

**THE
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JOURNAL**

**Volume XVIII
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**October 15,
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The
Macaroni Journal



Minneapolis, Minn.

OCTOBER 15, 1936

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Need of Consumer Education

That the Macaroni Industry is still confronted with the problem of Consumer Education is evidenced by the questions asked in a letter recently received from an anxious and curious housewife. She asked:

"What is Semolina as used with reference to Macaroni Products?"

"What is the difference between Macaroni and Spaghetti; between these and Noodles?"

"Is Semolina Macaroni really better than the other kind or is it just a matter of one's imagination?"

"What is the advantage of buying factory Egg Noodles over making them in my kitchen?"

"Just why are Macaroni Products best suited for feeding infants, children and adults?"

Give Mrs. Housewife the right answers to these and similar questions about Macaroni and a forward step will have been taken in the much-needed consumer education about which so much is heard.



Quality PRODUCTS IN Quality PACKAGING



If you want to sell more quality products at a better profit, make sure that your packages are right! Shopping housewives often judge quality by the appearance of the package and the information printed on it. When they see the rich golden color of fine quality egg noodles and macaroni products . . . clean, fresh, and unbroken, through the "windows" of our latest DUBL-VU cartons

. . . read the appetizing recipes and assuring quality messages on front and side panels . . . there's a mighty urge to buy! We've studied and successfully solved every aging problem of the macaroni industry. Get the benefit of 38 years of specializing in this field. You don't pay a cent for suggestions, ideas, samples, prices, or a trademark. Write today!

ROSSOTTI LITHOGRAPHING CO. INC.

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 CHICAGO BOSTON PHILADELPHIA BUFFALO KANSAS CITY LOS ANGELES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

Group Action for Tax Recovery

If there is to be any refund of processing taxes paid under the now defunct Agricultural Adjustment Act and if any part of such refund is legally due to any macaroni-noodle manufacturer, nearly 50 of the country's leading members of the Industry are joining in cooperative action to protect their rights and the trade's interest therein. The joint action is not one against the government or any particular group in any way connected with the collection of said processing tax, but a general action without malice, in protection of any rights which individuals or groups may have in the matter in controversy.

This group action is to be taken through a staff of able attorneys representing the Manufacturers Protective Committee of the National Macaroni Manufacturers association. This committee consists of Joseph J. Cuneo of La Tremiata Macaroni Corp., Connellsville, Pa.; Henry Mueller of C. F. Mueller company, Jersey City, N. J. and Philip R. Winebrenner of A. C. Krumm & Son macaroni company, Philadelphia, Pa.

In a circular letter dated Sept. 30, 1936, this committee reports of progress made in interesting members of the Industry in its proposed action to recover each part of these taxes as may be right and legally due them. Competent attorneys have been engaged and proper notice of the contemplated action has been given all parties concerned therein. Manufacturers have been advised of the individual cost of this legal action, which provides a contingent fee based on the size of the plant and a percentage of any sum recovered—a basis that appears to be fair and equitable to all parties and one that will probably bring refunds of many thousands of dollars that might not be recovered otherwise.

"The number of replies received convinces us that there is a widespread interest in the proposed group action in connection with the Industry's processing tax problems. Replies have come from all sections of the country, and from large and small manufacturers.

"The original dead line for the payment of the Unjust Enrichment or Windfall Tax by the millers was Sept. 15, 1936. In August a general extension of

three months was granted. This gives us more time to perfect our plans, since it means that the millers will not be required to account to the government for the money we are claiming until Dec. 15, 1936. On the other hand, the extension complicates the situation because to a large extent the whole question of refunds on floor stocks as of Jan. 6, 1936 (claims for which must be filed on or before Dec. 31, 1936) depends on whether our refunds can be secured from the millers."

The millers have been advised of the claims of the firms supporting the group action thus establishing a record of such claims prior to any action by the millers with respect to the Windfall Tax, notifying them that the payment of the money to the government would not be a defense to manufacturer's claims. The committee believes that the situation can be worked out satisfactorily with the durum millers, following conferences that are to be arranged.

"The millers are exempt from the Windfall Tax to the extent that they make refunds to claims and others under 'written agreements' dated prior to March 3, 1936. It is the opinion of our attorneys that the Millers National Federation flour sales contracts, under which most of us bought flour and which contain the clause concerning processing taxes, are such 'written agreements.' An application has been filed with the U. S. Treasury Department for a ruling to this effect. A brief has been filed supporting it. They make the contention that these flour contracts impose a legal liability upon the millers for the amounts involved, and that therefore the millers not only may, but must make refunds.

"We feel that the time has come to formulate a definite program. In doing so we must keep in mind that from present appearances the most difficult questions will arise after refunds are actually secured from the millers. The receipt of a refund will necessitate the filing by the receiving firm of a complicated Windfall Tax return with the Federal Government.

"In order to retain all of this refunded money or the largest possible portion of it, instead of paying it out again in taxes,

it will be necessary for us to show either that the Windfall Tax is unconstitutional or that the amounts added on account of processing taxes to the cost of our raw materials were absorbed by us in whole or in part, and were not passed along to our customers.

"In all events it is plain that the receipt of refunds from the millers will place us in a position where we will need legal advice. In addition there remains the Jan. 6, 1936 floor stock problem. To the extent that no refunds can be secured from the millers or that refunds made by them are not applicable to such floor stocks, attention must be given to the preparation and filing with the Government of proper claims with respect to flour (semolina and farina), and to the possibility of an amendment to the statute so far as finished products are concerned."

The committee's report then lists a schedule of basic fees to be advanced by interested members of the group to provide a working fund, this to be deducted from a total fee based on a certain percentage of the amount finally recovered. The preliminary retainer ranges from \$25 from small firms to \$100 for the larger ones, and the total fee will in no case exceed 10% on amounts of \$5000 or less and ranging downward to 3% on balances in excess of \$15,000 that may be recovered by this group action.

In conclusion the report states, "We have stated before that group action through one agency appears to be more effective and efficient, and therefore more economical. We have tried to work out a plan to protect the interests of the small as well as the large manufacturer. We believe that the necessary advice which firms will receive in connection with this contemplated action, the Windfall Tax and the floor stock returns which will have to be filed, alone will justify the expenditure on your part of the retainer."

There is still time for hesitant firms to join in this group action and all desiring to do so are urged to send letters of authorization to the legal firm representing the Manufacturers Protective Committee, copies of such authorization letters having been sent to all known macaroni-noodle manufacturers.



QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

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New Government Contract Regulations

Macaroni-Noodle Manufacturers who are interested in supplying any Government agency, bureau or institution with macaroni products of any kind are deeply concerned over the effects of the provisions of the new Walsh-Healey Act covering Government Contracts.

The new law became effective on September 28, 1936 according to an order issued by Secretary of Labor Frances Perkins. Pamphlets outlining the regulations prescribed by this enforcing official were distributed to all known contractors. Through this act, in so far as it concerns Government purchases, the Government will have indirect supervision over prices and wages of employes, grades of materials used, kind of labor employed, the power to abrogate contracts in violation of the provisions of the Act and to sue for damages.

Macaroni-Noodle manufacturers who do business with any Government agency are studying closely the provisions of the act and the regulations set up for its enforcement by the Secretary of Labor. The latter are briefly reviewed herewith:

In all future contracts the contracting officers of purchasing bureaus, agencies or institutions shall cause to be inserted in contract specifications, the following stipulations:

1—The contractor is the manufacturer of or a regular dealer in the materials, supplies, articles, or equipment to be manufactured or used in the performance of the contract.

2—All persons employed by the contractor in the manufacture or furnishing of the materials, supplies, articles, or equipment used in the performance of the contract will be paid, without subsequent deduction or rebate on any account, not less than the minimum wages as determined by the Secretary of Labor to be the prevailing minimum wages for persons employed on similar work or in the particular or similar industries or groups of industries currently operating in the locality in which the materials, supplies, articles, or equipment are to be manufactured or furnished under the contract: *Provided, however,* That this stipulation with respect to minimum wages shall apply only to purchases or contracts relating to such industries as have been the subject matter of a determination by the Secretary of Labor.

3—No person employed by the contractor in the manufacture or furnishing of the materials, supplies, articles, or equipment used in the performance of the contract shall be permitted to work in excess of 8 hours in any 1 day or in excess of 48 hours in any 1 week, unless such person is paid such applicable overtime rate as has been set by the Secretary of Labor.

4—No male person under 16 years of age and no female person under 18 years of age and no convict labor will be em-

ployed by the contractor in the manufacture or production or furnishing of any materials, supplies, articles, or equipment included in the contract.

5—No part of the contract will be performed nor will any of the materials, supplies, articles, or equipment to be manufactured or furnished under said contract be manufactured or fabricated in any plants, factories, buildings or surroundings or under working conditions which are insanitary or hazardous or dangerous to the health and safety of employes engaged in the performance of the contract. Compliance with the safety, sanitary, and factory inspection laws of the State in which the work or part thereof is to be performed shall be prima facie evidence of compliance with this subsection.

6—Any breach or violation of any of the foregoing representations and stipulations shall render the party responsible therefor liable to the United States of America for liquidated damages, in addition to damages for any other breach of the contract, in the sum of \$10 per day for each male person under 16 years of age or for each female person under 18 years of age, or each convict laborer knowingly employed in the performance of the contract, and a sum equal to the amount of any deductions, rebates, refunds, or underpayment of wages due to any employe engaged in the performance of the contract; . . .

7—The contractor shall post a copy of the stipulations in a prominent and readily accessible place at the site of the contract work and shall keep such employment records as are required in the Regulations under the Act available for inspection by authorized representatives of the Secretary of Labor.

8—The foregoing shall be deemed inoperative if this contract is for a definite amount not in excess of \$10,000.

Because contracts involving more than \$10,000 are rare, there are some who feel that the Walsh-Healey Act may not govern contracts for macaroni, spaghetti and egg noodles sold to government bodies and institutions. However, the regulations are subject to change to meet all contingencies and should it be brought to the attention of the Secretary of Labor that macaroni contractors are violating the spirit of the new law, there is a great possibility that a minimum below \$10,000 may be set for this food.

The authority is granted as announced in the pamphlet referred to wherein it is stated that whenever justice and the public interest will be served, bids for a contract or class of contracts will be exempted upon the request of the head of the contracting agency or department when accompanied by his finding of fact that it will be so difficult to obtain satisfactory bids under the stipulated restrictions.



MANUFACTURER AND MAN

Employment and Training Policy Used Profitably by a Prominent Macaroni-Noodle Manufacturer . . .

Guglielmo Spaghet operates a very modest sized macaroni manufacturing plant and he has just about the best help of anybody I know. I quizzed him about it one day and he told me, "I guess it's partly because I haven't forgotten what it was like when I was working for someone else myself. I can still see things the way the men see them."

"You probably pick out pretty good men when you hire them," I suggested.

"Of course I pick out the best man I can get every time, but don't get the idea that I get good workers only by hiring them away from some other plant by offering them more money. All that method does is to hike up the wage scale and make other employers sore. There aren't enough first class workers to go around and if you start out to overbid the other employers you are sure to go up against someone who can beat you at that game, taking men away from you as fast as you can get them."

"You don't mean you develop a better force by taking on green hands all the time, or fellows who are out of work?" I couldn't believe that was his way.

"What I mean is I don't go to a good worker who has a good job and tell him or her I'll give them more money if they will come with me. I've hardly ever done that. But if such persons apply to me, that's something else. I may take them. But at that, the best workers I have are those who learned their trade right in my shop and have stayed with me. You take a new man and teach him your way and if he doesn't turn out well it's mainly your own fault. When a man learns his trade with me, after he gets it learned, you can be sure he'll be a better man for me than anybody I could hire already trained. This is even more true of women employees."

"You must believe in the late Theodore Roosevelt's idea that every man owes it to his business or trade to spend some effort in building up that industry and teaching it to new men," said I.

"I certainly do. I'm a part of the macaroni industry as a whole, as well as being a manufacturer looking out for my own interests, and I'm proud to be a good member of the industry and a faithful member of our trade association, just as I'm proud of turning out good macaroni products. I'm willing to do my part in building up the industry. If every manufacturer shirked his part in training new workers we'd soon be out of luck. I believe in doing all I can to help every employe make good."

"I know there are employers who don't seem interested in stimulating their workers to learn the trade, but there are some employes too who don't seem to want to be stimulated," I told Spaghet.

"When I get a person working for me," he declared, "who doesn't care any more about his job than to do just

enough to keep from being fired, that man is going to be fired just as soon as I have someone to fill his place. I don't want men in my plant who haven't any ambition. I want men who want bigger pay and are anxious to earn it."

"But you want them to earn more before you begin to pay more?"

"Absolutely. I'm not paying any man this Saturday night for what I hope he will do next week. When he earns more, I'll pay him more and I'll do it without being sandbagged into it."

"You have the reputation of being a good boss."

"But not an easy boss. And I got that reputation by working for it, just like my plant superintendent got his reputation for being a fine workman. I know good workmen don't always take the first job offered them. They look around until they find a place where there's a chance to work up and where they think the boss will be interested in seeing them get ahead. I want the best help and I'm just smart enough to know the best help is looking for the best boss. They like to work for the man who pays more when the worker is worth more and is ready to help them to be worth more. I'll help my men to make good."

"You aren't responsible for your workers making themselves successful," I argued.

"In a way I think I am," Spaghet said seriously, "especially when a young fellow comes to my shop to learn the trade. I've encouraged him to take up this work and I feel responsible in some degree. I can't put brains into his head if he's a fool and I can't make him ambitious if he hasn't any ambition, but maybe I can get him to use what brains he has to better advantage. As a matter of fact, anything I do to help a man to work better is going to count for me in the long run. I don't want a fellow to fail to make good in my shop and quit. I want him to stay and put it over. It costs me money every time I have to make a change in my force. I lose for a time, even if I get a better man—and I don't always get a better man."

"How do you go about it to make your employes worth more to you?" I asked. I wanted to pin him down to cases.

"Well, here's one thing. When you came in you met a man going out. He is a salesman who just sold me some packaging machines. It might easily happen that when that equipment comes the workers who use it won't get the hang of it for a while. They will start blaming the new machines for imperfect work, instead of admitting they aren't using them properly. When grumbling begins in a shop the next thing you know somebody is whispering around who aren't turning out as good macaroni as we used to. That won't help business any."

"I've bought some machines that will do better work and I want my men to believe it. It will be up to that salesman to sell the men on the value of the new machines. He's going to do it on my time this afternoon. Any man who sells me anything different for my worker to use has got to help me to get it properly and enthusiastically used."

"Another thing I do is to see that my bosses and key men have a chance to read THE MACARONI JOURNAL, our industry's valued publication. I subscribe for extra copies for them to read and study. We've developed a kind of belief here at our plant that the fellows who get ahead best are the ones who do some studying on the theory and technique of their work."

"Aren't the men fed up on shop study by the time they quit at night?" I wondered how the plan worked.

"Well, I don't give up easily and the right kind of a man soon sees the point and the wrong kind won't be with me long anyway, not after I've discovered he doesn't care about learning and improving. No two men are just alike and I try to have each man handled the way that will work best with him."

"Mr. Spaghet," said I, "I've a notion to give up my work and take a job in your plant."

"All right," was the reply, with a smile. "I'll start you tomorrow. You might do me some good. You know my heads are better than one, even if I am a cabbage head."

Announces AGMA Convention Dates

The 28th annual convention of the Associated Grocery Manufacturers of America, Inc. will be held on Nov. Dec. 1 and 2, 1936 at the Waldorf-Astoria hotel in New York city, according to Paul S. Willis, president. This selection was made by the board of directors of the association at a meeting on September 22 in New York.

L. J. Gumpert, a director was elected general chairman of the convention committee and a program patterned after a successful session of last year is planned.

Quality that produces Quality!



Opportunity for Advertised Brands

By Paul S. Willis
President, Associated
Grocery Manufacturers
of America

Recently, there have been comments to the effect that "the Patman law will influence the growth of private brands." In this connection let us ask the question, "What are the basic factors supporting any such contention?"

In connection with the above comments let's analyze the purpose for which the Patman law was enacted and consider its probable effects on business. According to my understanding, this law was proposed and enacted for the primary purpose of eliminating certain alleged evils in distribution practices—evils which many members of industry have condemned and deeply frowned upon, and which were beyond voluntary control. Hence this law.

True, the law as worded is difficult of interpretation and as a consequence there are numerous varying interpretations. However a constructive interpretation in accord with the purpose of this law opens the way for industry to eliminate any evils which may have existed in connection with quantity discounts, the payment of brokerage where it wasn't earned and where it became a discrimination in price, and the payment for advertising allowances where the service agreed upon was not properly rendered; or where the payment was unreasonable.

Approaching the interpretation and application of this law from the constructive standpoint of eliminating any such existing evils, this should have the effect of very largely placing all buyers on an even basis. If that is the case, thus far I fail to see anything which works to the detriment of the manufacturers' advertised brands.

I don't believe that the distributor's primary interest in the handling of manufacturers' advertised brands has been because of any extra quantity discounts, extra brokerage or extra advertising allowances, but rather it is because he has found it good business to handle them. I believe also that the distributors, formerly receiving any such allowances and which since the enactment of the Patman law have been canceled, through merchandising efficiency will henceforth be able to compete just as successfully with other distributors as in the past.

I think it is a fair assumption that the distributor's primary purpose in business is to buy and sell merchandise on which he can make a fair profit. On that assumption the question before us therefore isn't one of—private brands versus manufacturers' advertised brands—but rather which of these offers the distributors the best opportunity of fair profits. To me that is the point at issue.

Further, in connection with this discussion I think it is a perfectly fair question to ask—"what can the distributor of private brands now do to develop them that he could not do before, or what he hasn't been doing right along?" It is also a perfectly fair question, "will

the private brand distributor, assuming that extra quantity discounts, brokerage and advertising payments will be curtailed, have as much money with which to promote his private brands as when he received these advantages? Certainly the promoting of private brands calls for real merchandising and advertising effort and this costs money. How can the distributor spend money for this purpose unless he adds its cost to his selling price. And if distributors A, B and C all go in for private brands, won't this create a competitive situation as between private brands A, B and C so as to materially affect profits?

There are some other angles which have an important bearing on this whole matter. If any manufacturer has been allowing excessive quantity discounts, brokerage and advertising payments and now discontinues them, and if said manufacturer figures on "pocketing" all of this saving, he may find himself sadly awakened. I don't believe however, that many will follow any such a shortsighted policy. I believe that manufacturers have learned from actual experience the real necessity and importance of a proper price structure, and accordingly will carefully study their price setup; this both from the cost angle as well as from the competitive angle—realizing the wider the spread between production costs and selling prices the greater the competitive opportunity. I know that manufacturers are very carefully studying ways in which to use the money heretofore applied to "allowances"; whether he should use part of this for increasing his advertising schedule, whether he should increase his dealer contacts or whether he should revise his prices. All of these matters the manufacturers are weighing most carefully. They are doing a lot of thinking.

On discussing this subject one must keep in mind that the food and grocery manufacturers are constantly alert and active, striving to make the quality of their merchandise better—more tasty—more nutritious—more convenient—more economical, and through continued advertising tell the women folk about this. This is an effective combination. Any brands to successfully compete with brands receiving the above treatment must similarly be supported by good merchandising and effective advertising.

In the light of these various factors, any consideration of this matter should include—

(a) What is the particular distrib-

utor's interest in private brands? If it is pride of ownership, that is one thing. If it is a matter of better profits, then to overcome that the manufacturer has the job of assisting the distributor to earn an equally fair return, volume and selling expense considered, on the manufacturer's brands.

I believe that the manufacturers will divert a substantial portion of any money heretofore paid out for allowances into the channels of larger advertising appropriations.

Finally I want to sound this word of caution in connection with the consideration of any change in policy as a result of the enactment of the Patman law. We are still trying to find out what the provisions in this new law actually mean. And the actual meaning is not available until definite interpretations have been established either by the F.T.C. or by court decisions. And in the light of such indefiniteness one should be guided by the trite expression of "making haste slowly."

Swiss Cheese Character Judged by "Eyes"

When people ask for Swiss cheese in store or restaurant, they expect to get a full-flavored product with the characteristic holes or "eyes" running through the piece. Both domestic made Swiss style cheese and imported Swiss cheese have these eyes. They are so distinctive that Swiss cheeses are graded and the price is determined to a considerable degree by the appearance of the eyes.

Yet, says Dr. L. A. Rogers, of the United States Department of Agriculture, the terms "domestic" and "imported" Swiss cheese are sometimes misused. When a restaurant patron asks for "imported" Swiss cheese he usually gets the kind with eyes, and it may be either domestic or imported. If he asks for "domestic" Swiss cheese he will most likely be served "processed" cheese, an altogether different product—made by grating up Swiss cheese with Cheddar cheese, melting the mixture, and running it into molds to form a convenient brick package for marketing, and slicing for sandwiches. This "processed" cheese has no holes, or eyes and differs in flavor from the domestic or imported Swiss cheese.

The methods used in making Swiss cheese in this country are the same as those used in Switzerland except that many American factories the gas-forming bacteria which make the "eyes" are controlled by exact amounts of laboratory cultures. Much of this cheese is of excellent quality. If it suffers by comparison with imported Swiss cheese, it is because all grades of American Swiss cheese are marketed, whereas Switzerland sends only carefully selected cheese to this country.

Impulse Buying Big Factor in Food Sales

Recent survey shows a substantial percentage of all foods is decided on right in the store

By L. B. Steele

E. I. duPont de Nemours & Company,
"Cellophane" Division

Consumer purchases can be divided into two main classifications: 1. Planned purchases, decided in advance. 2. Impulse purchases, decided right in the store.

Progressive retailers today recognize that more and more purchases are of the impulse type. This is true of all types of merchandise but particularly of food-stuffs.

Not until recently however, was it possible to decide exactly what percentage of total purchases the impulse group constituted. A rather extensive survey was made by our company of a large

display. This is further confirmation of the fact that the product in plain view always has the best chance of attracting the shopper's eye and inducing purchase.

Another interesting point developed was the fact that 29% of all the impulse purchases were in transparent packages, showing that the sight of appetizing foods always is a powerful influence in stimulating interest and suggesting itself for the menu.

This survey is particularly significant from the standpoint of the macaroni manufacturers. It emphasizes the opportunities that exist to constantly suggest macaroni products to the housewife whose family is not what might be termed a regular macaroni eater. These women see in macaroni a "change of menu" and, after all, that seems to be their prime objective in shopping.

If a certain number of women enter the grocery store with the question "What shall I have for the next meal?", can have macaroni products pass before them, a satisfactory percentage are going to decide to buy. The objective of the macaroni manufacturer should therefore be to make certain they do have this opportunity.

In accomplishing this purpose, two points are important—display and packaging. From a display standpoint it is quite evident that every effort should be made to not only get a macaroni item



Left—This woman customer of a grocery store about to make an "impulse" purchase of an attractive package of macaroni.

Below—Suggestive layout to illustrate how the grocer may display macaroni-noodle packages to create an "impulse" to buy.

group of representative consumers in typical grocery stores.

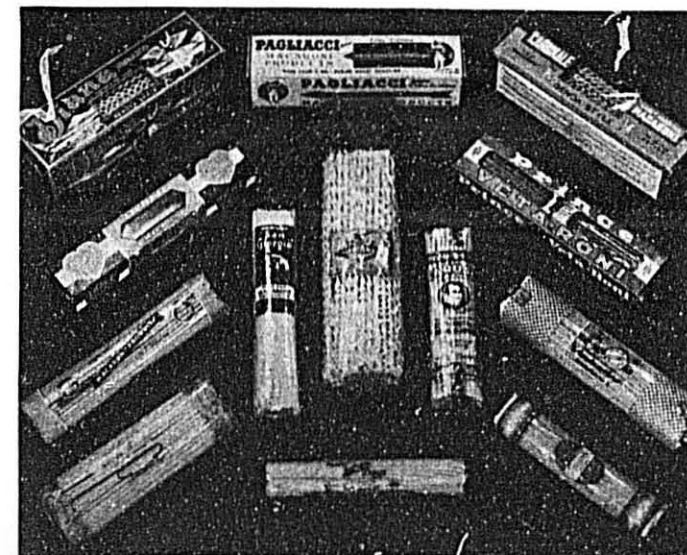
In this survey the actual purchases made by the customer were observed and recorded. As the customer left the store he was shown this list and asked:

a. How many of these items were on your original shopping list?
b. How many did you decide to buy after you entered the store?

It was found that 75%—3 out of every 4 women—had bought at least one food product on impulse—an item that was not on their original shopping list when they entered the store. In other words, 75 out of every 100 had completed their menu after they entered the store door, and had bought more than they originally intended to buy.

It was rather surprising to note that some people bought a very large percentage of the items on impulse. For instance, 16% bought one-half or more products on decisions made at the store counter.

After a complete summary was made of the survey results, it was found that



WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT

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



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



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



- Paramount Paper Products Co. Paper Bags
- Peters Machinery Co. Packaging Machines
- Pillsbury Flour Mills Co. Flour and Semolina
- Rossotti Lithographing Co. Inc. Cartons, Labels, Wrappers
- J. V. Shartzler & 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

stocked by a dealer, but featured out on display. A good display position seems to be the direct road to impulse sales.

Judging from comments of grocers throughout the country, they naturally put on display items that are attractively packaged. They know from their own experience that these items are likely to attract the customer's eye and sell themselves. If this is true, and it undoubtedly seems so, then the macaroni manufacturer must ask himself concerning any package—

"Is this attractive enough to make the grocer display it prominently, or will he relegate it to the back shelves?" An honest answer to that question will help decide whether the present package is satisfactory or whether it needs improvement.

It is suggested that the macaroni man visit typical retail stores at every opportunity. He can see where his product is carried in each store. He can see how it compares in attractiveness with other foods which are competing with macaroni for the housewife's dollar. These surveys will show him whether his package is getting the display it deserves.

More and more the leading chain grocery stores and progressive independents are revising their entire store layouts, so the maximum amount of foods is on display. This gives the greatest oppor-

tunity possible to suggest to the housewife every time she comes into the store items that can be purchased on impulse. These organizations recognize the importance of impulse buying in their total sales and are using display as a weapon to bring this about. To fit into this new layout scheme the macaroni product that hopes to become a best seller must necessarily be a good display item. If it measures up from this standpoint, then it will automatically become an impulse item, and many a Mrs. Jones will walk out of her grocers with a macaroni or noodle package that she hadn't intended to buy when she came in.

IGA's 10th Birthday

The Independent Grocers Alliance of America, largest national voluntary cooperative grocers group, will celebrate the 10th anniversary of its founding during the three weeks beginning Oct. 10.

Announcement of the celebration was made by J. Frank Grimes, founder-president of the organization, who said that the 6500 grocer-members will take part in the observances to be held throughout the country.

"Our first decade has been one of struggle but at the same time one of great success," said Grimes. "Our volume of retail business during the 10 year period approximated three billions of

dollars. Despite the depression our merchants improved their financial standing and increased their profits to a point where 1935 went down in our records as our best business year since the organization's founding."

The spirit of cooperation has been accepted by wholesaler and retailer alike, he pointed out, and from the realization that each factor is dependent on the other has come the new power which is wielded by organization in the grocery field today.

"The future looks exceptionally bright," Grimes continued, and "we expect 1936 to top all previous years in the volume of sales. Much of our optimism comes from the fact that we are constantly getting new blood into our ranks—young men who are definitely sold on the idea of cooperation and do not have to be sold off obsolete opinions regarding the conduct of the grocery business. They offer a fertile field for the progressive ideas which have carried us to success thus far."

"From now on our plan will be one of performance with a continuance of policies which have been tried and found successful."

Digging for gold involves taking reasonable precautions to be sure that one is digging where there is gold.

The National Food Situation

Dr. A. G. Black, chief of the Bureau of Agricultural Economics, made public a report as of Sept. 28, 1936 on the per capita supply of foods for domestic consumption for the year ending next June. The report follows in part:

The total per capita supply of all major foods for domestic consumption for the 12 months ending with June 1937 probably will be about 3% less than the apparent consumption or disappearance of human food per person during the corresponding period 1935-36; 1% less than the per capita supply of 1934-35; 5% below that of 1933-34 and 8% less than the 1925-29 average per capita supply. It is possible for per capita consumption this year to be as large as in recent years if less than the usual quantities of food are wasted.

As compared with last season, the per capita supply of meats other than poultry available for domestic consumption is expected to be 1% greater, while poultry meats probably will be about 2% greater.

The per capita supply of lard available for domestic use probably will be about 7% larger than that of last year, chiefly because of the larger pig crop last spring. The supply of all other edible fats and oils usually is in inverse ratio to the supply of butter and lard. In 1935-36 the per capita supply of butter and

lard reached a low point, the process of substitution increased the per capita supply of other edible fats and oils by about 10% over that of the year before, and for 1936-37 an additional 3% increase is indicated.

A further reduction in the spring wheat crop prospect during August brought the estimated production down to only 70% of last year's spring wheat crop and 46% of the 1928-32 average. Winter wheat however is considerably more abundant than last season so that the total wheat crop will be about 1% above that of 1935. The per capita supply available for domestic consumption is the same as in 1935-36 but about 3% below the average for 1925-29.

The per capita supply of rice for domestic use shows a 15% increase over that of last year and is about one-third above the low supply of 1933-34.

Greatly reduced by spring frosts deciduous fruits for the fresh market have pulled down the total supply of all fruits available for consumption this season and the per capita supply apparently is 14% below that of 1935-36 but only 4% below 1934-35.

Prospects for vegetables for fresh market shipment improved considerably during August. The per capita supply of all fresh vegetables combined will be about 6% greater than last season and

17% above the very short supply of 1933-34.

Although potato production prospects made a 6% gain during August the per capita supply for domestic consumption this season is expected to be only about 125 lbs. (or slightly over 2 bushels), compared with 149 lbs. last year and 155 lbs. per capita in 1934-35. Based on September 1 crop conditions quantities of potatoes available per person will be about 13% below the 1925-29 average and 16% less than in 1935-36. Sweet potatoes may be 23% shorter than last season, on a per capita basis.

With dry edible bean production expected to fall far short of last year's large crop and slightly below average, the per capita supply will be 16% less than last season but only 2% less than the average domestic disappearance.

Leases Warehouse

The Colonial Macaroni Manufacturing Company, Inc. of New Orleans, La. has found it necessary to rent additional space for storage of its raw and finished products and has taken a three year lease on the warehouse building at 521 Tchoupitoulas st. The property is being remodeled to meet the requirements of the macaroni manufacturing firm.

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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.

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Secrets of Successful Trade Marking

Plant Your Trade Mark in the Trailers

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

For macaroni marketers with brands to perpetuate there may be more meaning than one would guess in the rapid spread of trailer life in the United States. Meaning, of course, not motor freighting. Nor yet the use of trailers as demonstration booths on wheels—after the fashion of certain food manufacturers. But the ordinary, everyday caravan existence of families which spend all their time or a goodly share of each year in a "house car," or trailer, designed and equipped for housekeeping.

A few years ago these habitual nomads were scornfully referred to as "tin can tourists" and most communities did not make them any too welcome for either a long or short stay. But all that is changed. Behold towns and cities bidding against each other for this gypsy trade. Providing municipal campgrounds with every last convenience, even to electric power for radios and for cooking in the rolling residences. Behold, too, almost all the national magazines catering to the cult with illustrated articles and editorial departments.

There are two causes for this revolution of feeling. First, there has come the weight of sheer numbers. The amazing multiplication of the "trailerites" until they now boast two national associations mustering thousands of members and holding annual conventions and "trailer shows." Second is the rise in the financial and social status of trailer life. Well-to-do, retired citizens have been seized with the wanderlust—a zest for land cruising taking their own fire-sides along. And to cater to that prosperous clientele we have a number of prominent manufacturers in the automotive field turning their attention to the construction of "land yachts" and "covered wagons" replete with every luxury.

Whether or not the macaroni marketer takes that professional guesser Roger Babson at his word, he must realize that he has henceforth to reckon with a new generation of rolling housekeepers. Babson, visibly impressed by the trend, makes bold to prophesy that within 20 years half the population of the United States, that is to say more than 60,000,000 people, will be living in trailers. A skeptic in the macaroni industry may take that prediction with a large grain of salt. Yet a few moments' reflection will convince him that here we are face to face with a new way of life that may easily be destined to change habits of eating and food preferences.

Why, just the present setup of this new hobby for portable housing commands consideration from the food producer and distributor. Conservative estimates indicate there are in operation at the present time a total of 300,000 dwelling trailers, peopled by an aggregate of 750,000 trailerites. It is quite true that

these camp-and-run households are thickest in certain sections of the country. Say in Maine and Michigan in the summer; in Florida and other southern states and in California and the southwest in winter. But at that, the "gasoline gypsies" are invading every nook and corner of the map. Meaning that, in degree the trailerites are buying essential food specialties in almost all markets.

Well, if we grant for the sake of argument that there may be something to this trailer boom in terms of macaroni reaction, suppose we examine what may be the effect of this version of the "going places" fad. Any macaroni marketer with half an eye can see that the effect of continuous housekeeping in a trailer (even the largest size) must be to create on the part of the trailerite housewife a strong preference for small units, or compact packages. Here if you please, is found at work the same space saving urge that the trade has already found operative among the dwellers in small apartments, with limited kitchenette or serving pantry shelf room.

Only, in the case of the trailerites there are certain extra, added considerations that may need to be discounted in future packaging policies. The trailerite on the wing needs a package that is economical of table space, but at the same time there is need for the stowable package because very often the trailerite is temporarily taking to the wilderness and wishes to carry the maximum of packaged foods that can be tucked into his spare space. On the other hand, trailerites as a class do not often call for the "individual service" packages that have more or less vogue with bachelors of both sexes engaged in tabloid housekeeping.

With all due allowance for the equation of package size and shape, perhaps the one most urgent need of the roving trailerite is for a weatherproof, or climate proof package. The trailer rolls from a cold dry climate to a muggy, humid zone, taking in its stride the fogs of the seaside country and maybe the dust storms of the arid belt. A carton that is really insulated against dampness and gases and other destructive agents is a real boon to the trailerite. Not only because he isn't living in an air conditioned house. Also because he often has to take his food packages out of stock at crossroads stores, where the goods are none too fresh.

Trailerites with whom I have talked

on this subject make another point which may be worth passing along. They voice gratitude for the package with tight closure. The explanation given me was that a majority of trailer families are small averaging not more than two or three persons. This means that even the smaller size package of macaroni may not be consumed at one sitting unless there are guests. Thus if the trailer is riding out a rainy season or otherwise bucking a trying climate, it means something to the folks to have a package that is designed to afford a quick and safe reseal.

From the above it may be surmised that it requires a little forethought and planning to enable a standard item to qualify as a best seller among the trailerites. But perhaps the game is worth the candle because it would be difficult to find an environment where consumers are wedded so steadfastly to brands which they have tried and found suited to their peculiar or particular needs. Let an experienced trailerite be convinced that a given make of macaroni fits his requirements to the dot and he will go to the end of trouble to find that brand; incidentally giving publicity to the brand praised trade mark as he makes his quest from store to store, or town to town.

Just here I would like to branch off into a couple of side aspects of this trailer stampede. One angle worth pondering is found in the fact that the trailer camps, which are springing up along all the main motor highways, are as a rule operating subsidiary retail stores for tourist outfitting. These commissary annexes are carrying food items and being in direct and intimate contact with their customers the storekeeper can be depended upon to stock those brands for which their trade expresses preference. Which is another way of saying that there isn't any better scheme for penetrating new sales territories with a trademarked product than to get the missionary trailerites to do your introductory work.

Another angle of the situation is found in the circumstance that the development of trailer life has within itself a commercial byplay. A number of trailerites have been caught by the idea of doing a bit of merchandising on the side, paying their way by specialty sales en route. Manifestation of this slant we have the "vending trailers" and the "concession cars," so called, which may be found in increasing numbers at county fairs and race meets, in the wake of traveling circuses and carnivals, and parked by the roadside at strategic points. This pattern of rolling store, or luncheonette, may be numerous enough as yet to merit consideration as a special factor in macaroni distribution. But if we can believe the business doctors who have imaginative

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here is an "infant" to be watched, even as the whole trailer proposition is a challenge to a marketer's attention for the morrow.

Finally, do not get the idea that trailerites are not the class of consumers who discriminatingly and insistently "buy brands." Not a few of these foot-loose citizens have paid as much as \$4000 for their trailers (not to mention the real palace cars) and, far from drifting into catch-as-catch-can habits of eating, these leisurely campers are prone to become real epicures with a flair for quality wherever they find it.

Buys Noodle Plant

George N. Boyd, for many years vice president of the Hawley Advertising Company, Inc., New York city recently purchased the noodle manufacturing plant in Rome, N. Y. from Fred Schiller, its founder. Mr. Schiller will be retained with the new company in an advisory capacity in the manufacturing department.

Fred Schiller has manufactured "Kinder" Zwieback and Gluten Zwieback, both of which products are well and favorably known to Romans and have been used by the leading physicians, "Kinder" for the undernourished and people with delicate digestions, and Gluten for diabetic symptoms and those who wish to reduce in weight, since 1901. Fred Schiller manufactures also "Kinder" Zwieback in powdered form for babies. He manufactures gluten noodles, as well as a variety of products of a similar nature.

Mr. Boyd states that the policy of the new company would be one of conservative expansion and that arrangements have been made with New York distributors for the sale of the products in the metropolitan area and in Philadelphia and Trenton, N. J. In this part of the state, he said, the policy of the company will be to sell directly to high class grocers and drug stores.

Older Workers Safer

Young workers are active and buoyant and go at things pell-mell without taking into consideration the hazards before them, Harry J. Aldrich, secretary, Spenloy trailerites to do your introductory missionary work.

Another angle of the situation is found in the circumstance that the development of trailer life has within itself a commercial byplay. A number of trailerites have been caught by the idea of doing a bit of merchandising on the side, paying their way by specialty sales en route. Manifestation of this slant we have the "vending trailers" and the "concession cars," so called, which may be found in increasing numbers at county fairs and race meets, in the wake of traveling circuses and carnivals, and parked by the roadside at strategic points. This pattern of rolling store, or luncheonette, may be numerous enough as yet to merit consideration as a special factor in macaroni distribution. But if we can believe the business doctors who have imaginative

"Education is the real backbone of safety work," he stated. "The first principle of safety education is to create the proper frame of mind. Once this is accomplished the further steps in the safety program are quite easy."

Future of Food Industry Under Robinson-Patman Act

After 90 days under the Robinson-Patman act the food industry, while still a bit jumpy has generally decided what it may and may not do and is standardizing its operations along more logical patterns, according to findings of the American Institute of Food Distribution, Inc.

Actual changes in volume have not been large. Under pressure from each sales department to hold volume the period of excitement and summary adjustments is clearing rapidly. Some companies have lost volume and income; others have gained. Most companies have made some changes in their methods.

What the future holds for the food industry under the Robinson-Patman act, according to the Institute's recent study "Group Selling by 100,000 Retailers" depends partially on rulings by the Federal Trade Commission and decisions by the Supreme Court. Possibly some provisions will be declared unconstitutional. Undoubtedly there will be amendments. But the buying and selling of food in the future will follow rules and regulations to be found in the intent of the Robinson-Patman act, regardless of the later position of the courts on this particular law.

As outlined in "Group Selling by 100,000 Retailers," the following readjustments are taking place now:

"Bargaining power of buyers is being reduced. Sellers have the law as a protection against making extreme concessions in price, allowing brokerage or giving unreasonable allowances in payment for merchandising attention. The effectiveness of this is because the buyer is equally guilty.

"This stiffening of the price position of sellers comes largely because operation of the new control means that each seller must face the probability of his discounts and allowances being brought out into the open by Washington and thus revealed to all his customers. Men are more concerned about that than the danger of being punished by the Federal Trade Commission or the courts.

"Extremely big business, both nationally and locally, is somewhat handicapped. That is the purpose of the law. "Straight buying organizations are seriously cramped. They can find a legal way to operate but they are not likely to hold a large volume of business unless they can secure important concessions and legally pass these to distributors. The exemption for cooperatives may provide that. The courts will decide this point.

"Irregular selling methods and trade practices are being brought under control. The law gives the Federal Trade Commission power to standardize prices and trade practices on both sides of the bargaining.

"Competition between distributors' brands and packers' brands is intensified. Distributors have an added incentive to

do their own manufacturing and seem to be less open to attack under the law when negotiating for merchandise to be sold under their own brands. They resent the withdrawal of concessions heretofore received and show that resentment by endeavoring to develop other sources of supply. Self protection and human nature are causing packers and manufacturers to resist this.

"Local advertising and promotional activities by food distributors—chains, voluntaries, cooperatives, wholesalers and large retailers—are being made more tangible and effective with considerable standardizing of charges. The law quite definitely gives them the right to seek this income. This should mean that distributors will be concerned about emphasizing the value of what they have to offer and standardizing their charges.

"Political antagonism toward the chains is not disappearing. That is in the trade thinking. Politicians and trade agitators realize this. Troubles of that kind seldom depart once they become deep seated. Antitrust laws have been on the books for 30 years. Few business groups even remotely violate those laws now, but newspaper and political attacks on the trusts are still popular."

If the above analysis is approximately correct in appraising how the food trades are acting under the Robinson-Patman law, it logically follows that antichain taxation and aggressive competition for retail trade will continue.

Durum Crop Small But High Grade

The 1936 durum wheat crop is exceptionally small but what little has been harvested in the northwest is of good quality. Inspections by officials in the durum wheat states during September showed that nearly 88% of the yields inspected graded No. 4 or better. In the interest of the macaroni trade that will use practically every bushel of the 1936 durum wheat crop in the manufacture of their products, the durum millers have wisely contracted for practically the entire American crop thus insuring their customers in the macaroni trade a reasonable supply of semolina for at least part of the crop year.

Indicating the scarcity of durum is the report that during one week in September only one carload of durum was offered on the Minneapolis market. No. 1 Hard Amber Durum wheat cash prices as of Oct. 1, 1936 ranged from \$1.34 to \$1.48, with No. 2 grade a cent or two lower. Semolina prices remained correspondingly high. No. 1 in bulk was about \$9.25 f.o.b. Minneapolis; Standard at about \$8.85; No. 3 Semolina at \$8.70; fancy durum patent at \$8.85 and durum flour at \$7.35. Buying was light and shipping orders normal.

Spaghetti Helps Win World Series

"Take the ball players of Italian descent out of the 'Giants,' winners of the National League Championship and out of the 'Yankees,' winners of the American League Championship, and you would have a very weak series for the World Championship." That is the sentiment expressed by most of the sports writers in the newspapers of New York city where was staged the recent hectic, 5-cent series for the World Championship.

And it may be said in passing that the heavy stick boys in the two battling teams are unusually fond of the food that supplies them with the necessary energy and needed stamina, namely—spaghetti.

The Yankees representing the American League, as everybody knows, won the World baseball honors by defeating the Giants 4 games out of 6. Very few are oblivious of the part played by such spaghetti lovers as Antone Lazzari, Joe DiMaggio, Frank Crossetti of the Yanks and Gus Mancuso of the Giants.

For the Yanks, the Italian triumvirate played a brilliant defense game and showed a most spectacular offense. While Joe Di Maggio, the most renowned rookie of the 1936 season, was the best batter from the viewpoint of hits made in the series, it was Tony (Push-Em-Up) Lazzari that delivered one of the record making punches. His home run with the bases loaded, scoring 4 runs in one of the games in which the Yanks blasted the hopes of the Giants, was a feat that had but once been performed previously.

As the lead-off man Crossetti played a very important part in every game of the series and aided materially in winning for his fellow spaghetti eaters on the

American League team the World honors, and earning for each member thereof of approximately \$7500 additional as the share of the winners in the split of the income for the first 4 games which is divided among the contestants.

The outstanding Italian-American player of the Giants was Gus Mancuso, veteran catcher of the National League Champions. Not to be outdone by his fellow Italians on the opposing team he hung up a World record of his own. It was in the nature of 14 putouts and 2 assists in one game, a feat never before equaled in any World series.

In reporting the excellent work of these renowned ball players, the New York papers and the world's sport writers made much of the fact that after each game these leading ball players went to their homes to partake of their favorite dish of spaghetti, devouring ample quantities in order to restore their strength and vitality for the next day's combat.

In the City Series between the Chicago Cubs and Chicago White Sox, a similar battle for honors was staged between 2 most able and popular players of Italian descent. Zek Bonura plays first base for the White Sox and Phil Caravetta plays a similar position on the Cubs team.

The White Sox won in 4 straight games with Bonura starring with nine solid hits in the 4 games, 5 of which he garnered in one contest.

At first base as well as at the bat Bonura showed a mastery over his opponent Caravetta though it is claimed that Caravetta consumes even greater quantities of his favorite spaghetti than does Bonura who is no mean lover of that excellent food.

which were valued at \$2,707,000 in August 1936, as compared with \$1,298,000 in August 1935; canned fruits, exports of which during the current month were \$2,563,000 compared with \$1,418,000; canned salmon \$958,000 compared with \$511,000, barley \$1,122,000 compared with \$325,000, wheat flour \$1,431,000 compared with \$1,205,000, lard \$733,000 compared with \$511,000, canned sardines \$272,000 compared with \$128,000, and wheat \$225,000 compared with \$400, according to an analysis of the month's export movement made by the food-stuffs division, Bureau of Foreign and Domestic Commerce.

Certain important export items moved out during August 1936 at a smaller volume than during August 1935, according to the foodstuffs division. Among these were cured hams and shoulders, August 1936, exports of which amounted to \$797,000 compared with 974,000 in August last year, linseed cake \$263,000 compared with \$396,000, white potatoes \$137,000 compared with \$164,000, apples \$296,000 compared with \$1,032,000, and refined sugar \$288,000 compared with \$745,000.

Exports of foodstuffs for the 8 months period ending August 1936 amounted to \$127,000,000 compared with \$123,000,000 during the corresponding period of 1935. Of the items mentioned in the above paragraphs, canned sardines, barley, wheat, wheat flour, white potatoes, apples, dried and evaporated fruit, and canned fruits showed increases on the 8 months comparison, according to the Commerce Department.

J. D. Malcomson of Robert Gair Company, Inc. has been appointed by the United States Bureau of Standards, Department of Agriculture, chairman of the Simplified Practice Committee to standardize boxboard calipers.

Appointed On Research Board

J. D. Malcomson of Robert Gair Company, Inc. has been appointed by the United States Bureau of Standards, Department of Agriculture, chairman of the Simplified Practice Committee to standardize boxboard calipers.

August Foodstuffs Exports Up 26 Per Cent

Exports of foodstuffs from the United States during August 1936 were valued

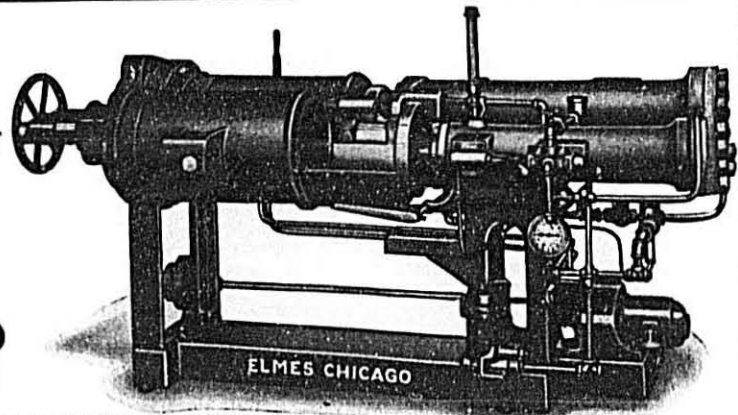
at \$19,656,000 compared with \$15,604,000 in August 1935, an increase of 26 per cent. Among the items making important contributions to this increased trade were dried and evaporated fruits, exports of

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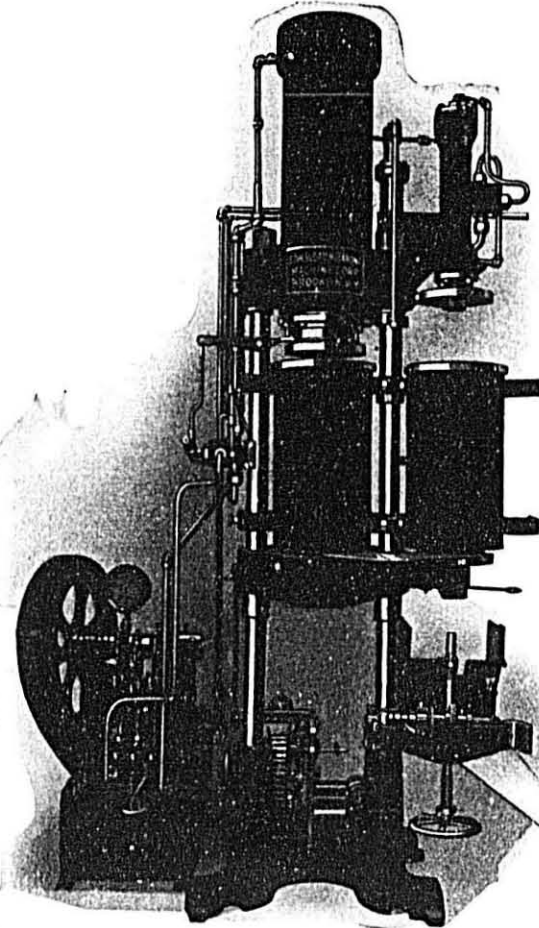
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Profits and Benefits of a Good Trade Association

By Charles H. Janssen
Secretary-Manager,
National Association of
Margarine Manufacturers

A Trade Association has been defined by one eminent authority as "An organization of producers or distributors of a commodity or service upon a mutual basis for the purpose of promoting the business of its branch of industry or commerce and improving its service to the public. Among the methods now in use for accomplishing this end are the compilation and distribution of information, the establishment of trade standards and the cooperative handling of problems common to the production or distribution of the commodity or service with which they are concerned."

Trade Associations were not always of such an apparently altruistic character. The organization of trade and industry is as old as the segregation of functional performance. For the greater part of their history however, the object of such organizations was to seek self advancement and power. In many instances they were the instruments through which monopoly was forged and maintained. Exploitation of the state and the public, with aggressive warfare against all who failed to subscribe to its dicta or failed to contribute to its treasury, was common. They became tyrannical and employed various and sundry vicious means to achieve and maintain dominance in their respective fields. This, plus the accelerated speed of political, social and economic changes finally led to a dissolution of the entire trade guild system. The Trade Association as we know it today is an entirely different institution.

There are many organizations functioning under the name of a Trade Association which technically should not be considered as such. I have in mind for instance, an association of manufacturers, of miscellaneous businesses or trades not connected with each other in any specific industry; professional and technical societies consisting of individuals in their professional or technical capacity, such as societies of credit men, accountants, etc.; non-mutual associations in which any surplus of income over expense is either returned to the members or used directly or indirectly to increase the service to members; mutual or cooperative associations engaged in buying and selling for profit; associations organized for a single purpose or a limited number of purposes, or associations which actually undertake activities within a strictly limited field only. These are, technically speaking, not Trade Associations but any association which undertakes within its means and power any type of activity which the development and protection of an industry or the members of an industry may require, is a real Trade Association.

Such an association is devoted to advance the industry which it represents regardless of whether those who are engaged in the industry are all represented in the association or not. It is concerned with the industry as such and

deals with the problems of that industry in a broad and comprehensive manner. It serves no one competitive faction, nor is it a competitive factor in the business of buying and selling or the rendering of those service activities in which its own members are engaged. It therefore has a real individuality in our business fabric and may undertake all those services and activities which will preserve and advance the common interests of those who compose the membership of an industry or a distinct branch of it.

The first essential therefore in the establishment of a Trade Association is whether those whom it is intended to serve constitute a bona fide industry or a distinct branch of such a bona fide industry.

Powerful forces are at work. Far-reaching changes are already in motion. If—as some seem to feel, and I am of that group, that we are on the threshold of a period of drastic decentralization and realignment of industry organization, then you would fit into the new picture as if made for it. One thing is certain—the old does not come back. It may be rejuvenated but progress demands something new.

I am sure you are not unmindful of the fact that the pressure for reform and change in any given industry does not always rise within that industry, but comes from without. Where this is justified no objection can be raised, but industries are frequently subjected to unjustifiable pressure from self seeking individuals, politicians, political parties and competitive factors and of government itself.

Sometimes industry must bow to superior forces and accept rules and regulations which are against all economic reason. Honest industry is forced to bear a yoke because of the avarice of a small minority. In respect to such matters the Trade Association is your only hope.

In this modern era of strife and competition for a place in our economic scheme of things, little can be done by a single individual—but by the small contributions of a large number of individuals much may be accomplished. When I say this I have in mind not the building of an association as such; we have too many associations now. To provide a job for a secretary and empty honors for a set of officers is already too much of an American pastime, but if there is a place for a specific type of service and that type of service has been perfected, then the individuals who are pioneering in that new field need the

leadership, direction, guidance and counsel of a Trade Association. The Trade Association must be built to serve the industry and its membership. This is of primary importance and it follows that it must be under the management of men qualified to cope with the large scale problems of your industry.

I have had some little experience in the Trade Association field in the food and grocery industry, and have not been without interest in the development of the Trade Association as a facility for the promotion and self regulation of industry and commerce. I believe that the Trade Association of today is an important American business institution. It has a definite place and serves a definite purpose. But there are today too many self-styled Trade Associations which serve no good purpose, whose leadership is mediocre and does not reflect the average intelligence of its claimed membership. On the other hand there are many Trade Associations whose leadership is held back by the reactionary and tradition bound minds of its own membership.

Not the least of the benefits of a progressive Trade Association is its influence to raise the industry in the estimation of the public. It can and should be instrumental to instill its own membership with a sense of responsibility and in banishing that inferiority complex which we so often find in business. In other words, it can assist very materially in developing among its members a professional attitude toward their calling and make them better business men.

I am reminded of the story told of a minister and bricklayer. The minister was walking down the street to see how the workmen were progressing in the erection of his new church. He stood for a moment behind a bricklayer who with one knee on his leather apron, was applying his trowel to a brick and carefully setting it into place. He addressed this bricklayer with the somewhat obvious statement: "You are laying brick my good man." The bricklayer took time in replying and when he did, he merely looked up and said: "No, my good man, I am building a temple." It was a master bricklayer and was getting top wages. The remark of that bricklayer was more than a sermon to the minister.

Perhaps some of your own people need a new viewpoint, a higher conception of the dignity of service, a more tolerant understanding of the competitor, a clearer understanding of the trade and industry of which he is a part. This your Trade Association can be a powerful influence. A lot of things which are the result of our stupidity and lack of vision might then be changed for the better. The profits and the benefits of a Trade Association for those who are engaged in this particular type of food and grocery distribution, depend upon what you make them.

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Sterling, Kansas

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

A Price for a Package and not a Package for a Price

Dear Editor:

I was particularly interested in the article, "The Package as a Life Saver," page 8 of your Aug. 15, 1936 issue. May I be permitted to comment on it anonymously, as follows:

"I agree with this article. I think that what has hurt the quality of package macaroni products is too many manufacturers start out with the idea that they want to produce a package to sell for Five Cents to the consumer, when the fact is that from a quality standpoint and a profit standpoint, to the manufacturer, the wholesaler and the retailer, the idea is not logical.

"If instead of figuring on a package of macaroni products that can be sold to a consumer for Five Cents a manufacturer would start to figure on a package that would sell to the consumer for around Ten Cents, and with a retail list of Ninety Cents per dozen he would then have only two problems before him, (a) the weight of the package, and (b) the quality of the products. As he would certainly find that he could put out a fairly good quality and a fairly good volume per package, at a list price of Ninety Cents per dozen, I think that the general tendency would be to put better quality in his package macaroni.

"It does not seem to me that if the whole industry would agree that the list price on package macaroni products with the retail trade would be at least Ninety Cents per dozen, it would in any way be considered as violating any law in regard to price agreements, etc., any more than agreeing on a 1% cash discount, and I think it is just as important to the industry.

"On such an arrangement there would not be anything to prevent some real economical manufacturer and close buyer of raw materials putting out a price product of as much as a pound per package, but my theory is that most manufacturers

MACARONI-GRAMS

By Spag MacNoodle

The Two Certainties

Those two night riders of the middle aged mind, Death and Taxes, are keeping the nightmares of American executives galloping wildly at their bedsides. The most a man can be sure of when he gets past the halfway post, is that duo of eternal certainties.

He hopes to stand off Death for a time. He spends a lot of time and effort in trying to keep his health or to regain it.

But Taxes, which may mean the death of his business or of his children's hopes, are allowed to whoop themselves up indefinitely in a way he would not let his

blood pressure jump, and all he does about it is to find fault.

If Taxes rise too fast and too far the fault is, at least in part, with the men who pay them and take no definite steps to halt the expenditures that increase them.

A man will remain, disgusted, away from a municipal political caucus or election. He will refuse to attend a taxpayers protest meeting. He will decline to sign up as one of a group, or to accept appointment on a committee of taxpayers, whose object is to confer with tax-layers and budget-makers.

He will read the sensational news-

would perhaps put out around a half pound package and put in better quality.

"I believe the plan would help the price manufacturers as well as everybody else. The manufacturer who wanted to put out a package of poor quality products would not be prevented from doing so—and unfortunately some would do so—but a minimum price list of Ninety Cents per dozen will enable manufacturers at this time to put out a real quality package—a very important matter at present.

"Macaroni products are like bread. If one gets a slice of good bread, he eats another, perhaps a third slice; but if the first slice is not appetizing he will stop at the first bite.

"I feel that the best advertisement we can give Macaroni Products now and always is to see that those who buy our food get a quality that will make them want more.

"I would very much like to hear what other manufacturers have to say on this important subject of the abolition of the Nickel Package and the establishment of a Ten Cents Seller with variable quantities of high grade macaroni."

A Package Macaroni Manufacturer.

"P. S. In order not to be misunderstood, let me make my point clearer. I think that it is logical and important that we now take the bull by the horns, forget all about packages of uniform weights, discontinue the impractical 5c package, and go wholeheartedly to a fair list price and a ten cents resale price. I wouldn't worry about the net content of the package. If some manufacturers think they can give nine or ten ounce package on this basis and make money by putting out a real quality merchandise, I should say O. K., and if the other fellow thinks he can only put six ounces in his package, I would also say O. K. Let each manufacturer put out the best quality product he can and put all he can into the package to retail at ten cents, the move would be a vital factor in establishing the industry on a more quality basis and would greatly increase the consumption of Macaroni Products."

P. M. M.

paper scarehead about increasing Taxes and growl into his morning coffee cup. "Why the hell can't Congress get some sense?" and then go downtown and pay his daily Taxes on this and that and do nothing more about it.

The government, federal, state and local, spends the money raised by taxation. The government decides how much shall be spent, how much raised to spend how it shall be raised, who shall pay it.

And who is the government? You and I and Bill, the quick lunch man and Jake of the filling station, and Eddy the "pro" at the golf club, and Green-dolyn, the stenographer, and everybody.

We are taxing ourselves too much and maybe we can't help it—not in a minute but if we are willing to give the matter a bit of time we may right things eventually.

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THE MACARONI JOURNAL

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Arminio Conte Dies in Italy

Founded Milwaukee Macaroni Company and Received High Honors from King of Italy for Wartime Service

Arminio Conte, former Italian consul in Milwaukee, and a former banker and business man there, died Sept. 19, 1936 in Naples, Italy where he had gone on a business trip. He lived in Rome. He was 55 years old.

His brother Ernst Conte, vice president of the Milwaukee Macaroni Co., said the death must have been sudden because he received a letter from Arminio the week previously in which the former consul said that he was in good health.

Founded Macaroni Firm

Mr. Conte, a native of Italy, was the Italian consular agent for Wisconsin from 1911 to 1917, during which time he lived in Milwaukee. He was the founder of the Milwaukee Macaroni Co., and was its president for several years. He was one of the founders of the old Italian Mutual Savings bank, which became the Columbia Savings bank in 1917. During his years with the old Italian bank, Mr. Conte served as secretary and treasurer.

While in Milwaukee Mr. Conte was a member of the Athletic club and the Knights of Columbus. He was a leading figure among Milwaukee Italians.

During the World War Mr. Conte, who went to New York after leaving Milwaukee, was with the Italian ministry of agriculture and was the purchasing agent for the ministry in the United States and Canada. With the close of the war he returned to Italy, where for several years he was the Rome representative for Swift & Co. He was also the agent in Rome for the Los Angeles Museum of Art. During the last two years he was a motion picture film importer.

Honored by King

Shortly after his arrival in Italy after the war Mr. Conte was made a cavaliere knight of the Italian crown for his work in the United States in cementing the friendly relations between the Italians and the Americans and for promoting Italian interests. In 1926 he received the decoration of commendatore, commander of the Italian crown, one of the highest honors conferred by the king of Italy on citizens for deserving acts. Honor again came to Mr. Conte in 1928 when he was knighted by Pope Pius XI.

Surviving besides his brother Ernst, are two other brothers, Joseph, a resident of Minnesota, and John, a colonel in the Italian army.

Revised Simplified Practice Recommendation

Washington, D. C.

The standing committee in charge of simplified practice recommendation R44, box board thicknesses, has approved a

revision of the recommendation, and the division of simplified practice of the National Bureau of Standards has mailed copies to all interests for consideration and approval.

The original recommendation which established gage lists or thicknesses of the various kinds of paperboard used in the manufacture of paper boxes was approved at a general conference of the industry in 1925 and was reaffirmed without change in 1927.

The proposed revision is based on the current standards of the National Paperboard association, and applies essentially to changes in the thickness of various kinds of box board to meet current needs. Definitions have been added for completeness.

Copies of the proposed revision, in mimeographed form may be obtained from the Division of Simplified Practice, National Bureau of Standards, Washington, D. C.

P. M. M. I. Convention Program

The annual convention of the Packaging Machinery Manufacturers Institute, Inc. will be held on November 11 and 12 at the Edgewater Beach hotel, Chicago.

Sales problems and policies of the industry will be the subject of the two day meeting. Members of the institute are planning to bring their company asso-

ciates and nonmembers are invited to send representatives.

J. W. Hooper, comptroller, American Machine and Foundry company, will speak on the Federal Revenue Act of 1936, as it applies to the surtax on undistributed profits.

The committee on program and arrangements is: H. Kirke Becker, Peters Machinery company; Charles L. Barr, F. B. Redington company; Morehead Patterson, American Machine and Foundry company, and Roger L. Putnam, Package Machinery company.

The convention will include the annual business meeting, the election of three directors, election of officers by the directors and annual banquet.

Directors and officers of the institute are: H. H. Leonard, Consolidated Packaging Machinery company, president; Wallace D. Kimball, Standard-Knapp corporation, and Morehead Patterson, American Machine and Foundry company, vice presidents; H. Kirke Becker, Peters Machinery company; Roger L. Putnam, Package Machinery company; A. G. Hatch, M. D. Knowlton company; Kendall D. Doble, Pneumatic Scale corporation, Ltd.; G. Prescott Fuller, Dexter Folder company; C. E. Schaeffer, Stokes and Smith company; H. L. Stratton, secretary. Offices of the Institute are at 342 Madison av., New York.

He who has a flock of excuses must not be surprised if he has a queer lot of chickens come home to roost.

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MACARONI IN THE PRESS

Macaroni and Spaghetti Price Rise is Expected

From the Buffalo, N. Y. News

Because there isn't enough durum wheat in the world to go around, prices of macaroni and spaghetti are bound to be considerably higher this fall and winter, macaroni manufacturers and flour millers said today.

Semolina, the durum flour from which best grades of macaroni are made, has gone up 40% in the last three months, more than any other kind of flour, and is selling today at \$10 a barrel, wholesale. Ordinary durum flour has risen about the same relative amount and is quoted around \$8.50 a barrel. High grade durum wheat is selling for as much as \$1.50 a bushel.

Normally the United States produces about 30,000,000 bushels of durum wheat a year. The drought however has made such severe inroads into the crop that it is estimated in the milling and macaroni trade the durum yield this year in the United States will be only about 3,000,000 bushels.

Canada Crop Also Small

Durum millers have Canadian supplies to draw on, but Canada has a crop of only 10,000,000 bushels. The normal domestic needs in the country are around 15,000,000 bushels, more than the entire prospective yield in the United States and Canada.

If Russia had a good crop of durum wheat, the United States might turn there for its supply of durum, but latest reports indicate that the Soviet crop, too, is short, and there will be little durum wheat to be exported by Russia.

In Buffalo macaroni manufacturers have advanced their wholesale prices about 10% in the last few months, and further increases are in prospect. Macaroni and spaghetti made from semolina are about 6½¢ a pound in bulk at wholesale, and macaroni made from durum flour, about 5½¢ in bulk wholesale.

Scramble for Supplies

Leonard H. Leone, president of the Niagara Macaroni Manufacturing company, 260 Court st., estimates that the normal consumption of durum in this country will be 5,000,000 to 7,000,000 bushels in excess of the total crop of durum to be produced this year in the United States and Canada.

"The shortage in durum wheat can mean only one thing," Mr. Leone said. "Macaroni manufacturers will have to substitute some soft Kansas wheat for their durum wheat. The Russian crop is down, and there will be no supplies to obtain from that source."

Summer Catch of Food Law Offenders

In a release date Sept. 14, 1936 the press service bureau of the United States Department of Agriculture reports on the activities of the food law enforcing division of the Federal Food and Drug Administration during the summer months. To the credit of the macaroni-noodle manufacturers, their products figure very little in this particular report.

In addition to 4200 packages of so-called "egg noodles," artificially colored and containing no egg, frauds of the purchasers blocked by governmental action are shown by seizure of the following commodities on which legal action was taken:

Three hundred and seven gallons of a salad oil represented as cottonseed oil when it was in fact 90% soybean oil; 16 gallons of a so-called "olive oil" found to consist of cottonseed oil and other vegetable oils, and short volume; 200 cans of a salad oil on which the sole charge was volume shortage; 3900 jars of short weight peanut butter; 980 jars of short weight preserves; 530 jars of preserves deficient in fruit; 200 cases of tomato puree containing less solid tomato material than is recognized by good commercial practice; 300 pounds of dried apples containing excess moisture; 212 bushels of fresh peaches represented as of grade U. S. No. 1, although below that grade; 8450 pounds of a "milk" chocolate coating deficient in milk; 2320

containers of chocolate flavored "malted milk" deficient in malted milk and some of which carried unsubstantiated remedial claims; 320 packages of so-called "fruit crystals," consisting of sugar, tartaric acid, artificial color and citrus oil; 976 gallons of "orange juice sweetened" which was really a mixture of orange juice, pulp, ground peel, sugar, artificial color and acid.

The man who asks us to listen to reason usually wants us to listen to his variety of reasoning.

Men take pride in queer things such as lying with a straight face.

The short durum crop has been followed by a scramble to pick up all available supplies of choice milling wheat. Durum wheat brought down the lakes from Duluth to supply the export trade and mills on the eastern seaboard, is being shipped back to Duluth in small quantities. This reversal of the direction of the normal flow of durum is an unusual occurrence.

Factory Made Noodles vs. Kitchen Made

From Louisville, Ky. Courier-Journal

The Kentucky Macaroni company, a relatively recent Louisville industry, has moved in less than eight years of operation from a lowly position among the 378 plants of its kind in the United States to the third, if not the second place on the list.

Consistent with its slogan: "Not the largest in the world but we will grow," every move has had that aim in view and every stride has placed it nearer to its goal. Of the many achievements of this progressive and efficient concern, the diffusion of the use of egg noodles among all classes of consumers in the greater Louisville is the most remarkable.

"Egg noodles used to be a delicacy known almost exclusively to the German and its elaborate preparation and uncertainty of result was the bane of the majority of 'good food' loving housewives," said Jos. Viviano, president of the local firm. "Aware of the difficulty in the preparation and the necessity of the purest ingredients to obtain a suitable product, the 'old time' German housewife was skeptical of the quality that a factory, turning out many thousand pounds daily, could produce. To win out the confidence and the approval of the consumer the Kentucky Macaroni company opened its doors to the interested visitor and pointed out the reasons why it was not only equipped to produce an excellent article, but why the home made variety could not compare with it."

In fact, it was explained, the ordinary home kitchen is not equipped to eliminate the invisible particles of heterogeneous ingredients present in the purest flour; to filter the water; to knead the dough uniformly, so that every part of it contains the same amount of egg solids; to roll the dough to an exactly uniform thickness, so that it will cook evenly; to control the selection of eggs, accepting egg yolk from specially selected hens only, and above all to go through the different operations without allowing the human hand to get in touch with the product.

October 15, 1936

THE MACARONI JOURNAL

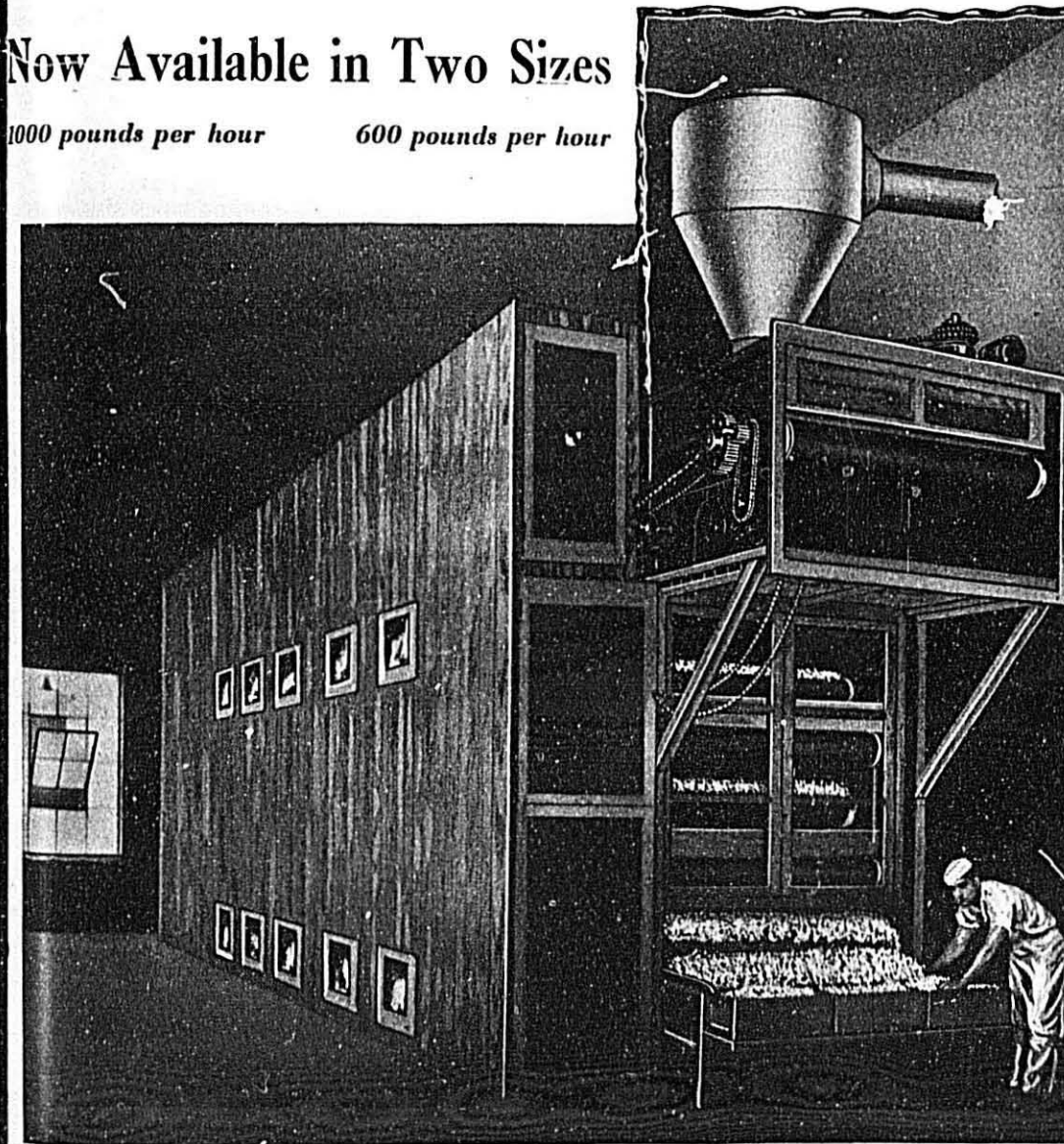
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Macaroni Recipe Campaign Renewed

The economic but very effective macaroni publicity campaign experimented with last season specializing in recommended recipes to teach American housewives more and better ways of using macaroni products more regularly, is being continued by the National Macaroni Manufacturers association through its national office.

The plan is to distribute carefully selected macaroni, spaghetti and egg noodle recipes through a syndicate that specializes in food publicity and food stories. These are sent to more than 3000 editors of America's leading newspapers, all of whom use the service either in the form presented or in a form adapted to the paper's own policies.

The potentiality of this kind of publicity can be estimated from the report made at the Chicago convention of the macaroni industry last June when charts showing the total reader circulation of the papers using the service were displayed by Secretary M. J. Donna, who is supervising this activity.

The Macaroni Recipe Broadcasts are prepared for selected monthly mats and for special holidays. The monthly releases are in the form of large clip sheets containing a group of couplets treating of the leading seasonal foods.

For the October 1936 clip sheet two very plain but excellent recipes were used, suggesting spaghetti and macaroni in combinations that are both timely and pleasing fall dishes. These appear under the heading "Recipes Worth Clipping" and are as follows:

RECIPES WORTH CLIPPING

By Betty Barclay

With several holiday dinners to prepare within the next few weeks, women are stocking their files with new and attractive recipes. Here are two that you will find particularly pleasing:

Spaghetti, Spanish Style

½ lb. spaghetti 1 onion
1 can tomatoes 1 green pepper
½ lb. boiled ham Salt and pepper

Break spaghetti into inch pieces. Cook in one quart boiling, salted water until tender. Add tomatoes and cook 15 minutes longer.

Remove the fat from the ham and try it out. Dice onion and green pepper, and fry slowly in this fat until tender.

Chop the ham and add it with the onion, green pepper and seasoning to the spaghetti and tomatoes. Put in casserole and bake 15 minutes.

Macaroni Dressing

Roasted, stuffed chicken is a prime fall and winter favorite. When stuffed with macaroni dressing it is not only lighter, more easily digested and more

nutritious, but generally more welcome, and oh, how tasty!

Ingredients

½ lb. elbow or broken macaroni 4 tbsp. shortening
2 eggs 2 or 3 onions, chopped fine
1½ tsp. paprika 2 teaspoons salt
1 clove garlic

Method

Cook macaroni in plenty of salted, rapidly boiling water for about 8 minutes; then drain.

Add beaten eggs, melted shortening, onions, salt, paprika and finely chopped garlic. Stuff chicken, not too tight.

For larger fowls like geese and turkeys use proportionately larger quantities of the above ingredients.

For the Thanksgiving suggestions, the sponsors elected to deviate from the "Macaroni Stuffing for Mr. Turkey" to one that can be of more general and repeated use. The Thanksgiving season often presents problems of leftover meats which demand usage in ways which leave no trace of belonging in that class. This is generally true of any big dinner—the Sunday meal and the holiday feast and with that thought in mind, a "Macaroni Meat Pie" is recommended.

The Thanksgiving mat containing this particular recipe carries six other recipes, any or all of which could be served with the macaroni in the combination suggested. They are "Turkey Puffs," "Jellied Cranberry Relish," "Creamed Limas and Asparagus Tips," "Hilo Honey Sherbet," "Brazil Nut Chews" and "Modern Mince Pie." The mat is illustrated with a cut showing a farmer or a gardener driving a "pumpkin cart" to market. He sits astride a large pumpkin that forms the body of the shay, with old "Turkey Gobbler" peering through a window therein. Macaroni's part is the following recommended release:

Macaroni Meat Pie

A favorite luncheon dish combining meat and wheat, the latter in its best, most easily digested form.

1 pkg. macaroni 1 cup chopped cooked beef
2 cups milk 1 cup chopped cooked pork
¼ tsp. pepper
1 tsp. salt

Put seasoning in milk and heat in double boiler. Mix chopped meats. Into three quarts of rapidly boiling salted water, drop macaroni (spaghetti or elbows). Stir occasionally but always keep product covered with water. Boil until tender; drain.

Place alternate layers of macaroni and meat in a buttered baking dish ending with macaroni on top. Sprinkle with bread crumbs. Pour milk over all and bake in a moderate oven (400 degrees

F) for 45 minutes. Will serve from 4 to 6 persons.

Copies of the releases featuring this campaign to publicize the real food value of Macaroni Products and excellent ways in which they can be tastily and economically prepared, will be distributed to the members of the National Macaroni Manufacturers association with the suggestion that they through their office force and sales staff see to it that the newspapers in their territories carry these educational recipes, supplementing the good work with any form of publicity they may elect to use in obtaining consumer acceptance of their particular brands. Through proper cooperation and coordination of efforts thousands of American housewives may be taught to become more regular and larger users of Macaroni, Spaghetti and Egg Noodles.

Seize Adulterated Macaroni

Following the big drive last spring sponsored jointly by the leaders in the macaroni industry and officials of the U. S. Department of Agriculture, firms that had marketed adulterated products which escaped the eyes of the investigators immediately withdrew such stocks as were in the hands of distributors and retailers. This is evidenced by the fact that no seizures were reported in June or July 1936. However the August 1936 Notice of Judgments Under the Food and Drugs act reports one seizure and condemnation of macaroni made from soybean flour. The official report reads:

25297. Adulteration and misbranding of macaroni. U. S. v. 27 Cases of Macaroni. Default decree of condemnation, forfeiture, and destruction. (F. & D. no. 35777. Sample no. 42281-B.)

This case involved a shipment of macaroni which contained soybean flour.

On July 20, 1935, the United States attorney for the District of New Jersey, acting upon report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of 27 cases of macaroni in Newark, N. J., alleging that the article had been shipped in interstate commerce on or about June 6 and 20, 1935, by Lincoln Macaroni Manufacturing Co., from Brooklyn, N. Y., and that the article was adulterated and misbranded in violation of the Food and Drug Act. The article was labeled: "Lincoln Macaroni Made from Pure Semolina 20 Pound Net Weight Manufactured by Lincoln Macaroni Mfg. Co., Brooklyn, N. Y."

The article was alleged to be adulterated in that an article containing soybean flour had been substituted for macaroni, which the product purported to be.

The article was alleged to be misbranded within section 8 of the act in that the statement on the label, "Macaroni Made from Pure Semolina," was false and misleading and tended to deceive and mislead the purchaser when applied to a product containing soybean flour.

On September 13, 1935, no claimant having appeared, judgment of condemnation was entered ordering the product destroyed.

R. G. TUGWELL,
Acting Secretary of Agriculture

October 15, 1936

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1936 NOVEMBER 1936

SUN. MON. TUES. WED. THUR. FRI. SAT.

3

A Momentous Day for America

The day of a national election is always a great day in the United States. This year, 1936, it is perhaps even more important than it has been in the past. Big issues will be decided by the election of Nov. 3rd, 1936.

It has been said that no election since 1860 has had so great a bearing on the future course of this country, as will the election of 1936.

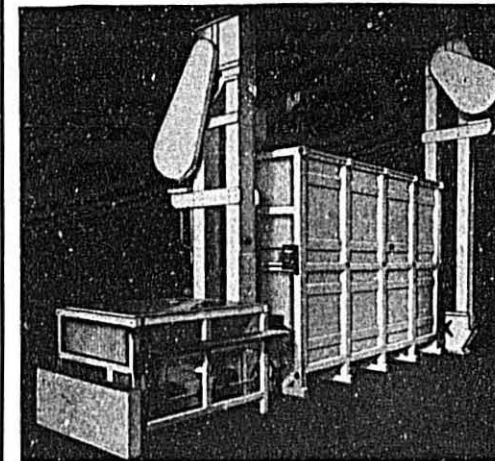
In the national election of 1932 there were 43% of those who had the right to vote who did not take the trouble to go to the polls.

The responsibility for the result of the election this year rests right on the shoulders of every individual man and woman who has the right to vote—and if YOU are entitled to vote, be sure that you let no sacrifice of time or inconvenience keep you from registering and voting Nov. 3rd, 1936.

Vote!

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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

Renewals and Reregistrations

Trade marks are registered for a period of 20 years and if desired to be retained as the trade mark of a firm or individual, all trade marks must be renewed or reregistered.

A trade mark cannot be renewed after its expiration. All renewals must be made through the United States Patent Office before the expiration date and it may be renewed at any time within six months prior to its expiration.

After the time has expired for renewing a trade mark, the only course to pursue is to reregister the mark.

The difference between a renewal and a reregistration is this:

A renewal is not subject to any comments or citation of references.

A reregistration must go through the same routine prosecution as an original application for registration.

Macaroni-noodle manufacturers having valuable trade marks should watch their expiration with the greatest of care and attend to renewals within the last six months of their registered life.

There is a regular form and procedure for renewing trade mark registrations, and this Bureau will be glad to prepare renewals for any of the manufacturers desiring to proceed in that manner. For this service there is a regular fee and a special reduced fee to members of the National Macaroni Manufacturers association.

"Pure Gold" and "Sunshine"

Popular names are most difficult to register as trade marks for Macaroni Products for the simple reason that in practically every instance there has been a prior registration of the trade name or of one sufficiently similar as to bar its registration.

This is the recent experience of the J. D. Simmons company of Tampa, Fla., when it sought to register such popular names as "Pure Gold" and "Sunshine" for its macaroni brands.

A search of the trade mark registrations of the U. S. Patent Office shows that while the former has not been specifically registered for macaroni, it has been registered for other foods such as corn meal by the Quaker Oats com-

pany, Chicago, and wheat flour by the Colorado Milling and Elevator company.

On the other hand "Sunshine" has been registered for flour and "Sunset" for alimentary pastes by The Atlantic Macaroni company, Long Island City, N. Y. and for canned fruits and vegetables by the California Packing corporation of San Francisco. Though their registrations have expired, they may be using this brand name as both firms are still active.

The search shows also that "Sunbeam" has been registered for macaroni products by Austin Nichols & Co., New York city, No. 125893, July 8, 1919, claiming use since 1913.

Under the Patent Office ruling that all food products are of similar descriptive qualities, "Sunbeam" would be cited against "Sunshine" as there are decisions concerning these marks, "Sunshine," "Sunbeam," "Sunset" and "Sunrise."

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

Patents granted—none.

TRADE MARKS REGISTERED

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

Chef Milani's

The private brand trade mark of Milani's, Inc., Seattle, Wash. was registered for use on spaghetti. Application was filed July 11, 1934, published by the Patent Office Sept. 4, 1934 and in the Oct. 15, 1934 issue of THE MACARONI JOURNAL. Owner claims use since May 7, 1934. The trade mark is the trade name in heavy type and a picture of a chef.

TRADE MARKS APPLIED FOR

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

Penthouse

The private brand trade mark of Penthouse Foods, Inc., Seattle, Wash. for use on canned chicken and egg noodles and canned spaghetti. Application was filed July 8, 1936 and published Sept. 1, 1936. Owner claims use since June 3, 1936. The trade name is written in large black letters.

Form Park

The private brand trade mark of L. Klein, Inc., Chicago, Ill. for use on spaghetti and other groceries. Application was filed Jan. 4, 1936 and published Sept. 22, 1936. Owner claims use since Aug. 1, 1931. Trade mark is in black type.

Time For

The private brand trade mark of Stuart C. Thompkins, doing business as Stuart C. Thompkins & Co., San Francisco, Cal. for use on alimentary paste products and other groceries. Application was filed July 6, 1936 and published Sept. 22, 1936. Owner claims use since June 5, 1936. The trade name consists of "TIME" in large heavy type and "FOR" in slightly smaller type beneath the word "TIME."

LABELS

Mi-Best

The title "Mi-Best" was registered twice on Sept. 8, 1936 by Chicago Macaroni company, Chicago, Ill. for use on canned spaghetti. Applications were published July 14, 1936 and given serial numbers 48021 and 48032 respectively.

PERSONALS

To Minneapolis

John V. Canepa, president of the John B. Canepa company of Chicago and Albert Bono of the same firm spent several days in Minneapolis calling on millers and purchasing their flour needs.

On Automobile Tour

Carl D'Amico, president of the G. D'Amico Macaroni Co., Steger, Ill. and his family made a tour of the Lakes Region in northern Wisconsin and eastern Minnesota. Minneapolis was included in his itinerary where Mr. D'Amico combined business with pleasure.

Salesman on Trip

D. W. Killip of Chicago, western representative of the Rossotti Lithographing Co., Inc., New York city visited the trade in Davenport, Kansas City and Saint Louis the middle of August.

Off to School

Henry Rossi, Jr. and Albert Ross, sons of Henry D. Rossi, of Peter Rossi & Sons, Braidwood, Ill. have enrolled as freshmen at the Arizona university, Tucson, Ariz. They made the trip by automobile and were accompanied by their father who after seeing them started of their educational career, continued on to San Diego, Cal. to visit relatives.

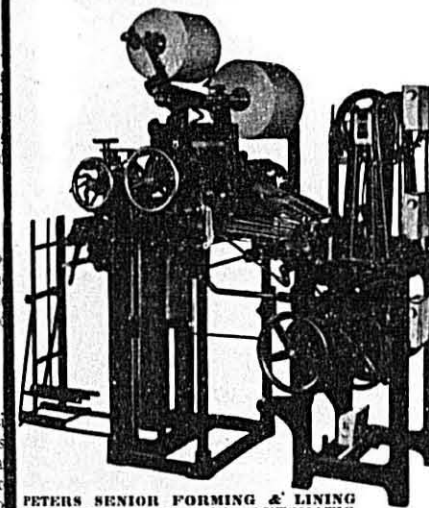
Visited Headquarters

Among the allied trades representatives interested in the macaroni manufacturing industry who visited the headquarters of the National Macaroni Manufacturers association in Braidwood, Ill. recently were: Henry I. Gillogly, president of Watt & Gillogly, Inc., Chicago printers who supply the National association with the special forms for its Uniform Cost and Accounting System; George L. Faber, Chicago representative of the King Midas Mill Co., and D. W. Killip, Chicago representative of Rossotti Lithographing Co., Inc.; F. B. Samers, district representative of the Midland Chemical Laboratories, Inc., Dubuque, Iowa, and his wife who were making call on the trade in the eastern half of United States and trying out for the first time their luxurious trailer home which they were occupying en route to Florida whence they are bound; and C. Surick, president of the Clermont Machine Co., Brooklyn, N. Y. who is installing a large noodle dryer in a Chicago plant.

General Mills Dividend

General Mills, Inc., last month announced a dividend of 75c per share on its common stock payable Nov. 1936 to common stockholders of record at the close of business Oct. 10, 1936. This is the 33rd consecutive quarterly dividend on the common stock.

Package your Macaroni, Spaghetti, Egg Noodles the Best Way—with PETERS PACKAGING MACHINES



PETERS SENIOR FORMING & LINING MACHINE equipped with AUTOMATIC CARTON AND LINER FEEDING DEVICE
Production . . . 55-60 cartons per min.
Operators . . . None

ALSO

The PETERS SENIOR FOLDING AND CLOSING MACHINE to run in coordination with the PETERS SENIOR FORMING AND LINING MACHINE

Production—55-60 ctns. per min.
Operators—None

The PETERS JUNIOR FOLDING AND CLOSING MACHINE to run in coordination with the PETERS JUNIOR FORMING AND LINING MACHINE

Production—35-40 ctns. per min.
Operators—None
Adjustable for a wide range of sizes

WRITE FOR DETAILS!

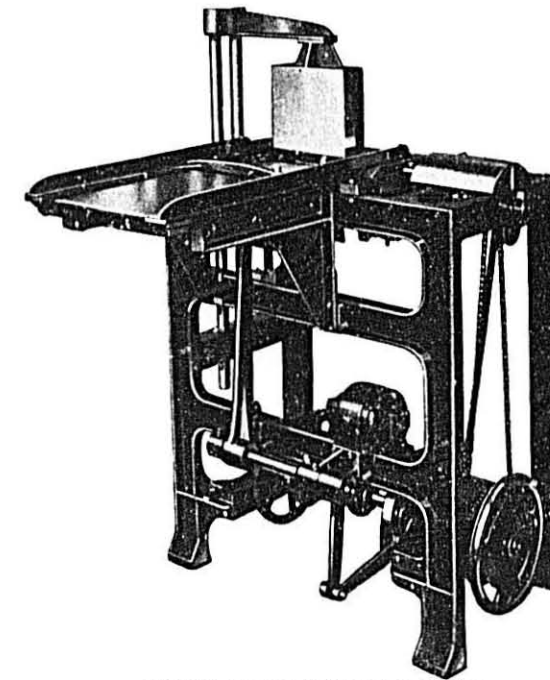
PETERS MACHINERY COMPANY

General Office and Factory: 4700 RAVENSWOOD AVE.

CHICAGO, U. S. A.



Packaging has been as important as production in the success of the macaroni industry. For years PETERS PACKAGING EQUIPMENT has proved an important factor in this success. The machines illustrated on this page handle your cartons neatly and inexpensively.



PETERS JUNIOR FORMING & LINING MACHINE
Production . . . 35-40 cartons per min.
Operators . . . One
Adjustable for a wide range of sizes

New Weighing Principle Being Studied

Believing that there is no substitute for exact weighing, whether it be the small 3-oz. noodle package or the 20-lb. wood box of macaroni or spaghetti, manufacturers are ever interested in all new weighing developments. They have now turned their attention to a new principle in precision weighing invented by engineers of the Exact Weight Scale company. The new scale is called the Shadowgraph.

The Shadowgraph is more than just another addition to the already numerous present day models of scales—it is a revolutionary new principle in precision weighing.

Over and underweight scales of the past have followed tower construction with more or less intricate indicating mechanism, which often caused a parallax reading. This new principle eliminates all indicating mechanism and thereby reduces working parts by 30%. With the elimination of all indicating mechanism and the substitution of a simple shadow on the dial, a parallax reading is impossible. This scale, without a dial tower, lends itself to modern, present day design.

As industry in general requires more accurate readings, longer travel on the dial for delicate weights becomes necessary. Meeting such requirements in many cases is much easier to talk about than to accomplish. In many cases such scale construction is possible, of course, but generally at the expense of speed of operation and limited capacity. While the Shadowgraph was working its way through experimental stages engineers kept demand for a longer travel on the dial in mind, and strove most diligently to reach the desired results without sacrifice to speed of operation or capacity. These engineers hoped to overcome the age old experience that delicate commercial weighing is necessarily a slow, time consuming operation. The fact that the new Shadowgraph is capable of registering 100% more travel per ounce of weight on the dial, at no sacrifice to speed of operation, is a tribute to the mechanical skill of these engineers.

Nor has the constant struggle of meeting difficult weighing problems been overlooked. This new precision weighing equipment is completely self contained. Severe dust conditions, flying materials that heretofore lessened efficient scale operation, and grime and dirt in general do not affect the Shadowgraph. Working parts such as the balance ball, beam and poise, weights and weight rack are completely enclosed, except for commodity or weighing platter.

In many cases weighing equipment must be moved from place to place in the plant. Of course it would be an ideal situation if all work benches were absolutely level. Unfortunately this is not the case. In general ordinary scales must be level before the weighing operation takes place. The Shadowgraph may be moved from one operation to another without the troublesome leveling procedure. This new unit adheres to the

long established EXACT WEIGHT SCALE principle of weighing out-of-level. No matter how rough or uneven work benches may be this scale functions perfectly. All models are equipped with carrying handles for interchangeable operations. Noiseless in operation.



No banging of metal against metal while Shadowgraph is at work. Rubber mountings eliminate noise and cut depreciation, thus saving operator's nerves as well as the weighing equipment. Cabinets are aluminum hammered effect enamel, dark gray or green—soft finishes that eliminate eye strain.

"Vogue" Recommends "Macaroni Dinner"

In every household there comes that inevitable crisis when there is a pressing need for something substantial to eat that can be turned out at a moment's notice. You are planning the meal of salad and toast Melba you have been promising yourself, when your nephew decides to join you for a bite. Or you come in late from the country, starved, and the servants are out. You know the moment—and no little biscuits or odds and ends will meet it. One thing that will, however, has just been produced and it is known as Macaroni Dinner. We don't consider that the most appetizing name in the world, but it is called that, because that's what it is—a dinner! It is a mixture of tender macaroni, chopped beef, and sauce, and, aside from being good to taste, it is wonderfully filling. Of course, it merely takes the opening of the tin and a bit of heating to have it ready to serve. The sauce comes already seasoned, but you will probably like to add a few dashes of your own. The new dish is to be found at all the stores.—*Vogue*, Greenwich, Conn.

Table d'Hotel

Italian restaurateurs are a bit excited and spaghetti, ravioli and macaroni fans might as well give ear to an economic development which threatens all concerned. The Department of Agriculture estimates the production of durum wheat for 1936 will approximate 9,000,000 bu., compared with average yearly production of 54,000,000 bu. during the years 1928-'32. This is the wheat used to make the Italian "noodle" delicacies. The figures incline to the supposition that the spaghetti situation has come to have its serious side.—*New York Herald-Tribune*.

Diet Fads Dangerous

Dr. George Minot, famed dietician and Nobel prize winner warns

At the symposium on "Nutrition and Deficiency Diseases" held at the Harvard Medical school in connection with the Harvard tercentenary celebration, Dr. George R. Minot, Nobel prize winner, professor of medicine at Harvard and chairman of the symposium, warned against the dangers of fads in choosing a diet, comments the *Northwestern Miller*, Minneapolis, Minn. in a recent issue.

He told his listeners that the perfect diet is not yet known, although more has been learned about the science of nutrition in the last 25 years than in any other period of the world's history, and said that the new shifting knowledge should not be accepted without reservations.

Considering the fact that about \$15,000,000,000 a year is spent for food in the United States the public's enthusiasm for vitamins and minerals illustrates well that "a little learning is a dangerous thing," and popularization of the relatively recent and constantly changing knowledge also has resulted in very little intelligent understanding of the facts.

In conclusion Dr. Minot said: "Experience tells us that a mixed diet of natural foodstuffs, one especially rich in milk, green vegetables, fruit, butter, eggs and food with ample protein of good biological value, gives the best results."

Spaghetti With Liver

"Spaghetti With Liver" proved a favorite savory dish as prepared by Mrs. Nora Altic Kurtz of Chicago, noted home economist, who assisted Laura Judd Bryant at the *Cincinnati Times Star* cooking and homemakers' school last month in Cincinnati. Mrs. Kurtz has conducted many newspaper cooking schools throughout the country sponsored by the National Livestock & Meat Board.

The well known quality of high grade spaghetti blends tastefully and nourishingly with liver, a meat that is highly recommended for the ailing as well as for persons in the best of health.

Spreading Italian Influence

There is an old saying that the way to a man's heart is often through his stomach. Premier Benito Mussolini of Italy is evidently of the opinion that he can win the loyalty of the Ethiopians by offering them delicious spaghetti at reasonable prices.

A press dispatch from Addis Ababa, Ethiopia reads: "The spread of Italian influence in this new empire took a long stride forward with the recent opening of Ethiopia's only spaghetti factory here. An acute shortage of spaghetti which sent prices to nearly \$1 a pound brought the factory."

BUILD a reputation for highest quality macaroni products and an ever increasing, insistent consumer demand for your brands.

AMBER-BRIGHT



HOUR GLASS SEMOLINA

UNIFORM

will contribute **MATERIALLY** to your success

DULUTH-SUPERIOR MILLING DIVISION
OF STANDARD MILLING CO.
Minneapolis, Minn.

Margarine Association Files Complaint

The National Association of Margarine Manufacturers, Columbus, Ohio, has filed with the Federal Trade Commission a complaint against the National Coöperative Milk Producers Federation, Charles W. Holman, secretary, of Washington, D. C. The complaint is directed specifically against alleged untruthful allegations concerning margarine and the margarine industry, contained in a booklet entitled "The Farmer Looks at the Oleomargarine Picture," written by Mr. Holman and distributed by the Federation.

The Margarine association asserts that this booklet contains "false, untrue and deceptive statements having the tendency and capacity to mislead and deceive purchasers and prospective purchasers of margarine and therefore constitutes an unfair trade practice." The complaint is supported by a detailed refutation of statements, made in the above named booklet, such as the following: that "butter is clearly superior to this substitute product as a food"; that "oleomargarine is sold as a substitute for butter"; that "oleomargarine acts as a permanent anchor on the butter price level of this country," that the dairy farmers of this country furnish a market for cottonseed products "ten times the net value of the oleomargarine market"; that oleomargarine and the oleomargarine industry do not pay a just share of taxes"; and that the product margarine should be taxed to insure fair competition with butter.

All of the above statements, it is alleged, are designed to prejudice farm groups and the general public against margarine. The National Association of Margarine Manufacturers requests the Federal Trade Commission to take appropriate action against the author and publisher of the booklet and to prohibit its further publication and circulation.

Mexico's New Food Regulations

Pursuant to Chapter IX of the Mexican Sanitary code of 1934, the Mexican government on Aug. 31, 1936 issued new regulations governing the importation, distribution and sale of packaged foods in that country. Macaroni-noodle manufacturers who do business in Mexico will be interested in these new regulations.

These regulations provide that all such foods must be registered with and approved by the department of public health. Care should be taken as to the text of the labels, literature and advertising matter used in connection with the sale of packaged foods, even after they have been properly registered.

The regulations also require that all labels, advertising matter, etc. accompanying packaged foods sold in Mexico to be in the Spanish language, though added translations of such printed matter into other languages does not appear to be prohibited under interpretation so far made by the department of public health.



Needless Hurry Costly

The desire for reckless speed is still in the minds of many drivers. Speed to get somewhere at a wild pace, although when you get there you have nothing better to do than turn around and return. Needless, heedless hurry. Cutting all corners, taking all the chances that might be taken, heaving every light and signal, driving like a demon through crowded streets.

Trying to pass everybody, talking, laughing, eating, drinking, and in the next minute a crash.

Death!

What is the sense of it? Who is to blame? Such an occurrence or description of speed is a common report in newspapers daily. The American Public shrugs its shoulders and reads on.

Not until we arouse a safety consciousness in the minds of the entire public will such recklessness stop.

Balance Diet to Keep in Trim

By Helen Follett
Macaroni Products an Invaluable Aid

Now that the normal figure is fashionable, the girl who is built like an umbrella cover must mind her diet. In a frantic effort to put on pretty curves, she is likely to take to foods in excess and throw her digestive organs into a state of tantrums.

If she belongs to the cult that lives on a few lettuce leaves, she can still have her green salads. She needs them because they contain mineral salts and vitamins. She must add more butter to her bread, and have it daily as well as meat, fish, eggs, fruits and vegetables. It is the balanced diet that is necessary for health.

While activities should be cut down, that does not mean that she must not exercise. She must stretch her muscles and lap up fresh air if she is to enjoy a normal appetite. Long hours of sleep are beneficial. Macaroni and cheese form a dish that is good for little slimsies who would put adipose padding on their reedy outlines.

A la Cuccinello

Al Cuccinello, able and popular second baseman for the Red Wings of Rochester, N. Y. has been in a batting slump for several weeks, and according to the newspapers of that city he has decided on a diet of his favorite spaghetti to replenish the strength and stamina needed to keep on or near the top of the baseball heap.

The sports pages of the Rochester press carried a picture recently showing

Al Cuccinello at his favorite indoor sport,—that of stacking away his favorite spaghetti. With him it seems to be just an old Cuccinello pastime. Skipper Ray Blades is hopeful that this spaghetti diet will provide just the muscular and mental force that his players seem to have lost in the final fight for the league flag.

Rep. Patman Plans New Regulatory Laws

Representative Wright Patman of Texas announces that although the Robinson-Patman act has become a law there is additional legislation that he intends to sponsor. His proposals according to the publicity department of the American Trade Association Executives are as follows:

1—A bill to make it unlawful for a manufacturer to engage in retail distribution. He says, "I have such a bill prepared and am convinced that it will be constitutional as to all interstate transactions, which would make it almost 100% effective."

2—A bill proposing that the Federal Government require all distributors of merchandise in interstate commerce that do not pay a sales, excise or other tax that a local distributor would have to pay the state under similar conditions to pay such tax to the Federal Government, said tax so collected to be paid to the state entitled to the same under certain conditions; for instance, to be used for educational or other worthy purposes. Such a law would remove discrimination against local merchants in favor of absentee distributors and enable the state to receive additional revenue on transactions now escaping taxation.

3—He will also seek agreement on a model state law along the lines of the Robinson-Patman act, as he says, "to protect for all time to come independent business that is locally owned and operated."

Macaroni Stressed as Time and Money Saver

A study of the food value of macaroni products justifies the claims of macaroni makers that their products can do save time and money in the preparation of delicious, satisfying meals.

This is particularly true this season because of the high prices for all food stuff. Potatoes are higher than they have been in many years. While macaroni prices have advanced slightly they are still one of the most inexpensive foods available to ordinary consumers. It goes to prove that thrifty women save considerable money and give their families a good, welcomed food, when they serve macaroni, spaghetti and egg noodles in any of their numerous tasty and healthful combinations.

In addition it is always true that macaroni can be more easily prepared than many substitute foods—potatoes for instance. No washing, peeling or long cooking required. Macaroni is recommended as budget balancer.

The Highest Priced Semolina in America
and Worth All It Costs

The
Golden
Touch

King Midas Semolina

Leads in Quality

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

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINNESOTA



Determined Law Enforcement Campaign Planned

The law enforcement program of the National Macaroni Manufacturers association under direct supervision of Washington Representative B. R. Jacobs has not as yet gained its full momentum for two reasons—First, Director Jacobs has been incapacitated with a throat infection that has made it necessary for him to be hospitalized several times during the past two months, and second, the failure to receive the cooperation, in several Regions, of officials and manufacturers directly concerned in the promotion of this particular activity.

However considerable progress has been made as Mr. Jacobs' previous reports indicate. Samples of supposedly illegal macaroni products are being analyzed as rapidly as they are submitted and reports thereon made without delay—together with suggested action. Here's an example of the work that is being done by this department of the National association:

All samples submitted for analysis must have the approval of the Director of the Region in order that the work be done without expense and as a general organization service. One such Director recently submitted a sample of spaghetti alleged to contain 2% of eggs and asking whether or not such a product was in violation of any of the macaroni laws. Washington Representative Jacobs analyzed the product and made the following report:

"The labeling of this product has been discussed with the United States Department of Agriculture with the result that I am advised that the Department can take no action against this labeling as the product is not sold as an egg product. It is sold as 'Streghetti.' The fact that the product contains eggs must be declared on the label and this the manufacturer has done. The Department also contends that because the product is sold in a transparent container and does not have the appearance of containing an abnormal amount of eggs that it can be no deception, neither can the product compete unfairly with an egg macaroni product."

This is an interesting interpretation by the Government's Bureau on cases of this kind and is but one of the many good things that are being done through the Association offices to bring about a clearer understanding of what can and what cannot be done in enforcing food laws governing all kinds of macaroni products. Whatever one's personal opinion may be on the labeling under discussion, the law emphatically states that there is no violation, actual or intended.

Many manufacturers have not cooperated with Mr. Jacobs and his law enforcing work to the extent that this good work warrants. To better acquaint the various Regional Directors of their duty in this Association activity and particularly to clarify the method of submitting samples for analysis, Mr. Jacobs has

recently issued the following letter of instructions to the Association Directors: "At the June meeting of the Board of Directors of the National association in Chicago arrangements were made with me by the association to carry on the law enforcement work of the organization.

"The Directors were placed in charge of their respective Regions. All samples submitted by manufacturers of a Region were to be approved by the Regional Director before they were examined. Duplicate reports were to be sent to the Director after the examination was completed. In addition all Regional Directors were to cooperate with me in obtaining enforcement by the state food authorities on any products which were found to be in violation of the law.

"We have been working on this matter for several months as may be seen from the monthly reports of the activities of this office as published in THE MACARONI JOURNAL. I have received only a few samples from the members of some Regions and I would appreciate it if you would, at your earliest convenience, advise all members of your region to avail themselves of this service, when and if for any reason they believe that any of the products sold in their territory are in violation of the law.

"I also suggest that you send me samples of raw materials, particularly eggs and yolks, so that we may test these for adulterants. We have reason to believe that certain vegetable colors are being used in frozen egg yolks and we desire to get as many samples as possible of this product. No charge whatever will be made to you for these analyses. As soon as you are ready to send these samples please advise me and I will send you instructions concerning methods of sampling and shipment of the product.

"All samples should be sent to the Laboratory at 26 Front st., Brooklyn, N. Y."

Concerted action by all manufacturers, and particularly the member-firms of the National Macaroni Manufacturers association, working through their respective Regional Directors, will simplify the work of the Laboratory and the law enforcing department of the National association and bring prompt relief from the effects on business generally by these persistent and intentional violators.

A Spaghetti Demonstration

Miss Dorothy Neighbors, one of the most renowned food experts of the northwest, recently demonstrated at a Seattle cooking school a substantial one dish meal in which macaroni is the chief ingredient. On the stage of the theatre where the demonstration took place Miss Neighbors concocted a savory macaroni casserole, using a tender and wholesome

macaroni "made from durum semolina by an old country recipe." It was blended with pork sausage, pimientos and mushrooms according to the recipe demonstrated by this expert and produced meal which is just as nourishing as it good and tasty.

Foreign Exchange of Macaroni Products

The Monthly Summary of Foreign Commerce published by the Bureau of Foreign and Domestic Commerce reports that during July 1936 the imports dropped slightly but the exports were their own with but a few pounds increase, though the value of the quantity exported was lower.

Imports

The total macaroni products imported during July 1936 was 106,824 lbs. worth \$7,816 as compared with the higher figure for June 1936 of 134,522 lbs. valued at \$11,018.

The first seven months of 1936 show the imports totaling 755,133 lbs. with a value of \$61,778.

Exports

In July the exported macaroni products totaled 156,739 lbs. with only a value of \$12,210 as compared with the July 1936 totals of 156,351 lbs. bringing American exporters a value of \$13,150. For the first seven months of 1936 the exports amounted to 1,198,893 lbs. worth \$97,271.

Below is listed the countries to which macaroni products were exported during the month in July 1936 and the quantities shipped to each:

Countries	Pounds
Netherlands	3,800
Canada	45,000
British Honduras	15,000
Costa Rica	10,000
Guatemala	10,000
Honduras	10,000
Nicaragua	10,000
Panama	20,000
Salvador	10,000
Mexico	10,000
Newfoundland and Labrador	10,000
Bermuda	10,000
Barbados	10,000
Jamaica	10,000
Trinidad and Tobago	10,000
Other British W. Indies	10,000
Cuba	25,000
Dominican Republic	10,000
Netherlands W. Indies	12,000
French West Indies	10,000
Haiti, Republic of	10,000
Colombia	10,000
British Guiana	10,000
Venezuela	10,000
Saudi Arabia	10,000
British Malaya	10,000
China	10,000
Hong Kong	10,000
Japan	10,000
Philippine Islands	14,000
Siam	10,000
Other Asia	10,000
British Oceania	10,000
French Oceania	10,000
TOTAL	156,739
Insular Possessions	
Hawaii	60,000
Puerto Rico	32,000
Virgin Islands	10,000
TOTAL	392,000

FOR
QUALITY  SERVICE



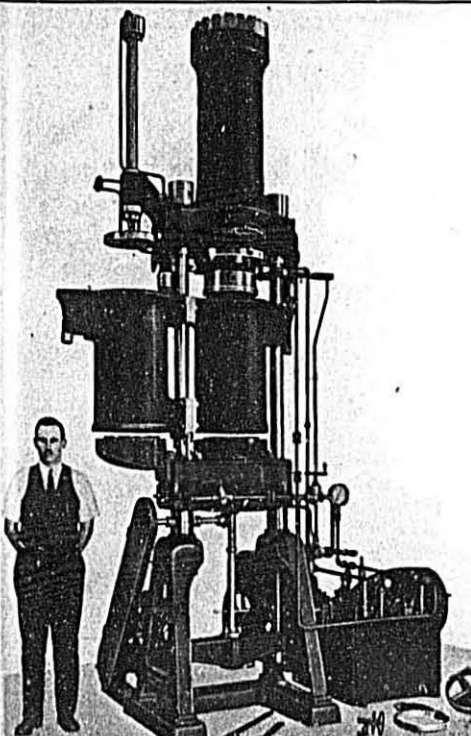
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STAR MACARONI DIES MFG. CO.**
57 GRAND ST.
NEW YORK, N. Y.

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



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the manufacture
of your highest
grade macaroni
products

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



PRESS No. 222 (Special)

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and Machinists*

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

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New York City

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

Trade Mark Registered U. S. Patent Office
 Founded in 1903
 A Publication to Advance the American Macaroni
 Industry
 Published Monthly by the National Macaroni Manu-
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 All matters intended for publication must reach the
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 facturers Association.

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 Want Ads.....30 Cents Per Line

Vol. XVIII October 15, 1936 No. 6

**Our National
 Association**

N-O-W is the **T-I-M-E**. **S-P-E-L-L** it
 Backwards and it is **W-O-N**

You have seen it—when the little boy's
 lollipop was taken away from him he
 ran to Mother crying. Or when he was
 sick and tried to "sneak" some candy,
 Mother took it from him—for his own
 good!

When some Macaroni-Noodle Manu-
 facturers' pet hobby of artificial coloring,
 misbranding, price slashing, etc. has been
 disclosed or publicized, they resent the
 fact and discontinue their association
 membership and refuse to lend any sup-
 port to the only group to which they
 rightfully belong. It would be better if
 they did follow the example of the little
 boy. Many misdemeanors are quickly
 forgiven and forgotten in this way; busi-
 ness relations are more pleasant and
 friendly; round table discussions within
 the various Regions more interesting, un-
 derstandable and pleasant. After all we
 cannot be of the same opinion at all
 times, but as we expect our views to be
 understood we must try to understand
 and respect the opinions of others.

Regardless of how much we know
 about the Macaroni-Noodle business our
 education becomes ignorance when we
 reject the truth, accept the doctrine of
 falsifications and misbranding and to re-
 gard our association as an impediment or
 restriction to a better Industry.

While leadership is important, in right
 principles and a sound industry, not in
 human leadership alone can be found the
 hope of Our Industry. We will have
 good leaders and bad, but if the manufac-
 turer adheres to sound business prin-
 ciples and demands conforming thereto,

BUSINESS CARDS

**RAVIOLI and
 NOODLE
 MACHINES**
*Surprisingly
 LOW PRICED*
**BARGAINS ON HAND FOR
 MANY MACARONI MACHINES**
AURELIO TANZI ENGINEERING CO.
 235 FOURTH AVE., NEW YORK CITY

BAGS
**WINDOW FRONT
 CELLULOSE**
Fine Packaging by
PARAMOUNT
**PARAMOUNT PAPER
 PRODUCTS CO.**
 1601 GLENWOOD AVE., PHILA., PA.

MERCANTILE COLLECTIONS
 OFFICIAL
 REPRESENTATIVES
 FOR
N. M. M. A.
WRITE—
 For Bulletins of Claims Placed
 by the Industry.
 For Pad of Service Forms and
 Information about our Procedures.
CREDITORS SERVICE TRUST CO.
 McDowell Bldg.
 LOUISVILLE KENTUCKY

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

**MANUFACTURER'S PUBLIC
 ENEMY**
CONSUMER COMPLAINTS
 OR
**PRODUCTS PUBLIC
 LIABILITY**
 For Information
F. A. Palmer Insurance
 Greenslade Building
 Bellevue Ohio

most of our problems will work them-
 selves out to proper solution. There is
 a grave danger in depending too much
 upon leaders alone. If the leaders go
 wrong the industry suffers. Our Associa-
 tion has proven and will prove the best
 for the Industry because it rests upon
 right principles and not upon transitory
 human leadership alone. Since right
 principles cannot betray, you can count
 upon them just as you can the multipli-
 cation table.

Regardless of whether Roosevelt car-
 ters to a repeat victory or Landon car-
 ries the G. O. P. colors to victory in
 November, our Industry and Associa-
 tion are going to continue in business
 at the old stand, and nothing can prevent
 our prosperity which is already rounding
 the far turn.

Let us strictly adhere to the right prin-
 ciples of our Industry and become good
 members of our Association. **N-O-W**
 is the right time. Spell it backwards,
 and we will have **W-O-N**.
 Respectfully submitted,
JOSEPH J. CUNEO, Director.

Firm Buys New Plant

The Semolina Macaroni company of
 Providence, R. I. recently purchased a
 new factory which it will remodel into a
 modern macaroni factory. The property
 was the Manville-Jenckes company mill,
 land and building at Georgiaville, near
 Providence. The transaction was handled
 for the macaroni company by Florindo
 Rossi, its president and treasurer.

Workmen have started repairs and
 alterations to adapt the ample space for
 the new food manufacturing operations
 which the building will house and in
 which some 200 men and women will be
 employed when operations are on in
 full swing. It is expected to have the
 new plant ready for operation about De-
 cember 1.

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The President's Message

Cooperation and Reasonable Patience a Necessity in Organized Action

Since the last convention I have been particularly interested in talking with manufacturers to learn just what was the real feeling toward Their Association. Some have expressed unusual points of view.

It occurs to me that it might be helpful were I to pass on to the industry just what I found the sentiment and wishes to be. Space does not now permit for other than a general summary of what has been expressed.

What I have heard has been neither surprising nor alarming. As was to be expected, we are not all of one mind and on certain subjects there exists a sharp division of sentiment.

From these expressions some seem interested only in what they believe will promote their own special welfare. A few have given expressions of a profound discontent. Several are apprehensive, having faith in nothing. One manufacturer frankly states that he feels the Association lacks a program and adequate leadership. Certain opinions seem incredible, but happily many are useful and feasible.

If there has been one expression that could be classified as general, it is—the industry as a whole is on the wrong side of the ledger. The time has long since arrived when we as an industry should stop squirming and quibbling and do something practical about it. As obviously the N. M. A. combines more advantages than any other available apparatus, it should be given the sensible support of the industry and a fair opportunity to contribute whatever is necessary to bring common sense and average decency to the ways of managing our affairs.

What I have learned does not make me overly hopeful, as I would be blind were I not to see the urgent need for new courage, new enthusiasm and a more realistic industry feeling, but also I am reluctant to believe that we lack the shrewd realization to decide upon our common problems, and that finally we will not eliminate for all times the ruthless—bitter—unscrupulous competitive practices that are largely responsible for our present condition.

To be sure not all of our problems are easy ones to solve and it would be ridiculous to expect a trade association to reach a common solution of all questions affecting it.

If we will but for a brief while pull together there will soon be little difficulty in harmonizing what might now seem conflicting elements. But results will depend upon a sincere interest—an interest sufficiently sincere to lend the necessary financial support, and the only reliable barometer of this interest will be our paid membership roster.

An encouraging indication is the apparent change from the opinion that there is little value in a trade association unless it succeeds in advancing and holding prices. It is natural that

this view is rapidly passing. Even if price maintenance plans were permissible and not specifically prohibited by law, the experience of other trade associations indicates that the success of price control programs is far from certain. All such plans with which I am acquainted have when tried, been found wanting. In most parts they have aggravated the very problem which they were intended to correct.

The genuine interest and support which has and continues to be given by certain members is sufficient to definitely determine that OUR ASSOCIATION will not be cowed into collapse by pessimists and that things being as they are, wise counsels us to keep going even though the going is slow.

In our ultimate aim there is no disagreement. We differ only in the method to accomplish what we all seek. Some want to take one road, others wish to try a different course but by whatever road or from whatever starting point we approach the problem we all wish to arrive at the same destination.

The approach is secondary and must not divert us from the main objective, or we will become immersed in trivialities. In deciding the proper approach to our mutual problems there are bound to be conflicts of interests. This will require tolerance and an understanding and will become effective only when there is a real spirit of conferring and deferring the interests of the efficiency and permanence of the group.

It should be understood that progress will require methods and needs which are at present foreign to our industry, the mistakes in policy and procedure are sure to happen, but the progress can be effected by doing the wrong thing as well as doing the right thing provided we have the open-mindedness to recognize our experimental errors and the courage to reverse our position.

With even a generally receptive spirit—slight cooperation and a reasonable patience, sufficient accomplishment in curtailing industry practices which are admittedly bad would be forthcoming to convince even the skeptical that the outlook is no means hopeless. Even with slight encouragement there would soon arise unprecedented determination to undertake those changes and reforms which would tend to prevent competitive practices which are definitely harmful, and to maintain in self respect a worthy vocation.

We must be ever mindful that the chief administrative agency of any plan must be the individuals themselves, and that there is nothing in any association which will enable to automatically rise above the level of the capacities of members. Our Association can only guide and direct results depend upon the actions of the individuals.

—And so it's still largely up to you.

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