absorption is determined prior to mixing by means of a Brabender Farinograph. Six hundred grams of semolina are then weighed out (on a 13.5% moisture basis), placed in the mixer, which is then started and the necessary amount of distilled water added, distributing it well over the surface. After mixing for 2½ minutes, the operation is stopped, dough cleared from the fixed pins in the mixer and the operation continued to a total time of 4½ minutes. The dough is then transferred to the kneader, formed into an endless strip by hand and kneaded for 5 minutes, gradually increasing the roll pressure and changing the plow adjustment by hand. The kneaded strip is then cut into short lengths, placed in the press, the ram down until the dough is under slight pressure and allowed to rest for 10 minutes, the press jacket being maintained at 90°F. ± ½°F. The pressing operation is then completed and the macaroni hung over ¾" wooden rods and suspended on suitable carriers. No fanning cabinet is used but the racks are allowed to stand in the room until curling commences; in humid weather this is accelerated with an electric fan. The racks are then placed in the drying cabinet which is maintained at 95% relative humidity until all the samples are pressed, when the control chart is fitted and drying commenced.

The conditions described above, together with the drying curve employed, were arrived at after an extensive series of studies in which each factor was varied over a wide range and the products tested for colour and other physical properties. The results of these investigations will be reported in a future article.

**Alghini Plant Burned**

A fire, believed to have been caused by a discarded lighted cigaret caused a damage estimated at about \$50,000 in the plant of the Alghini Macaroni Manufacturing company at 919 South Western av., Chicago, Ill. on the afternoon of Sept. 8, 1936.

The fire was first discovered on the main floor of the 3-story brick plant and before the firemen could overcome the blaze, the flames had reached the roof, destroying practically everything on the three floors.

Adjacent buildings were saved with difficulty. Richard Alghini is president of the firm that owned and operated the plant. The company also owns and operates another plant at 939 West Polk st., Chicago where production will be speeded to supply the macaroni orders formerly filled at the Western Avenue plant. Plans for rebuilding or remodeling of the destroyed plant have not yet been made.

There are no better days for those who spend their time sighing for the good old days.

**World Durum Yield Low . . .**

**Prices Relatively Higher**

World wheat supplies in the 1936-37 season now appear likely to be about 320,000,000 bushels less than in 1935-36, the bureau of agricultural economics said today in a summary of world wheat prospects. Russia and China are excluded from this total. World production, excluding Russia and China, is now estimated at about 3,444,000,000 bu., which represents a decrease of about 110,000,000 bu. under last year.

World carryover at the beginning of the current crop year was apparently about 744,000,000 bu., which represents a decrease of about 210,000 bu. below a year earlier.

Current reports confirm the earlier indications that Russia will not harvest so large a crop as last year. The crop in China is reported to be somewhat larger than a year ago.

The prospects of a decrease in world wheat production this year is due to poor crops in most northern hemisphere countries, the one notable exception being the countries of the Danube basin which report record crops. Production of the northern hemisphere is now estimated at 3,004,000,000 bu., which represents a reduction of 182,000,000 bu. from a year earlier. This is only partly offset by the early estimates of production in the southern hemisphere which suggests an increase of about 75,000,000 bu. over last year's small harvest.

Regarding the wheat prospect in the United States, the report notes that production based upon the condition Aug. 1 was officially estimated at 633,000,000 bu., which is somewhat below the amount used in this country in

either of the past two years but is above the 5-year average (1923-27). In 1935-36 the domestic disappearance of wheat amounted to 655,000,000 bu. and in 1934-35 to 661,000,000 bu., while the 5-year average was 620,000,000 bu.

With carryover stocks on July 1, 1936 estimated at 150,000,000 bu., total supplies for the current crop year are indicated to be about 783,000,000 bu.

The bureau said that domestic supplies of wheat will more than take care of usual domestic requirements for soft red, white, and hard red winter wheat; but supplies of hard red spring and durum will again be below the minimum normal needs, due to the effects of the drought on the spring wheat crop. Based on Aug. 1 crop conditions, the deficit of hard red spring wheat appears to be about 14,000,000 bu., and of durum wheat about 6,000,000 bu. In 1935-36 the United States imported 26,000,000 bu. of these two types of wheat for milling and seed purposes.

As a result of the reduction of supplies the average level of world wheat prices in 1936-37 is expected to be materially above that of 1935-36. Wheat prices in the United States, which are on an import basis, may be expected to average about as high relative to world wheat price levels as during the 1935-36 season when the price of No. 2 hard winter at Kansas City averaged 15c over parcels Liverpool. At present this spread is somewhat narrower than the average for last year. During the last three years short crops together with other influences have resulted in United States wheat prices being unusually high relative to the "world market" price.

**WHICH WON?**

Which won, your agreeability or the prospect's taciturnity?

Which won, your insistence on getting an interview, or your prospect's interview-dodging tactics?

Which won, your enthusiasm, or the customer's indifference?

Which won, your faith in your ability to make a sale or your prospect's efforts to break down your faith in

your ability to sell him?

If any one of the many qualities a salesman is supposed to possess to be successful as a salesman hasn't the virility to go up against an opposing quality to the prospect, the salesman hasn't that quality in sufficient quantity to be a successful salesman. We need to look to having the qualities we are supposed to have as salesmen, in sufficient quantity to enable us to win our sales battles.

**AUGUST MILLING ACTIVITIES**

General Mills, Inc. summarizes the following comparative flour milling activities as totaled for all mills reporting in the milling centers as indicated:

	Fast Month Barrels	Same Period Year Ago Barrels	Cumulative Since June 30, 1936 Barrels	Cumulative Same Period 1935 Barrels
Northwest .....	1,455,742	1,308,778	2,922,145	2,440,451
Southwest .....	2,200,073	1,867,419	4,437,663	3,696,809
Lake, Central and Southern.....	1,912,106	1,636,318	3,900,552	3,219,153
Pacific Coast .....	570,879	410,117	1,035,215	718,819
Total for Mills Reporting.....	6,138,800	5,222,632	12,295,575	10,075,232

**QUALITY that merits a trial!**



## CRIME OF THE GULLIBLE

Once upon a time, so the story goes, an ancient ruler ordered that "hereafter all bricks should be made of straw."

The wise contractors knew that straw bricks are impractical and in order to obey the ruler's edict they elected to stop all construction work, awaiting the experimentations of their more foolish brethren. Yes, even in that day, there were many gullible operators, even as there are now, believing everything that was told them. They manufactured "bricks of straw" and built homes of them only to have said "straw brick" homes come tumbling down on their heads. The one good result of that experiment was that the crumbling buildings did rid the country of a good portion of the gullibles.

The dictionary defines "A Gullible" as "One who is easily duped." Webster might have added that the "Gullibles" have nine lives like the cat, because they have survived even the costly experiment of the "straw bricks" and many similar fiascos throughout the ages.

The "Gullibles" are with us even unto this day. There must have been many in the macaroni industry in this country, based on the revelations of the Food and Drug Administration of the United States Department of Agriculture contained in its "Notices of Judgment Under the Food and Drug Act," issued in May of this year, copies of which have been distributed, recently and widely.

Someone simulating the ancient ruler conceived the happy thought that better macaroni could be made out of inferior materials by adding thereto some deceptive ingredients, and they so decreed. Some macaroni-noodle manufacturers were willing to experiment because the proponents claimed that the new decree would: (1) result in greatly reducing production costs; (2) products more pleasing to the eye would result; (3) profits would be larger and (4) the foolish public would blindly accept the inferior products and pay the bill.

The report above referred to shows in a small way the "gullibility" of some of the "wise" macaroni-noodle manufacturers. The report is further interesting in that it shows that it is not the small fellow that is gullible, but that many of the larger firms with good reputations fell for the suggestion.

A study of that particular report in which macaroni violation cases predominate, proves that while the number of cases actually investigated is astonishing there are many more manufacturers who were equally guilty but who were fortunate in that their products were not seized and analyzed. There are many who estimate that more than one-third of the industry fell for the alluring story of those who advised that better business and greater profits would result from the use of prohibited ingredients, from "chiseling" on grades of flour semolina and eggs used and from "trick-y" labeling.

This estimate is based on the fact that probably not one out of every five of

the guilty ones was apprehended in the drive reported because the money available for such investigations and the number of investigators assigned to macaroni, permitted them to check up only on a very small section of the country. In the drive referred to the eastern states were selected for the concentrated attention of the Federal investigators who were ordered to make a special study of macaroni-noodle violations.

In that particular report macaroni and noodle violations easily lead all other food violations investigated and tried. It covers 24 separate and distinct violations of mislabeling and misbranding, based principally on the illegal use of a foreign meal "to color," "to deceive" and "to hide inferiority."

Of the 24 cases studied, 8 involved macaroni, 10 involved noodles and 6 concerned spaghetti. A total of more than 6000 containers of macaroni products were seized in the drive, very few of which were found to be within legal requirements as to grades of materials used, proper labeling and the right designation of weights of contents. Of the 6000 boxes seized and examined, 3130 were so-called noodles, 1880 of macaroni and 1000 of spaghetti.

The report, one of the blackest marks ever registered against the macaroni industry since its introduction into this country, gives the names of the firms whose products were seized, nine of whom were manufacturers and nine either distributors or legitimate firms under which the "chiselers" were masquerading. Though in some of the cases only a few dozen cases were involved, many involved carloads, truckloads and even storage stocks. In one instance the seizure was so heavy and the resultant adverse publicity so damaging that the wholesale attempt to fool the public proved more than it could stand. It was found advisable to discontinue business under the firm name and to actually dismantle the plant. What a price!

### Violations Charged

Among the violations charged and proved in the several cases investigated were the following "Seven Cardinal Sins" against the consuming public:

1. Adulteration through the use of a coloring meal without the proper designation of the use of this ingredient.
  2. Addition of artificial coloring matter—principally turmeric.
  3. Addition of unnamed ingredients to hide inferiority.
  4. Selling product under a distinctive name of another product.
  5. Changing figures on containers to "chisel" on weights.
  6. Failing to make a conspicuous declaration of quantity and quality of the contents.
  7. Improper labels showing products manufactured by a firm different from the real manufacturer.
- In reporting on the cases involved

fault was found with many of the descriptive terms used in describing the contents of the packages and containers. There is but one very simple requirement in labeling macaroni products and that is the terms used should properly and honestly define the contents so as not to mislead purchasers. Among the terms alleged to have been used and which were deceiving—terms that should never be used in most instances and then only if they be true—are:

- a—"Pure Egg Noodles."
- b—"Pure Egg."
- c—"For Those Who Want the Best."
- d—"The Acme of Perfection."
- e—"None Better Spaghetti Made of a Blend of Flour and Semolina."
- f—"High Grade Macaroni."
- g—"No Artificial Coloring" (found to contain turmeric).
- h—"Egg and Farina Products."
- i—"Pure Egg Flakes."
- j—"Made of Pure Semolina."
- k—"Extra Quality Pure Semolina Macaroni."
- l—"Pure Semolina" and "Pure Semola."
- m—"Fine Egg Noodles"—(the only fine thing about them was the size).
- n—"Noodles Pure Egg."
- o—"Finest Macaroni."
- p—"Macaroni, Extra Quality."
- q—"100% Semolina."
- r—"Finest Quality Spaghetti."
- s—"High Grade Durum Wheat Semolina."
- t—"Made from the Heart of the Finest Quality Wheat Selected Durum Semolina."
- u—"Made or Manufactured in Accordance with All the U. S. Government Requirements."

### Disposition of Seized Goods

Though the quantity of suspicious macaroni products seized involved many thousands of cases, in practically all of the violations the owners elected not to appear at the hearings or to claim the goods, attempting in that way to hide their identity, though in most instances the labels told the whole story of who were guilty.

The goods seized were disposed of in two ways—first, all products that were found to be fit for human consumption were ordered delivered to charitable institutions, and second, those found to be wholly unfit were ordered destroyed. In some cases fines were assessed but only in one instance, the one previously referred to, was the resultant unfavorable publicity sufficient to drive them entirely out of the business—to fully realize that "good bricks cannot be made out of straw"; neither can a macaroni-noodle manufacturer deliberately attempt "to fool the public all the time" and remain long in business.

The moral of the story? Well, don't be gullible and believe everything that salesmen tell you, especially of ways and means of hiding inferiority in your products. It can't be done for long. Use a good flour, fine farina, high grade semolina and quality eggs in the proportion required by our laws and then honestly label the finished products so as not to deceive the buyers and you will not pull down upon your head a house of straw bricks.

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



Amber Milling Co.  
Flour and Semolina  
Barozzi Drying Machine Co.  
Macaroni Noodle Dryers  
Baur Flour Mills Co.  
Flour  
Capital Flour Mills, Inc.  
Flour and Semolina  
Cartoning Machinery Co.  
Cartoning Machinery  
John J. Cavanaugh  
Brakes, Cutters, Dies, Die Cleaners,  
Folders, Kneaders, Mixers, Presses and  
Pumps  
Champion Machinery Co.  
Brakes, Flour Blenders, Sifters and  
Weighers, Mixers



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

Clermont Machine Co.  
Brakes, Cutters, Driers, Folders, Stamp-  
ing Machines  
Commander Milling Co.  
Flour and Semolina  
Consolidated Macaroni Machinery Corp.  
Brakes, Cutters, Die Cleaners, Driers  
Folders, Kneaders, Mixers, Presses and  
Pumps  
Creditors Service Trust Co.  
Mercantile Collections  
Duluth-Superior Milling Co.  
Flour and Semolina  
Charles F. Elmes Engineering Works  
Brakes, Cutters, Die Cleaners, Driers,  
Folders, Kneaders, Mixers, Presses and  
Pumps  
King Mylas Mill Co.  
Flour and Semolina  
F. Maldari & Bros. Inc.  
Dies  
Midland Chemical Laboratories, Inc.  
Insecticides  
Minneapolis Milling Co.  
Flour and Semolina  
National Carton Co.  
Cartons  
F. A. Palmer  
Insurance



Paramount Paper Products Co.  
Paper Bags  
Peters Machinery Co.  
Packaging Machines  
Pillsbury Flour Mills Co.  
Flour and Semolina  
Possotti Lithographing Co. Inc.  
Cartons, Labels, Wrappers  
J. V. Shartzer & Co.  
Macaroni Sticks and Dowels  
The Star Macaroni Dies Mfg. Co.  
Dies  
Aurelio Tanzi Eng. Co.  
Ravioli and Noodle Machines  
Triangle Package Machinery Co.  
Package Machinery  
Washburn Crosby Co. Inc.  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

**H**UNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.  
Minneapolis, Minnesota

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



## In Defense of Business

Business baiting is attaining the stature of a national occupation. In the American Business Man the unscrupulous politician and the misguided reformer find a convenient subject for their rabble-rousing activities. "Soak-the-Rich" and "Swat-the-Employer" slogans find a wide public acceptance. Fallacies and half-truths are today directed at hampering and discouraging the very institutions on which we must rely for economic recovery and higher standards of living. The institution is BUSINESS, and Macaroni Manufacturing is a very important cog in American Business.

Business has been "taking it on the chin" too long and with very little, if any, back fight. By its very lack of defense it seems to have conceded all the absurd charges of these demagogues, who would be just as quick to applaud Business if that became the expedient and the popular thing to do.

Realizing the seriousness of this unfair, prolonged attack on American Business, *The Nation's Business*, official organ of the United States Chamber of Commerce, has inaugurated a national publicity campaign on behalf of the business interests and is asking the support of every business man in America in its fight for their rights. The macaroni-noodle manufacturer, a very important cog in American Business, and the National Macaroni Manufacturers association are asked to aid in this battle of self defense.

"The National Macaroni Manufac-

turers association," says Editor Merle Thorpe of *Nation's Business*, "is in a strategic position. It is in direct contact with business concerns in the macaroni field; it knows how damaging can be the effect on business of groundless rumors and unfair criticisms." The macaroni manufacturers through their national organization can do much to help regain for the macaroni business, for all business, at least a portion of the good will that has been destroyed by the labors of these unscrupulous attackers.

No responsible business man in America can safely ignore the evident signs that powerful forces are at work in this country to discredit "Business" before the people, reasons *Nation's Business*. It is stressing the obvious point that on every hand industry finds itself *misunderstood, censured and attacked*.

"Business" has been charged with being inept, predatory, anti-social, selfish. It has been "smeared" by investigation. It has been burdened with regulation. It has been loaded with taxes.

It has become the target for punitive legislative action typified in the attempt to force a "spending of the seed corn."

Thus we find business suffering from the cumulative effort of reiterated and unanswered attacks—gaining force from the fact that life itself is a process of disillusionment for the average man who naturally seeks some concrete "villain" to blame for events he cannot understand. And since it is always possible to find some business leaders who are unscrupulous, some wealth which is

"predatory," some employers who are oppressive, it becomes simple to convict the whole business group, especially when the voice of true American business is silent.

So American Business, the Macaroni Business included, faces the need then to sell itself to the American people as soon as can be, with all the thoroughness and persistence with which it has so successfully sold them its wares and products, and by the same tested means, namely advertising.

The spearpoint of this sales effort will be a series of 12 page size advertisements to appear in a selected list of metropolitan newspapers. Macaroni manufacturers can flank this attack by the use of stuffers for popular distribution, supply of which will be gladly furnished, by displaying copies of the advertisements on bulletin boards in offices or plants or handing to principal members of firm, or in many other suitable ways that are more convenient.

The primary need is the cooperation of every business man in the country. The reputation of American Business is at stake. The time is right for concerted action—the stage is set for advertising such as this. Business has advanced far enough on the road to recovery to speak with authority and command a respect which would have been impossible even a few months ago. The farseeing macaroni-noodle manufacturers will welcome an opportunity to cooperate in an educational movement of this character.

### Need for Retail Store Modernization

An analysis of the physical condition and appearance of approximately 8000 small and medium size stores and service establishments in 23 selected cities of the United States has revealed that over half are in need of modernization in varying degrees, according to "Store Modernization Needs," a study made available by the bureau of foreign and domestic commerce, Department of Commerce.

While most of the stores included in the analysis are in the western part of the United States, the cities in which the information was collected were selected on a sampling basis and are, therefore, believed to reflect the approximate general conditions prevailing in other regions of the country, it was stated.

The analysis revealed a generally unsatisfactory appearance of store fronts. The most frequent recommendations call for the painting and refinishing of store exteriors and the installing of new or the replacing of existing outside signs.

Painting or repairing of walls and ceilings and the improvement of store lighting are recorded as the greatest interior needs.

"The object of the study is to present, on the basis of a limited sample, an analysis of the actual physical condition and

appearance of small and medium size stores and service establishments with appropriate recommendations for improvement," Alexander V. Dye, director of the Bureau, said in commenting upon the analysis.

"Although retailers in greater numbers than ever are recognizing that modernization of their establishments is a good investment, the analysis of store needs which has just been completed clearly reveals that existing opportunities for the modernization of retail stores in the United States are great," he said.

"Modernization of the many retail establishments now in need of reconditioning not only would act as a stimulant to general industry and employment but would result in increased sales and profits through the attraction of additional customers to the establishments so improved.

"Modernization is a business proposition which every retailer must consider carefully if he is to retain a strong competitive position in his community."

### Studies Consumer Cooperatives

Economic aspects of consumer cooperatives, with other outstanding problems in the distribution field, will be reviewed by the domestic distribution department committee of the Chamber of

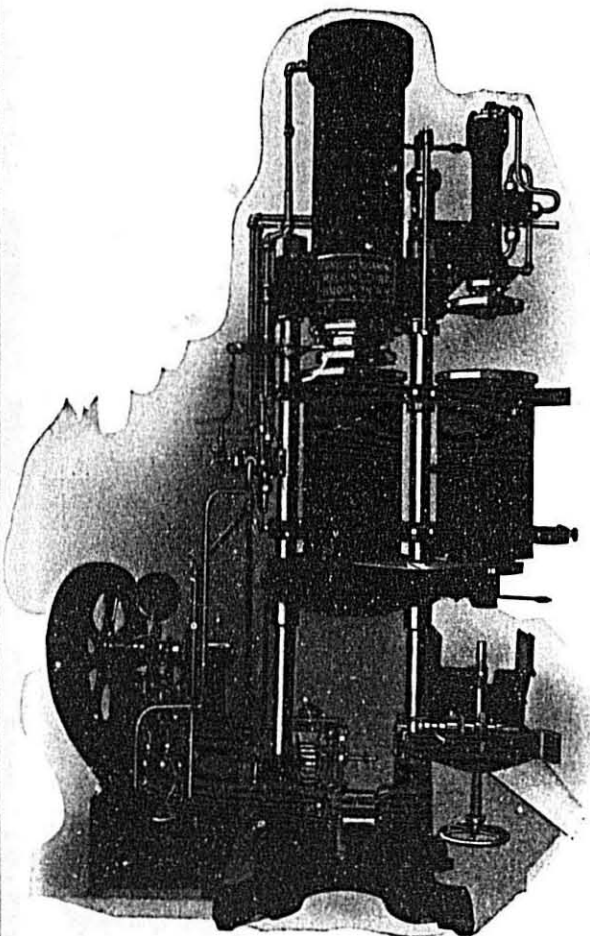
Commerce of the United States as part of its program of work for the current year.

Other subjects to be considered are distribution costs and wholesale and retail trade promotion. The subject of competition in distribution, with special reference to the Robinson-Patman act will be dealt with from a broad business viewpoint by a special committee representative of trade and industry.

Members of the departmental committee on distribution who will serve for the current year are: Clem D. Johnston, president, Roanoke Public Warehouse, Roanoke, Va.; Kerwin H. Fulton, president, Outdoor Advertising Inc., New York city; William D. Dean, president, Sprague, Warner & Company, Chicago; John A. Law, president, Saxon Mill, Spartanburg, S. C.; W. M. Longmire, president, the Harbour-Longmire company, Oklahoma City; Ward Melville, president, Melville Shoe Corp., New York city; Frank H. Neely, secretary, general manager, Rich's Inc., Atlanta; James F. Palmer, professor of marketing, University of Chicago; H. K. Poindexter, president, H. T. Poindexter Sons Mfg. Co., Kansas City; Hugh Ross, vice president and general manager, McGee-Ross Hardware company, Jackson, Tenn.; Arthur J. Walker, president, Farnham Stationery & School Supply Co., Minneapolis, Minn.

## Consolidated Macaroni Machine Corporation

Designers and Builders  
of  
High Grade Macaroni Machinery



The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

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

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

Built in various sizes and types.

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

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

MIXERS  
KNEADERS  
PRESSES

DIE CLEANERS  
DRYING MACHINES  
MACARONI CUTTERS

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street



# Secrets of Successful Trade Marking

## Trade Mark Reaction to Changes in Quality Standards

By WALDON FAWCETT

Written Expressly for  
the Macaroni Journal

The line or product trade mark is about the last thing to be considered when a producer makes a change in the quality or composition of his product. In reality the effect upon brand identity and integrity ought to be pondered first and foremost in planning any modification of formula or revision of ingredients. Because whether the tinkering with standards be publicly confessed or unconfessed, it is bound to react upon the trade mark. Assuming that public confidence and consumer-preference are mainly expressed in trade mark allegiance.

Oddly enough, such curiosity as has been expressed in this quarter has been directed almost wholly to the effect of changes of formula, etc. upon the legal status of a trade mark. All too few parties to production have given a hang regarding what is slurred as the merely sentimental side of the case. But quite a few executives have been a bit worried as to the influence of formula-juggling upon trade mark equities. So perhaps we should first of all have a glance at that proposition.

All unrealized by many product-alterers, the courts have been rather severe in respect to continuance of established commercial designations upon articles that have departed from traditional ideals. Naturally no court has any right to deny a producer the privilege of re-arranging his commodity. So long as the change is not actually injurious to public health. And so long as the shape-up of trade secrets is not an imposition or deception upon the public. In this last is the rub. By judicial code, a formula revision is dangerous if and when the effect is to substitute to an unwarned public a product different or inferior to what it has theretofore received under the guiding and trusted trade mark.

Nor is it a case merely of deception in passing off goods. Discipline may be incurred also on the score of "false and misleading advertising." This is not mere theory. In actual cases in court (not arising of course in the macaroni field) the judges have held against concerns that failed to take the public into their confidence regarding major changes of formula or quality. The attitude of the Federal bench in these cases was that where a quality-chiseler did his subtraction stunt but went on using the same brand and advertising copy he had formerly used, he was guilty of fraud upon the public which was by his silence left to believe that it was obtaining the kind it had always bought under the familiar mark.

On the material side of the question it appears that leniency under trade mark is largely a case of the nature, purpose and effect of formula changes. It is recognized that in the very nature of things an old established house may be

under the necessity of now and again repatterning its formula. Evolution of trade practice, or changes in popular fashions and prevailing food habits may dictate this. On top of that there is the need now and again—as in war time—to accommodate traditional routine to the exigencies of raw material supply.

By and large, it may be said that the courts will always O.K. any move to improve the quality or character of a product when this can be done without destroying or imperiling its identity under the trade mark which is the public's buying-clue. But it is a case of something else again where there is malice aforethought to skimp or shade quality. Or where, without any studied artifice the effect is to produce a product radically different in flavor, nutritive quality, etc. from what the consumer counts upon and what he has a right to expect under the implied pledge and promise of the warranty mark.

Coming close to home, the Court of Appeals at Washington once said that a trade mark was not vitiated by a change in the species of wheat used any more than it could be vitiated by an important change of process in the making of the flour. Macaroni men, who have an expert's appreciation of what differences in the ultimate product may arise from grade- or quality-concessions in ingredients, may feel that the court went rather far in that instance. The episode is emphasized however, because it is expressive of a studied attitude on the part of the courts. The same temper was shown some time ago in the Royal Mills-Imbs clash when the ruling was made that there was no sin in the use on flour made from soft wheat of a trade mark that had been used on flour made from hard wheat.

Plainly every case of this kind is a law unto itself, or must be considered on the basis of the particular circumstances and individual environment when it comes to drawing a line between allowable latitude and formula-perversion. But by and large, the question to be answered in each instance is whether a change of trade marked formula resulted in the production of an article of food less efficacious, less palatable, or less energizing than the item which was formerly supplied under the same name and label. A wholly inferior product is self condemned before it starts. Likewise there is a presumption of guilt if the formula-switching results in a product wholly different from its predecessor of the same name. That leaves for argu-

ment though, the border line case wherein the changes in quality are, perhaps more or less matters of personal taste or individual opinion. Or where the departures from standard quality standards are so slight that laymen may not appreciate their true significance.

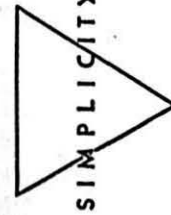
Having reckoned with the fact that there is no absolute prohibition of formula changes and quality recommitments under established trade mark, we come to the even more interesting question of the effect of quality-compromises upon consumer good will capitalized by trade mark. As luck has it the issue is not the straightforward one of keeping faith with the public in accordance with rigid scruples and a nice sense of honor. The situation is complicated by competitive conditions. For example the price challenges of certain types of anonymous and private brand goods, the producers of which, lacking a conservative, long-habited constituency, are under the same compulsion to respect inherited standards of quality.

Nevertheless the consensus of opinion among marketing experts is that change under trade mark are hazardous unless the revision of quality is clearly upward. In other words, the feeling is that a change for the better or the worse more or less risky. Just because so many people resent or are suspicious of any change. But a lowering of quality, what seems to the layman to be a lowering of quality, is doubly dangerous because cynical souls assume at once that the cheapening has been done to permit profits in the pockets of the producer.

Stepping up the quality of a product should presumably enhance trade mark prestige. But even this technique has its pitfalls. Trade mark gains, thanks to betterment of the marked commodity are to be counted on only if and when there is a unanimous popular vote that the formula or composition change is an improvement. Such a universal verdict of approval for a new recipe is hard to obtain. Particularly in the matter of foods, there are a large number of people who are creatures of habit and dislike to get out of a rut even when that the new departure is for the good of the palate.

Among executives who have had experience in making the sometimes-compulsory changes of formula under trade mark there is a deep rooted conviction that the only safe course for a trade mark owner is promptly to take the public into his confidence regarding that goes on behind the trade mark. The manufacturer can say truthfully that quality is conserved, that—the best traditions of the trade mark are being held—he should be able to come through unscathed. But fate have mercy on the seller who fancies that he can reshuffle his formula (even on the same quality

**You Can Lease CARTON SEALERS OR WEIGHERS FOR AS LITTLE AS 55c A DAY!**



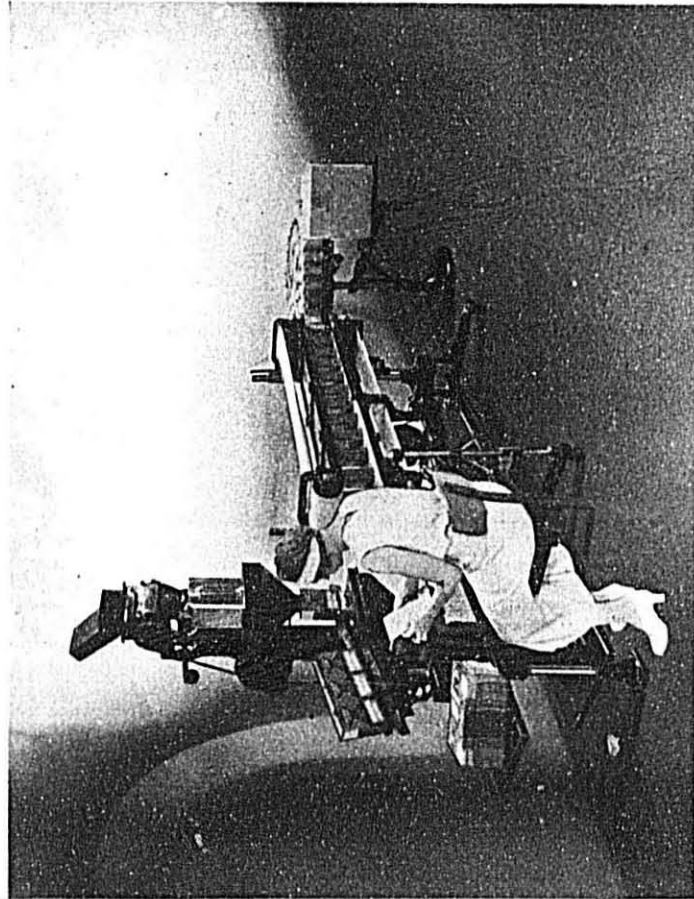
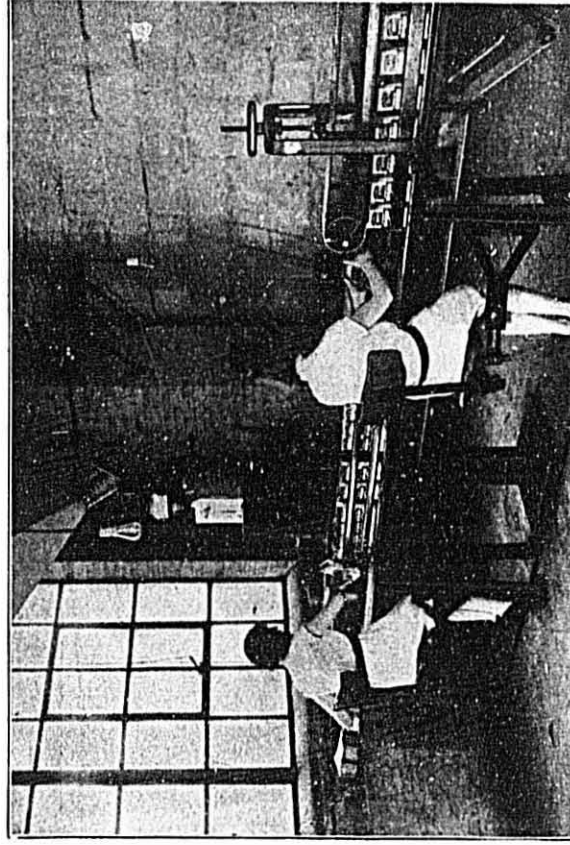
Think of it . . . only \$16.00 a month, and no down payment. Small Triangle Carton Sealers and Weighers can be rented for as little as that! On this basis, you can no longer afford to postpone modernizing your packaging operations. Production costs must be cut to a minimum so that you can profitably meet competition!

Larger Triangle Packaging Machines, with greater capacity, like those shown below, can be leased for as little as \$47.00 to \$50.00 a month. There are 15 models from which you can choose a machine with the speed and capacity to exactly meet your needs. You can put one of these sure profit makers to work in your plant at once without drain on your income or bank account.

All Triangle machines are simple, sturdy, flexible . . . built for years of hardest service and minimum upkeep cost. They will more than pay for themselves in the big savings they make. You can offset the rising costs of raw materials, and increase your profit margins with Triangle packaging machines. Responsible macaroni manufacturers are invited to write for full particulars about our low cost rental plan without down-payment . . . or have one of our engineers call and explain exactly how Triangle machines will save you money.

**TRIANGLE PACKAGE MACHINERY CO.**

915 NORTH SPAULDING AVENUE, CHICAGO, ILLINOIS  
50 CHURCH ST., NEW YORK • 111 MAIN ST., SAN FRANCISCO • 1237 S. OLIVE ST., LOS ANGELES  
913 E. KILBOURNE AVE., MILWAUKEE • FOREIGN OFFICE: 44 WHITEHALL ST., NEW YORK CITY



plane) and keep it dark from a public jealous of brand-conformity. And heaven help the benighted marketer who not only attempts to carry out trade mark alienation under cover but is guilty of the further folly of supposing that the public will allow any wide latitude in the quality of goods pledged by trade mark.

**Macaroni Products in International Trade**

According to the *Monthly Summary of Foreign Commerce*, published by the U. S. Bureau of Foreign & Domestic Commerce, the importation of foreign trade made macaroni products increase slightly while the exportation of American made products showed a decrease during June 1936.

**Imports**

This foodstuff was imported during June 1936, the total being 134,522 lbs. valued at \$11,018 compared with the May 1936 figures showing the increase. Total imported during May 1936 was 88,772 lbs. worth \$6,497.

The first six months of 1936 the imports totaled 648,309 lbs. costing American importers \$53,962.

**Exports**

Macaroni products exported during June 1936 totaled 156,351 lbs. worth \$13,150 as compared with the May 1936 exports totaling 184,368 lbs. with a value of \$14,250.

For the first six months of 1936 the exportation of this foodstuff amounted to 1,042,154 lbs. with a value of \$85,061.

Listed below are the countries to which macaroni products were exported by American exporters in June 1936 and quantities shipped to each:

Countries	Pounds
United Kingdom	28,646
Canada	13,249
British Honduras	909
Costa Rica	768
Guatemala	1,481
Honduras	858
Nicaragua	966
Panama	5,676
Salvador	1,294
Mexico	23,067
Miquelon and St. Pierre Islands	48
Newfoundland and Labrador	1,225
Bermuda	85
Barbados	192
Jamaica	24
Trinidad and Tobago	100
Other British West Indies	596
Cuba	20,675
Dominican Republic	3,900
Netherland West Indies	10,989
French West Indies	88
Haiti, Republic of	4,422
Colombia	180
Venezuela	90
Ceylon	12
China	7,451
Netherland India	154
French Indo-China	50
Hong Kong	699
Japan	725
Palestine	77
Philippine Islands	25,425
British Oceania	24
French Oceania	1,866
Union of South Africa	340
<b>Total</b>	<b>156,351</b>
<b>Inular Possessions</b>	
Hawaii	53,880
Puerto Rico	67,707
Virgin Islands	4,234
<b>Total</b>	<b>125,821</b>

**Pittsburgh Region Organized**

Macaroni-noodle manufacturers of Region No. 4, comprising Ohio, West Virginia, western Maryland and Pennsylvania held a well attended and most interesting meeting at Fort Pitt hotel, Pittsburgh, Pa. Aug. 28, 1936 to effect the regional organization as suggested in the enlarged association activities of the National Macaroni Manufacturers association.

The meeting was called and directed by Director Joseph J. Cuneo of Connellsville, Pa. who has been most active in association affairs as chairman of the



Joseph J. Cuneo, national director of the N.M.M.A. and member of the Manufacturers Protective Committee who promoted organization of the Pittsburgh Regional Group No. 4.

Processing Tax committee and now a member of the Macaroni Manufacturers Protective committee. A guest at the meeting was Philip R. Winebrener, president of the National Macaroni Manufacturers association who made a hurried trip to Pittsburgh by plane to be with the manufacturers of Region No. 4.

Director Joseph J. Cuneo was elected regional chairman and C. H. Smith of the Mrs. C. H. Smith Egg Noodle company was named regional secretary.

Chairman Cuneo made a complete report to the 12 manufacturers present regarding the activities of the National association since the June convention, stressing especially the enlarged program of the organization.

Chief interest was shown in the plans of the National association to obtain a just refund of processing taxes wrongly and illegally withheld from the manufacturers who were compelled to pay such tax when making their semolina and flour purchases during the life of the agricultural adjustment act. All expressed deep satisfaction over the action already taken by the Manufacturers Protective committee and by unanimous vote agreed to leave the procedure in the hands of the committee, realizing that the able attorneys hired to handle the tax refund case are best qualified to represent the industry and protect its interests.

The question of a paid executive to devote his time in contacting and helping

manufacturers was the next most important matter discussed from the viewpoint of interest shown. The region is strongly in favor of such an additional executive.

President P. R. Winebrener was then introduced. He discussed at length and in detail the activities of the National association, explaining fully the work and duties of every officer and employee of the organization and calling upon all nonmember firms represented to join the national body and to cooperate in promoting the program launched following the 1936 convention last June. He explained the arrangements made by the National association with a staff of competent attorneys to represent the macaroni industry in its legal move to obtain refunds of tax justly due macaroni-noodle manufacturers and pleaded for confidence in and support of the Macaroni Protective committee actions.

President Winebrener impressed the manufacturers present with the fact that the regional group should be encouraged because of the immeasurable good that always comes out of such conferences. This was particularly true at this time because the National association was now in better position than ever before to offer them greater assistance in solving local problems and eliminating local troubles.

The procedure whereby manufacturers can get the best and quickest results from the "products analysis" service of the National association under the new setup, was fully explained and all manufacturers urged to give some thought toward abolition of all misbranded, wrongly labeled and spurious goods that have and are threatening the very future of the business.

It was agreed to meet frequently and as the need arises. At the next meeting of the Pittsburgh group special attention will be given to regional matters and to this meeting all manufacturers in region No. 4 will be invited and urged to attend.

**Krumm Director Passes**

D. Wellington Dietrich, many years prominent in the flour milling, baking and macaroni manufacturing business in Philadelphia, died suddenly on August 14, 1936. At the time of his death he was a Director of the A. C. Krumm Macaroni company of his home city and an executive of several other business interests. Ill health had caused him to go into semiretirement for the past few years.

Mr. Dietrich was 69 years of age and was born near Reading, Pa. For more than 30 years he was connected with such other business firms as Frohofer Baking company, Luden's, Inc. Food Industries, Inc.

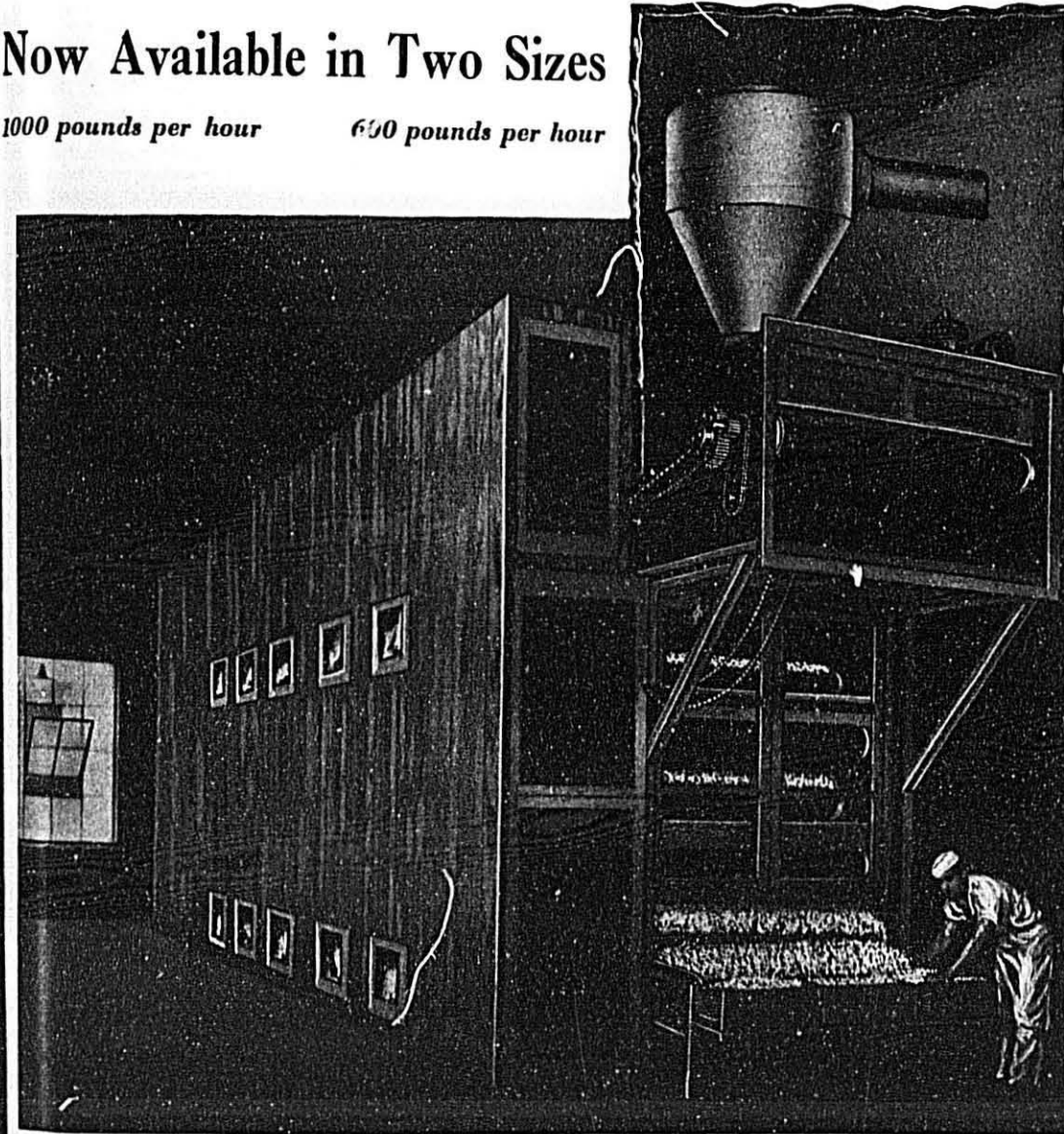
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## What Does Price Law Mean to Macaroni Industry?

What effect will the Robinson Patman act, the so-called antichain store legislation or price discrimination law, have on business and particularly on the macaroni-noodle manufacturing business?

That is the question most frequently asked by executives in the macaroni industry today. Regrettably the answer always is, "Apparently nobody knows." It has been called the greatest legal riddle of the century, as it is a riddle to both lawmakers and those affected by its provisions.

In the August issue of *Nation's Business* is an interesting article quoting some of the best legal minds of the country, but their opinions differ so widely on so many points, that business men are still in a quandary as to what can and can not be done legally under this very complex law.

The article referred to is quoted, in part:

"We hear such conflicting statements as 'The act will have little effect on the normal business' and 'Five thousand lawyers are trying to figure out how great the effects will be.' Somewhere between must lie the truth. There are such predictions as that large producers will set up exclusive distributing units in the various states, thus getting these sales out of interstate commerce. It is said that manufacturers catering to large mass buyers will limit their trade to mass sellers, chain stores, department stores, mail order houses, and the like, thus obviating the question of discrimination between different buyers.

Gilbert H. Montagu, general counsel of the National Food and Grocers Conference committee, and others similarly have warned that there may be trouble from sharpshooters who may bring suits for triple damages in case of any price discriminations that are not in accordance with the law. Another lik-

ened this practice to ambulance chasing lawyers and said evidences of its probable use were already appearing.

The Institute of Distribution in a series of questions and answers on this act claims large buyers may actually be benefited by the act. Answering its own question, "Must the manufacturer protect the large buyer as well as the small in respect to prices?" the institute said:

"Absolutely in order to protect himself from liability. The new law attempts to regulate the use of resources and size to crush out competition unfairly, but in return for doing so it undertakes to assure the efficient distributor, perfecting and using different methods, a just reward for his efficiency and methods.

### Giving Savings Where Due

"Manufacturers must, if they are to avoid running foul of the law, give competitors—large or small—the benefits of savings their methods of purchasing involve when doing otherwise will cause competitive injury to an outlet, whether belonging to the chain or not."

The same analysis also says: "Prices to wholesalers must be on the basis of quantities bought and methods of sales involved."

This is in direct contrast with the interpretation of the act which was given to the United States Wholesale Grocers association by H. B. Teegarden, general counsel of the association as well as the reputed author of one of the general bills which were finally merged to make this act. He said:

"Wholesalers are frequently called upon to supply special articles to particular retailer customers which, though not carried in stock, they can, because of their broader contacts, obtain more conveniently from the manufacturer than can the retailer himself. Purchased in retail quantities, these represent a class

of accommodation sales for which difference between the wholesale and retailer prices affords a nominal pension to the wholesaler for his trouble. Where the wholesaler does not also to consumers in competition with the retailers to whom he sells, and the manufacturer does not sell in similar small quantities at higher prices to retailers, the manufacturer continues to fill such accommodation orders at wholesale prices without making any provision of the bill."

Perhaps there is a joker in the act to stop it, but what is to prevent a big buyer on a large scale from claiming to get the same low contract prices generally given the Federal Government in its purchases? This would, of course, raise the prices the Government pays thus assisting the Walsh-Healey act.

What is to prevent manufacturers from adopting the del credere plan of carrying it down to the final sale? They must find a way around the act. This plan was recently extended in the drug field by Fornan's and other firms. Under it, instead of selling his goods, a manufacturer consigns them to a wholesaler or retailer and the latter, agent of the manufacturer, sells them to the final customer and is paid for services by the manufacturer in proportion to their present margin.

Chains it is said, are considering formation of cooperative buying houses to retain the brokerage which might be forbidden them by the act. Another thing feared by some manufacturers is that large buyers may set up their own manufacturing agencies.

Charles Wesley Dunn, counsel Associated Grocery Manufacturers of America says:

"The law shot through with constitutionalities. Not a Congress even when he voted for it, and

September 15, 1936

THE MACARONI JOURNAL

19

It is full of uncertainties. There isn't a lawyer in the United States who could understand it. But the legislation is sound in purpose and the only way to achieve results is to make a constructive approach to it."

Barth A. Zorn, associate counsel of the Chamber of Commerce of the State of New York, said the statute is a mass of inconsistencies, and is, on the whole, a confused, ambiguous, and muddled piece of legislation. Terms such as "proportionally equal" and "unreasonably low prices" that appear in the bill make the entire act incomprehensible to anyone who knows what they mean, he said.

One thing most commentators agree. The act is confusing. That is well understood when it is seen that the statute (after the title) has well over 100 words and contains four provisions one of which is a proviso to another. The clarification, if any is forthcoming, must come from the courts.

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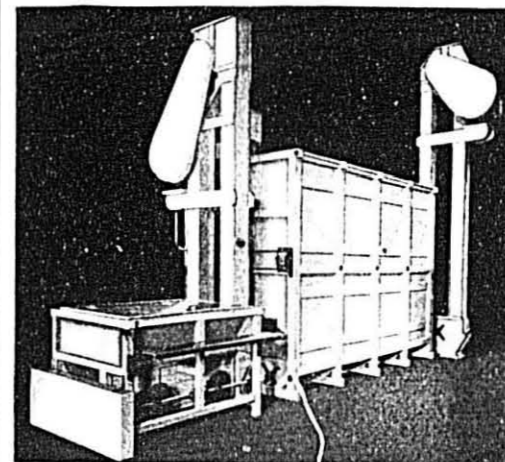
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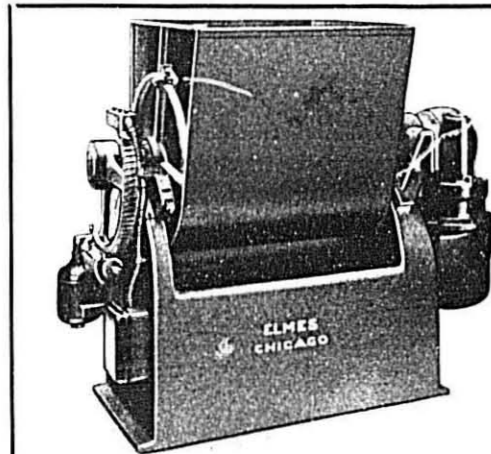
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# Report of Activities of the Washington Office for August

By B. R. JACOBS, Washington Representative

During August the Washington Office received samples from only three Regions.

Region No. 1 sent no samples. Region No. 2 sent only a few samples, of which only one was found to be in violation of the law as it was low in egg solids and appeared to contain added carotene. This violation has been corrected by direct contact with the manufacturer. Further checkup on this product will be made from time to time to determine whether or not there is a further violation.

Region No. 3 sent a number of samples, all of which complied with the law. One of which, however, was a very low grade elbow macaroni which is certainly not a credit to the manufacturer, although the product is within the Standards.

Region No. 4 sent no samples. Region No. 5 sent no samples.

Region No. 6 sent samples, one of which was labeled as being made of 100 per cent semolina. Examination showed that it was made of flour with probably a small amount of semolina present. This apparent violation was taken up with the manufacturer with the result that it has been corrected.

The complainant seems to be of the opinion that a macaroni product which is labeled as being made from 100 per cent semolina should be made from semolina No. 1. This is not the case. The food officials do not interpret statements on the labels in this way, 100 per cent semolina means that the product is made entirely of semolina and that it does not contain any other farinaceous ingredient. Semolina was defined in the July report.



MR. JACOBS

- Region No. 7 sent no samples.
- Region No. 8 sent no samples.
- Region No. 9 sent no samples.
- Region No. 10 sent no samples.
- Region No. 11 sent no samples.
- Region No. 12 sent no samples.

This office is continuing the examination of yolks received from manufacturers and from egg breaking establishments and a report will be made later on our findings. It is, however, a satisfaction to know that as yet we have failed to find any frozen yolks or whole eggs which are in any way adulterated.

A director of one of the western regions forwarded a sample of macaroni product made by a competitor, which

analysis showed, was adulterated and misbranded under the Federal Food and Drugs Act. A request was made of him to send in to this office the names of jobbers or grocers where the product could be picked up so that the information could be given to Federal inspectors. This director has not yet sent in these names and therefore it has not been possible to proceed with this case. It is suggested that when samples are forwarded and they are found to be in violation that the manufacturer making the complaint should cooperate with this office in getting all the necessary information to turn over to the Federal Authorities in order that we may follow up the cases. There is little or no point in making analyses and then having the results die because of lack of cooperation by manufacturers.

It is also suggested that when samples are picked up that the manufacturer sending them in should be assured that the product is available for seizure in at least quantities of a few cases and not quantities of a few packages as sometimes the case when products are purchased from small grocers. It must be remembered that the Federal Government loses jurisdiction over interstate shipments of macaroni products if these do not remain in their original containers. For the purpose of enforcing the law the original container is considered to be the case and not the package that goes to the consumer.

All samples submitted for analysis should be forwarded to the Association's Laboratory, 26 Front Street, Brooklyn, N. Y.

The blunderers in high places are men who have been hoisted too fast and too far, who have achieved positions above their ability and experience. We see such men blundering in the positions given them by political parties, or places to which they have been appointed or hoisted by friends who cared less than the right men had the places than these men had high position.

Sad is the condition of a business state in which the high places are occupied by men who have achieved heights without the apprenticeship, the experience on the way up, to enable them to work without blundering.

As beginners we must learn how to work without mistakes. As men in higher positions we must remember what we learned at the outset. As citizens we must use our influence and our votes to prevent blunderers from occupying high places.

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## MACARONI-GRAMS

By Spag MacNoodle

### Blunderers in High Places

The danger in a young fellow making mistakes when beginning at the bottom to learn a trade or business, is not that a mistake then may be disastrous but that he may for the habit of making mistakes repeat his blunders at another time higher up.

The man who deserves to be at the top gets there by learning how to work at the bottom without making mistakes.

Two or three years ago a newspaper photograph showed Harvey Firestone demonstrating tire repairs in a tire shop. He was showing the right way to do the work. Henry Ford and the late Thomas

A. Edison, like their friend Firestone have been able at all times in their careers to stand at the work bench and show how things should be done.

Napoleon Bonaparte knew every detail of war, from the smallest bolt on a gun carriage to the number of loaves a field bakery should turn out in a day. Incidentally he knew nothing of naval warfare and on the water he met only defeat.

The masters of a business or a profession do not have to work at the elementary jobs every day, but they do need to know how they should be done, and it is when they know that that they are able to manage successfully the men who do them.

# 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. Views expressed are those of the contributors and not necessarily those of the Editor or the Publication Committee.

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

—Voltaire

## Make Equitable Distribution, When?

With the view of being of some assistance in the matter of refunding the processing tax, I quote from a letter of the Capital Flour Mills, addressed to the Alghini Macaroni Manufacturing company, dated Feb. 6, 1936:

We now have in our possession the processing tax fund which was involved in our injunction proceedings in the Federal Court.

The recovery of this money and the uncertainty as to what Congress may do, especially many questions which cannot be determined at once but, if and when it becomes possible, we will make equitable distribution of this fund under the terms of our contracts.

In all probability all macaroni-noodle manufacturers received similar promises from all other mills. This expressed attitude may be helpful to the Macaroni Protective Committee in planning action for recovery of taxes justly due members of this industry.

Richard Alghini, President  
Alghini Macaroni Mfg. Co.  
Chicago, Illinois.

## Return of Spoiled Macaroni

I have been assigned the task of making an investigation for our company in the causes, and the best means of curtailing spoilage of macaroni products. It seems regrettable that there

has been such a small amount of work done on this subject. Few manufacturers seem to have any definite policy pertaining to the handling of unsalable products.

Jobbers and retailers return a great amount of spoiled goods to manufacturers. It appears that they are taking advantage of this privilege. When an advance in price is anticipated, jobbers have the tendency to accumulate large stocks. Then if any of this stock spoils they are allowed full credit upon returning it. This is an expensive procedure.

In granting such full credit allowances the manufacturer is assuming, in a great number of cases, a responsibility that was no fault of his. The products spoiled because of improper storage by the jobber and retailer, but the manufacturer pays the penalty.

For sometime we have been allowing credit for spoilage on our quality trademarked package brand. We try not to deviate from this policy, but at times when there are unusual circumstances we assume the burden. We do not allow credit for spoilage of any of our products packed in cellophane.

It can be seen that there is a great need for a careful study of the conditions causing spoilage of macaroni products. One this information has been compiled it should be made available to all members of the industry, so a uniform procedure can be established. Any suggestions, criticisms or comments of readers of the column may make will certainly be appreciated as they will be of great value in compiling this information.

Very truly yours,  
Orville A. Petty 2d  
A. C. Krumm & Son Macaroni Co.  
Philadelphia, Pa.

## Macaroni - Noodles Trade Mark Bureau

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

## Patents and Trademarks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In August 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. Ap-

plication was filed April 5, 1934 and given serial number 719082. The official description given in the Aug. 4, 1936 issue of the Patent Office Gazette reads:

"An extrusion die of the class described, having a wall with an extrusion orifice having the general contour of the numeral 7 and adapted to produce, by simple extrusion a broad strip of rough, dough-like material coiled spirally upon itself in the form of a conch-shell, having at one end a conical winding and at its other end a flaring extension divided from said shell or body portion by a deep constriction."

#### Design for Macaroni

A design for macaroni was granted Guido Tanzi, Brooklyn, N. Y., assignor to B. Filippone & Co., Inc., Passaic, N. J. Application was filed May 22, 1936 and given serial number 62768. The official description given in the Aug. 25, 1936 issue of the Patent Office Gazette reads:

"The ornamental design for macaroni, substantially as shown."

### TRADE MARKS REGISTERED

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

#### Sunfed

The private brand trade mark of Commander-Larabee Corporation, Minneapolis, Minn. for use on macaroni, spaghetti and other cereals. Application was filed April 9, 1936, published May 31, 1936 by the U. S. Patent Office and in the June 15, 1936 issue of *THE MACARONI JOURNAL*. Owner claims use since March 11, 1932. The trade name is in heavy type.

### TRADE MARKS APPLIED FOR

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

#### Millefiori

The trade mark of B. Filippone & Co., Inc., Passaic, N. J. for use on macaroni. Application was filed June 16, 1936 and published Aug. 11, 1936. Owner claims use since June 3, 1936. The trade name is in black type.

#### Good Man

The trade mark of Alexander Goodman, assignor to Good-Man Blue Ribbon Noodle Co., Inc., Wilkes-Barre, Pa. for use on noodle. Application was filed May 19, 1936 and published Aug. 18, 1936. Owner claims use since April 1, 1936. The trade name is written in black outlined type between each word which appears the form of a man racing.

## Mitchell Elected Vice President

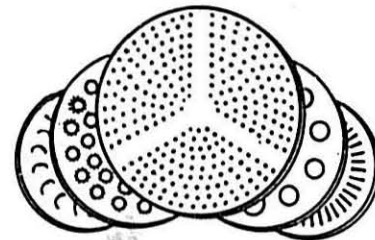
Donald D. Davis, president of General Mills, Inc. announced Aug. 26 the election of E. P. Mitchell as vice president of Washburn Crosby Company, Inc., Buffalo, N. Y. Mr. Mitchell was assumed his new duties at Buffalo on about Sept. 1.

September 15, 1936

THE MACARONI JOURNAL

23

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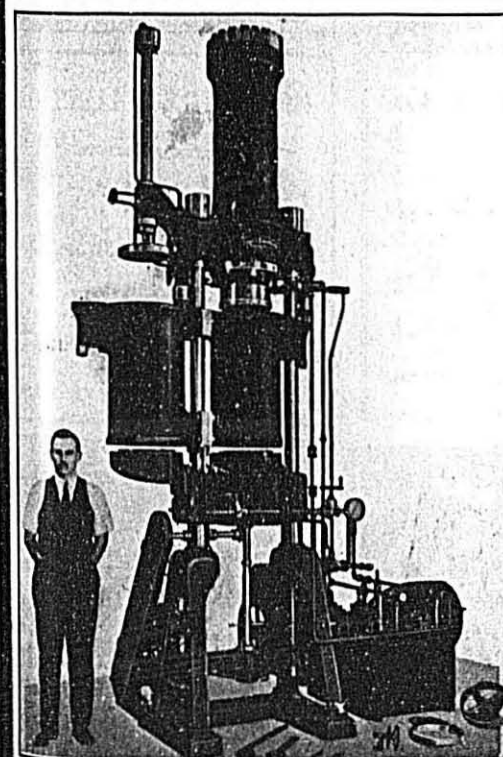
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Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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Vol. XVIII September 15, 1936 No. 5

**Information Corner**

**A Noodle Formula**

Many and varied are the services of the National Macaroni Manufacturers association to its members and to the trade generally. Some are most apparent, while others, appearing insignificant individually are of great value to the membership and the trade in the aggregate. For instance, here's a little matter that has been causing some manufacturers some concern:

A bakery publication sends to an inquiring baker, who contemplates the installation of noodle department foolishly believing that it is a simple, inexpensive side line, the following formula for egg noodles:

"To 6¼ lbs. of flour add one quart of eggs for a legal noodle mix."

A macaroni manufacturer asks the association's advice as to whether or not this proportional mixture of flour and eggs will produce egg noodles in keeping with government regulations as to egg contents. Washington Representative B. R. Jacobs answers:

"Under the United States regulations, 100 lbs. of flour requires 20 lbs. of whole egg to comply with the Standards. One quart of eggs weighs 2 lbs.; therefore we have a proportion of 6¼ lbs. of flour to 2 lbs. of eggs, which is equal to equal to 32 lbs per 100. This equals more than the minimum requirements."

**No Depreciation Allowance**

A macaroni manufacturer in Pennsylvania, a member of the National Macaroni Manufacturers association, perplexed over a decision made by the Internal Revenue Department denying him

the right of taking a fair depreciation on his macaroni machinery and equipment, is anxious to know how manufacturers in other parts of the country are treated and what recourse for relief, if any, is available. His letter reads:

"We have just been notified by the Internal Revenue Department that they will not allow us to take 10% depreciation on our machinery. That means that they are assessing us an additional tax by taking off half of our depreciation for the years 1933 and 1934.

"Can you tell us whether this is being done to other members of the industry and whether anything can be done in the way of group action to fight this move?"

Most manufacturers have been taking and are being allowed to take a fair de-

preciation on the macaroni machinery and equipment. Is the reported attitude of the Internal Revenue department general or is it a local matter? This publication would like to hear from the leading manufacturers of the country giving their experiences. This is a matter of vital importance to all business men meaning many thousands of dollars in additional taxes if carried out to the extent reported by our Pennsylvania operator.

Write us confidentially, for information purposes only, or for publication if you have no objection. Have you any ideas on how the industry can successfully combat such an unfair tax should there be an attempt made to make it general? Let us have your views.

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<p>D. R. Jacobs, Washington Representative          2026 "Eye" St. NW, Washington, D. C.</p>		<p>M. J. Donna, Secretary-Treasurer          P. O. Drawer No. 1, Braidwood, Ill.</p>



## Do You Fear Failures?

The world's worst business depression has taken an abnormally heavy toll in the macaroni manufacturing industry of the country, and unless some of the manufacturers show a definite stiffening of their business backbones, manifest a greater willingness to conduct their business on a higher ethical basis in open cooperation with likeminded competitors, there will be many more of them forced to expiate their business sins.

Semolina will be exceptionally high during the present crop year as will all farinas and other hard wheat flours used in the manufacture of quality macaroni. The drought of the past summer is the reason, but the action of the manufacturers may be the cause of the many failures that are forecast by students of business.

Raw materials purchased at the low 1935 crop prices have all been processed into macaroni products that have been sold. Macaroni makers will have to buy their future raw materials needs at the present rising market. Those who sold products made from the low priced, 1935 semolinas, farinas and flours profitably, will be in a position to replenish their bins with higher priced raw materials. Those who sold their 1935 raw materials after processing, at the ridiculously low prices reported during the past year will find their capital badly impaired, their credit shaken and their very future threatened.

The latter should and do fear failure. On this subject, Mr. Paul Biele, a metropolitan representative of one of the largest macaroni manufacturing concerns in eastern United States, philosophizes as follows on "Fear and Failure":

"For quite a long time the people of this country had stopped trying and began spreading gloom. Naturally we had hard row to hoe.

"Then as soon as we chased away the 'Gloom Chasers,' business generally began to come back. As soon as we mentally expressed our confidence in the certain return of prosperity—things picked up.

"That ought to be a lesson for any thinking man. Lack of courage causes gloom and fear—supports pessimism. A good many businessmen fear failure. That is nothing new. Millions have suffered from that dreadful disease.

"Fearing failure is a mental conviction that one is NOT going to succeed.

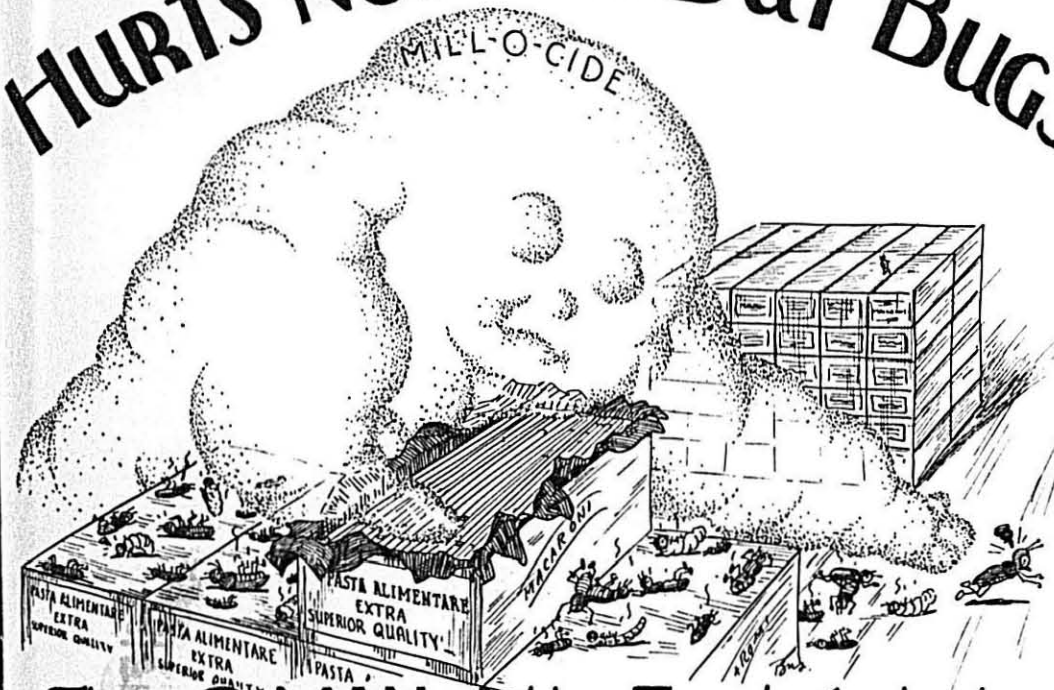
"All one should do now is to change his thinking from failure to success and that mental change will cure the cause of his troubles and produce a complete change in effect."

Face the future with confidence and cooperate with others in the industry to allay fear and to spread confidence, be the price of raw materials what they may. Plan to manufacture a quality product and to sell it profitably. In this aim the National Macaroni Manufacturers Association will gladly join. Firms that are not at present supporting members of the National association will find it greatly to their advantage to join the organization in presenting a solid front in the struggle against failure that confronts those who deny themselves of the benefit of advice and example of friendly competitors, equally interested and concerned in the trade's future in America.

M. J. DONNA, Secretary.



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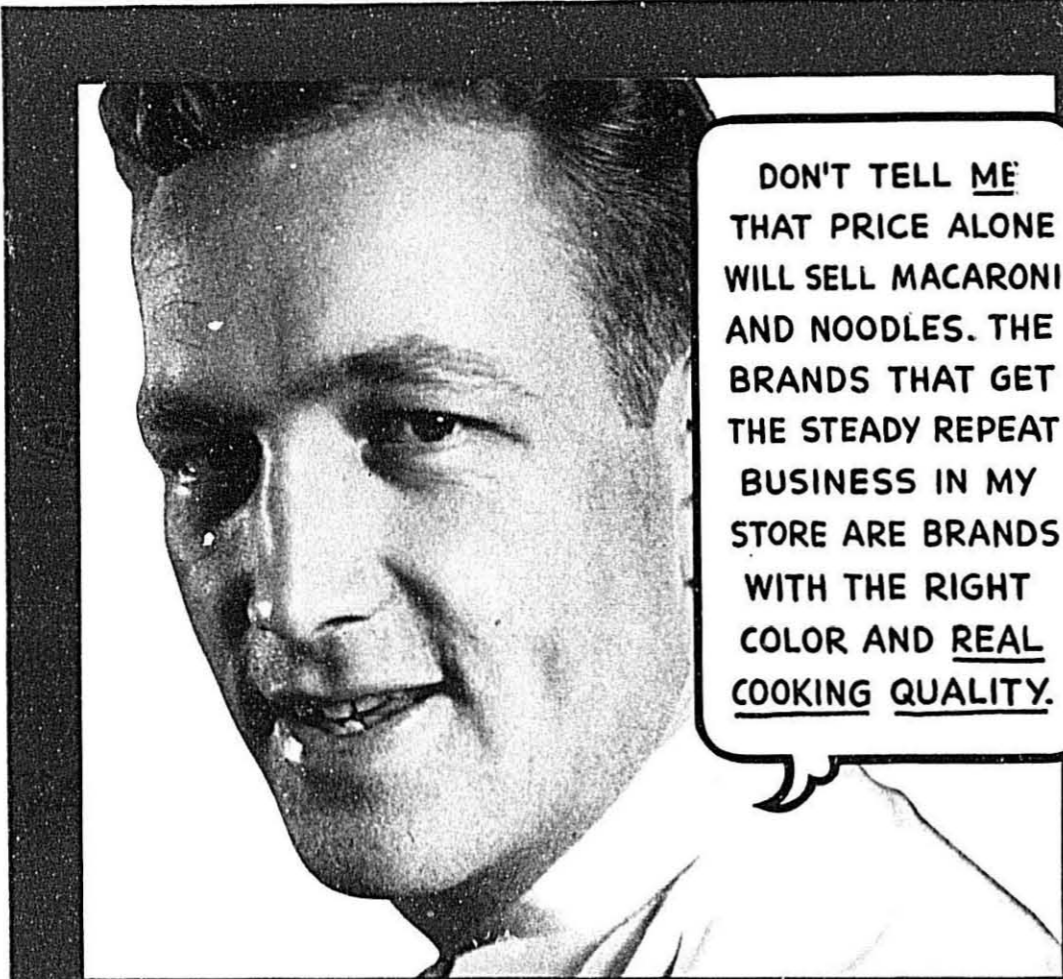
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