

**THE
MACARONI
JOURNAL**

**Volume XVIII
Number 4**

August 15, 1936

The Macaroni Journal



Minneapolis, Minn.

AUGUST 15, 1936

Vol. XVIII No. 4

Yesterday—Today—Tomorrow

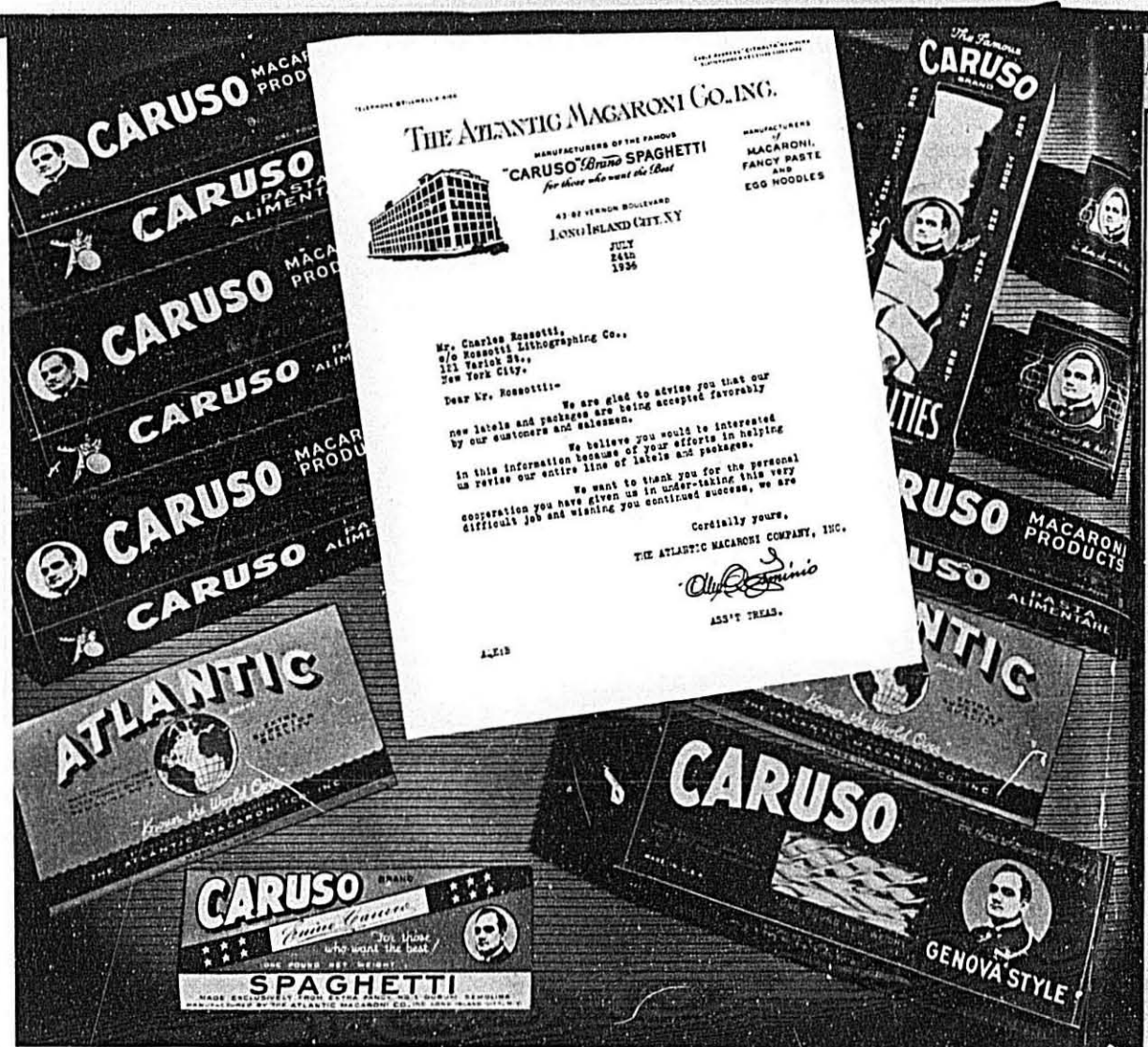
Some macaroni manufacturers appear content to live on their past record. Some seem satisfied with things as they exist today, but the forward-seeing men in the trade are always planning for tomorrow.

We choose to believe that the latter group is the backbone of the National Macaroni Manufacturers Association that has for more than a generation striven to properly and effectively represent the macaroni industry in this country.

For tomorrow, the National Association has a progressive program based on the following motto: "Let's not be satisfied even with our past good record; let's work more closely today in order that tomorrow's record may be better."

All progressive, farseeing manufacturers are asked to support this ambition program of the National Association by tendering their membership, their fullest cooperation and their financial assistance to more easily attain tomorrow's goal.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



CARUSO

We are happy to have been selected by the Atlantic Macaroni Co., Inc., for the important job of redesigning and manufacturing their modern new line of folding cartons and labels. Here again, our 38 years of specializing on the packaging of food products has resulted in a line of cartons and labels that are winning the approval of the trade, and consumers. CARUSO packages all look alike . . . dignified, fashionable, striking . . . packages that reflect the quality of their contents. Big brand name, trademark, slogan, recipes . . . everything successful modern merchandising demands has been included in these sales getting packages ★ You, also, will do well to share your packaging problems with us. Our prices are low for the helpful cooperation and fine materials we give. Ideas, suggestions, cost estimates or a trademark search without obligation. Our nearest branch, or the main office is always ready to give you quick, efficient service.



ROSSOTTI LITHOGRAPHING CO. INC.

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

CHICAGO BOSTON PHILADELPHIA BUFFALO KANSAS CITY LOS ANGELES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

Tax Refund Announcement Awaited

The industry is awaiting an important processing tax refund announcement. President P. R. Winebrenner of the National Macaroni Manufacturers association is in consultation with counsel on this most important matter, and is appointing a macaroni manufacturers protective committee, recommending cooperative action to obtain refund of thousands of dollars of processing taxes wrongly withheld. United action by interested manufacturers is most imperative says Mr. Winebrenner. Study the announcement and act.



QUALITY
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SUPREME
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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

THE MACARONI JOURNAL

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Ten Dollar Semolina

Semolina at Ten Dollars a Barrel is not an impossibility if the present upward trend in the durum wheat market continues or if unexpected relief does not arrive from some outside source. Indications are that there is little or no relief in sight.

Number 1 Semolina was quoted at from \$9.50 to \$9.60 a barrel F.O.B. Minneapolis or Duluth during the early part of August and predictions are freely made that the price would reach the Ten Dollar mark before the 1936 durum wheat crop was fully harvested, though the harvesting season will be very short due to the exceptionally low yield in most of the best durum growing areas.

Heavy purchases by macaroni manufacturers who sought to cover their immediate needs has helped to boost the price to what may soon become an all time, peace time record. Semolina stocks are naturally low in midsummer and most manufacturers are in the market to a greater or lesser extent.

During the first week of August the better grade of hard amber durum wheat from which the American macaroni maker gets his quality semolina, was quoted on the Minneapolis and Duluth markets at from \$1.50 to \$1.70 a bushel. The premium on good durum in many instances exceeded 25 cents. In that week durum wheat registered an advance of more than 20 cents a bushel, one of the most remarkable upward adjustments in the annals of the durum wheat trade.

Even some of the most optimistic sources that preferred to discount the bear stories of the 1936 drouth as it might affect this year's durum wheat crop—a wheat that is known for its drouth-resisting attributes—are now admitting that the yield of good macaroni wheat this year will be about the smallest ever harvested since the introduction of amber durum in the 90's.

These optimists had their hopes bolstered when some of the durum wheat sections of the northwest reported fairly good rains in July, but they now realize that they came too late to save the 1936 durum crop. In some areas there are total failures while in others the yield has been reduced to a very few bushels per acre.

The macaroni manufacturing industry in this country normally requires from 18 to 20 million bushels of good durum to meet the semolina needs. Wheat experts now estimate the 1936 durum crop as low as 20 to 25 million bushels, counting all grades. As a result millers are already looking to Canada for durum to meet the macaroni makers' needs. Their Canadian purchases will have to be made in competition with other European buyers to whom Canada reports many heavy sales.

As Americans will have to pay a duty of 42 cents a bushel on all imported wheat it will not be surprising if

the semolina market may not soon surpass the fabulous price of Ten Dollars.

The situation in the world's wheat market is generally bad. While the American wheat grower is suffering from one of the worst drouths of record, farmers in other parts of the world are fighting the effects of excessive moisture that is causing deterioration in the harvested wheats and greatly reduced yields of the better grades of wheat.

Ten Dollar Semolina! Generally speaking, what will this mean to the macaroni manufacturing trade in this country? How will it affect the manufacturer who has built up an enviable reputation for quality semolina products? What will be the reaction of that group of manufacturers who have elected to sell their brands at specific set prices—five cents or a dime a package? What about those manufacturers who have long-time bookings at prices much lower than those warranted under the present market for raw materials?

These are but a few of the problems created by the current high priced semolina. But the problem that concerns all manufacturers irrespective of their manufacturing and selling policies, is what effect will higher priced macaroni have on the general consumption of this food?

Macaroni has always been entirely too cheap, figured on its caloric value. Those who eat it know that it is one of the best grain foods and will not object to any reasonable advance in price. Because the drouth has equally affected the production of competitive foods such as potatoes, rice, corn, fruits, etc. there is no reason to believe that consumers will show any tendency toward other foods and away from macaroni.

However, macaroni manufacturers will have to exercise more than ordinary judgment in marketing their production from semolina that sells at Ten Dollars a barrel. Quality goods should command a good premium without fear of antagonizing the quality consumer.

The effect most to be feared under present conditions is the constant lowering of the quality in order to keep products within a chosen price range. This enhances the problem of proper branding. To produce goods at a price, blending will have to be resorted to and manufacturers who will not want to add to the cost of marketing their goods by getting new packages with proper labeling, will try to get by with packages that are misbranded and thus leave themselves open to prosecution for violation of this portion of the food law.

Ten Dollar Semolina! Will it be generally helpful or harmful? The answer lies in the hands of the manufacturers themselves. It may afford the opportunity that many have been looking for to rid the trade of some of the ills that have been hindering progress. Time will tell.



Report of Activities of Washington Office for July 1936

By B. R. JACOBS, Washington Representative

Every so often it appears desirable to place before the members of the industry the Federal Standards for macaroni products and the raw materials from which they are made. I therefore take this opportunity to have printed in this issue of the Journal these Standards.

U. S. Department of Agriculture Definitions and Standards

"Flour, wheat flour, white flour, is the fine-ground product obtained in the commercial milling of wheat, and consists essentially of the starch and gluten of the endosperm. It contains not more than 15 per cent of moisture, not less than 1 per cent nitrogen, and not more than 1 per cent of ash, and not more than 0.5 per cent of fiber.

"Purified middlings in the granular product obtained in the commercial process of milling wheat, and is that portion of the endosperm retained on 10 XX silk bolting cloth. It contains no more flour than is consistent with good commercial practice, nor more than 15 per cent of moisture."

"Semolina is the purified middlings of durum wheat."

"Farina is the purified middlings of hard wheat other than durum."

Note—The 1 per cent of ash allowed for flour has been unofficially raised to 1.2 per cent for flour made from durum wheat.

Macaroni and Noodles

"1. Macaroni is the shaped and dried doughs prepared by adding water to one or more of the following: Semolina, farina, wheat flour. It may contain added salt. In the finished product the moisture content does not exceed 13 per cent. Various shapes of macaroni are known under distinguishing names, such as spaghetti, vermicelli.

"a. Semolina macaroni is macaroni in the preparation of which semolina is the sole farinaceous ingredient.

"b. Farina macaroni is macaroni in the preparation of which farina is the sole farinaceous ingredient.

"2. Noodles, egg noodles, are the shaped and dried doughs prepared from wheat flour and eggs, with or without water and with or without salt. The egg ingredient may be whole egg and/or egg yolk. In the finished product the moisture content does not exceed 13 per cent and the egg solids content upon the moisture-free basis is not less than 5.5 per cent. Noodles are commonly ribbon shaped.

"3. Plain noodles are the shaped and dried doughs prepared from wheat flour and water, with or without salt.

In the finished product the moisture content does not exceed 13 per cent. Plain noodles are commonly ribbon shaped."

Besides the above standards for macaroni products the U. S. Department of Agriculture issued a notice to the trade on the use of artificial color in macaroni products. This notice was issued on Aug. 18, 1915 and has been reissued several times since. The notice follows:

"The Bureau has given careful consideration to the use of artificial color in macaroni, spaghetti, vermicelli, noodles, and similar alimentary pastes. According to the provisions of section 7, subdivision 4, in the case of food, of the food and drugs act, a food product is adulterated if it be mixed, colored, powdered, coated, or stained in a manner whereby inferiority is concealed.

"The question as to whether damage or inferiority is concealed is one of fact to be determined in the case of each food product which is artificially colored. It is the opinion of the bureau that the addition of artificial color to alimentary pastes as usually practiced results in concealing inferiority and that this form of adulteration cannot be corrected by the declaration of artificial color."

From the above Standards it will be noted that they are formulated in such a way as to exclude substances not mentioned therein. Therefore no ingredient not specifically mentioned in the Standards may be used in the manufacture of macaroni products without having the label bear a statement concerning the added ingredient present.

During the month of July the Washington Office was engaged in the examination of products with special reference to added carotene and the grade of raw materials used.

Region 1 sent in no samples during July.

Region 2 sent a number of samples particularly frozen eggs and yolks which were examined for added carotene and which failed to show the presence of this substance.

From this Region there was also received a sample of egg noodles which was labeled as being made from 100% semolina but which examination showed was made from flour. This product was reported to the U. S. Department of Agriculture for action.

Region 3 sent in a number of samples of frozen eggs for carotene tests. These samples failed to show added carotene. There were also samples of egg noodles

examined for egg solids and artificial color, all of which failed to show any violations of the Federal or State Food Laws.

Region 4 sent samples of egg noodles and macaroni products to be tested for egg solids, artificial color and grade of product. These samples all complied with the Standards.

Region 5 sent in no samples during July.

Region 6 sent one sample of macaroni product which was labeled as being "Made From The Finest Grade Semolina." Examination of this product showed that it contained added flour. It was therefore misbranded and has been reported to the Federal authorities for action.

Region 7 sent no samples during July.

Region 8 sent two samples of macaroni products to be examined for artificial color and grade of product. These were found to comply with the Standards.

Region 9 sent no samples during July.

Region 10 sent no samples during July.

Region 11 sent no samples during July.

Region 12 sent one sample of macaroni product manufactured in the middle west. The product was labeled as being a semolina product. Examination showed that it was made of flour. This product has been reported to the Federal authorities for their action.

In the past few months the Washington Office has noticed that there appears to be an increase in the number of samples of macaroni products which are labeled as being made from semolina and which examination shows are made either of flour or of mixture of flour and semolina.

On July 28 Philip R. Winebrener, president of the association and called on the officials of the U. S. Department of Agriculture here in Washington and presented these facts to them with samples of these products. We interviewed several of the Federal officials with the result that they have agreed to make seizures of these misbranded products wherever we can show that shipments of these products are taking place. It is therefore suggested to the members of the association and particularly to the Directors of the Regions to have samples collected and sent to the laboratory for examination in order to discourage as much as possible this type of violation.

Again I wish to remind members sending samples that these should be in original packages if they weigh

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pound or less. However, if they weigh more than one pound then a subsample weighing about 8 ozs. should be sent together with the original label and the name and address of the dealer or jobber from whom product is purchased. When sending samples a statement concerning the nature of the suspected violations should also be sent. Much delay is caused in making analyses because this information is not available at the time samples are received, and the Washington Office has positive instructions from the Board of Directors to the effect that samples are not to be examined for the account of the association unless all this information is available and also unless the approval of the chairman of the Region where the sample originated is obtained. The approval is not obtained by the sender of the sample but is obtained by me after I receive the sample from the complainant. All samples should be sent to the Laboratory at 26 Front st., Brooklyn, N. Y.

On July 28 President Winebrener and I also called on the Internal Revenue concerning refunds on processing taxes. We spent practically all morning discussing this subject with various officials. They each independently expressed the opinion that floor stocks of macaroni products were definitely included from refunds under the present revenue act, and that the only

refunds the macaroni manufacturers and others have is either to sue for these refunds or at the next session of Congress to obtain legislation which would specifically provide for such refunds. It appears that other industries, such as the bakers, the preservers and the candy manufacturers are all in the same situation concerning refunds on their stocks of finished products.

Numerous inquiries have been received by the Washington Office concerning the charges made for analytical and technical work which is not for the purpose of law enforcement and therefore not chargeable to the association. For the benefit of manufacturers desiring analysis of their products or technical services the following charges are set up:

Price List for Analysis

	To Members
Semolina (moisture, protein, ash, color and granulation).....	\$3.00
Flour (moisture, protein, ash, color).....	3.00
Macaroni, noodles, etc., test for semolina.....	4.00
Macaroni, noodles, etc., test for added color.....	5.00
Percentage of eggs in noodles.....	5.00
Percentage of yolks in eggs or whites in yolks (frozen or dry).....	3.00
Moisture or total solids.....	1.00
Protein or ash (each).....	1.50
Added artificial color (except carotene).....	5.00
Added carotene in macaroni products or raw materials.....	8.00

mailing tubes and sampling instructions. Prices for technical services on request.

A discount of 20% will be given to members of the National Macaroni Manufacturers Association on all analyses and services.

Vacations With Pay to Hourly Employees

George A. Martin, president of the Sherwin-Williams company, the world's largest paint and varnish manufacturer, stated in an interview that his company had arranged to give all hourly wage employees vacations with pay under the same conditions as the clerical help. This means that all employees who have been with the company a year will receive a week's vacation with pay. Those with five years service will receive two weeks vacation with pay.

In discussing the general industrial outlook Mr. Martin stressed the steps the company is taking to level out peaks and valleys so that all of its 2000 employees will be busy 12 months of the year. He stated that plants will continue to operate on a normal production basis during July and August.

usually the dull periods of the year. "We will pile up inventories at this time and then not run our plants at such top speed in January and February when we usually speed up for the spring trade. By so doing and with the vacation plan now in force, we hope to stabilize employment the year round."

In furthering a policy of employees' cooperation Sherwin-Williams is air conditioning its plants. The first unit to receive installation is the linseed oil mill in Cleveland. Mr. Martin stated that not only has the air conditioning been a great help, but during the recent heat spell employees found the plant the most comfortable place to be in Cleveland, even after their working hours were over.

Discussing the company's affairs in conjunction with business in general, Mr. Martin said that he looks for business to continue at a high rate for several months, regardless of the fact that this is an election year.

Note: Sherwin-Williams' business for the year ending Aug. 31 may set an all time record. For the period ended May 31 business was 21.8 per cent better than last year. June business continued at a high rate and operation to the present in July is indicative that the record established in 1928 may be eclipsed.

PRODUCTS ANALYSIS WORK

Under new arrangements entered into between the National Macaroni Manufacturers association and its Washington representative, the matter of the kind and number of analyses of raw materials and finished products to be made at the expense of the organization will be limited not to exceed 250 analyses a year and no analysis of products will be made free unless submission of products for that purpose has the approval of the Regional Director.

In a letter to the directors explaining the plan to be followed in carrying out this work, Washington Representative B. R. Jacobs on July 15, 1936 stated: "I am writing you to suggest that you advise members in your region who request approval of their samples to please forward these in original containers if the samples are of a pound or less. If the samples weigh more than 1 pound a subsample should be sent from the original container and the original labels of the packages forwarded with the samples.

"Samples of macaroni products should be forwarded to the laboratory only when the manufacturers have reason to believe that the product is adulterated or misbranded under the state or Federal food law. Samples of ingredients used in the manufacture of macaroni products, particularly eggs or yolks which may be suspected of being in violation of the law, may also be submitted for analysis but in no case

shall a manufacturer send a sample of his own macaroni products for the account of the association.

"The samples, besides bearing the original label should show where and when they were purchased and the nature of the violation suggested.

"We have been advised that frozen yolks containing carotene or other added artificial color are being used by macaroni manufacturers and that these manufacturers are not aware that their frozen yolks are artificially colored. We will be glad to examine samples of frozen yolks wherever the manufacturer has reason to believe that his product is artificially colored. The Federal and State Food Authorities will gladly cooperate in seizures of yolks that may contain added color. Since frozen yolks are perishable, special precaution must be taken in forwarding samples of this product. I will gladly send instructions concerning the sampling of frozen egg products which are to be submitted to this laboratory for analysis."

All members of the National association are asked to help check products in competitive markets that they fear are adulterated and misbranded and to join in a cooperative drive through the Washington Laboratory to eliminate all spurious macaroni products from the market. Action should be taken as directed, through the Association Director representing your region.

The Package as a "Life Saver"

In an interesting editorial in Italian that appeared in the July 1, 1936 issue of *Il Progresso Italo Americano*, New York city, "The first and greatest Italian Daily Newspaper in the United States, established in 1880," the editor offers that paper's assistance in solving the problems of the macaroni industry, particularly to the operators along the Atlantic seaboard.

At the request of the Editor of THE MACARONI JOURNAL, Business Manager Teresa Anastasi of *Il Progresso Italo Americano* has translated the editorial into the English language and it is reproduced below for the edification of the readers of this publication who cannot read Italian.

The future success of the macaroni business lies in properly publicized brands for macaroni products to be sold 100% in packages in the opinion of the author of the article. Macaroni, spaghetti and noodles sold under well known brand names and in packages where substitutions are not possible must be of a better quality and of a fairer price than bulk goods. The article, as translated, follows:

... not to die ...

Third reminder to those who direct the macaroni industry.

Loyal and disloyal competition, incredible cut in prices, a never ending struggle, innumerable premiums and specialties, is an incomplete list of "troubles" that come to the macaroni industry. And yet the industry itself, as a whole, remains solid and strong. Oftentimes the displacement of a tenth of a cent in the cost of a package means fortune or misfortune, and with some good will, can easily be restored to the big road of a serene and sure progress. In the largeness of volume is found almost inexhaustible resources, but it becomes necessary to act so as not to fail and to speak a loud and calm word to remedy the wrongs which, if neglected, could bring a real disaster to the fundamental structure of the industry. We feel it our duty to say as much.

Quality

No need to repeat. Excellent. The best quality which can possibly be produced in America. But temptations are many, competition is harsh, expenses remain ever the same, and at certain times it would seem logical to sacrifice in the quality, at least to enable one to resist. But that would mean suicide. Quality should remain untouched and it must truthfully be said that the operators in the macaroni industry are disposed to go through all sacrifices excepting that which would ruin its excellent quality. The industry takes this firm stand to cure the ills of the moment and pave the

way again toward a future of enormous production and gain.

Prices

The easiest road in the world is that which brings toward an abyss and when a manufacturer cuts down on prices, it is like cutting off one's legs to walk the faster. That which happens is most plain: competitors follow suit and the relative position of the producers remains as it was before. Is it worth while, we ask, to continue this game of chance, where no one is the gainer, not even the consumer who really does not care much whether a package of macaroni costs ten cents instead of nine and three-quarters cents? Is it worth while to go through the same mistake until it annoys, and to speak of cutting down on the consumption of macaroni, when in reality there is still a very big market to conquer? Do the operators know or do they not know that if they succeed in getting together and give their serious cooperation the actual production can be increased ten times and the industry could then take a breath worth a billion? At any rate, when the ardor of the struggle will have died down, and the disastrous experiments will have been exhausted in their own illogical sense, we believe we can submit a plan very clear in its principal points and certainly advantageous to one and all. In the meanwhile we will have trust and patience.

"Grocers"

Strange and dangerous is the position of these distributors who accomplish the important and sensitive work of passing on to the consumers, the macaroni produced in all the factories. When they purchase at 9c and sell three packages for 25, they create a dangerous situation for themselves and a ruinous one for the industry. Useless to try and see where the fault lies. The fact exists and becomes a reality. The thousand "grocers" serve the Italians who live on the Atlantic coast, alone. They should become allied and not be powerful enemies of the industry. It is a problem of good sense, although seemingly a desperate one, and the solution having been attempted several times, it is necessary to renew all efforts and place the retailers of macaroni in the way of making an honest profit on a product which takes up much of their time and a great deal of space in their store. We also believe that in this case we have found an adequate solution of the problem, and without offending anyone, we wish to show where the point of contact is, how it can be met and harmonize toward the interests of the industry, those of the "grocers" and of the consumers.

Packages

Fifty per cent of the production has been changed into packages through won-

derful efforts brought about in the past four years. We must go on. There exists no reason why the macaroni industry is not a hundred percent in packages and *Il Progresso Italo Americano* could be the decisive factor in the change of the other 50%. The reasons in favor of packages are so many and so clear that it is not worth while repeating them: it is essential to make the change quickly because the package will resolve for itself many problems which disturb the industry at this moment. The reduction in prices would hardly be applied to macaroni in packages which have met with the approval of the consumers; the excellent quality becomes essential on account of the knowing public; substitution is almost impractical and always difficult. . . truthfully, in the package remains the only means to win the battle the macaroni industry is fighting for its existence and because it may not lose in the wonderful future seen.

We repeat that *Il Progresso Italo Americano* can act to curb the reduction in prices and resolve the serious problem of "allying" the grocers to industry. This is not a presumption. We ask you to believe us. We have a clear and calm point of view of the situation and possibly because we are in a neutral position and are not industrialists.

We certainly can do much in the macaroni in packages and all in all feel it worth while to assemble and discuss the situation. We are at your disposal.

Il Progresso Italo Americano
The first and greatest Italian Daily Newspaper in the United States
Established 1880

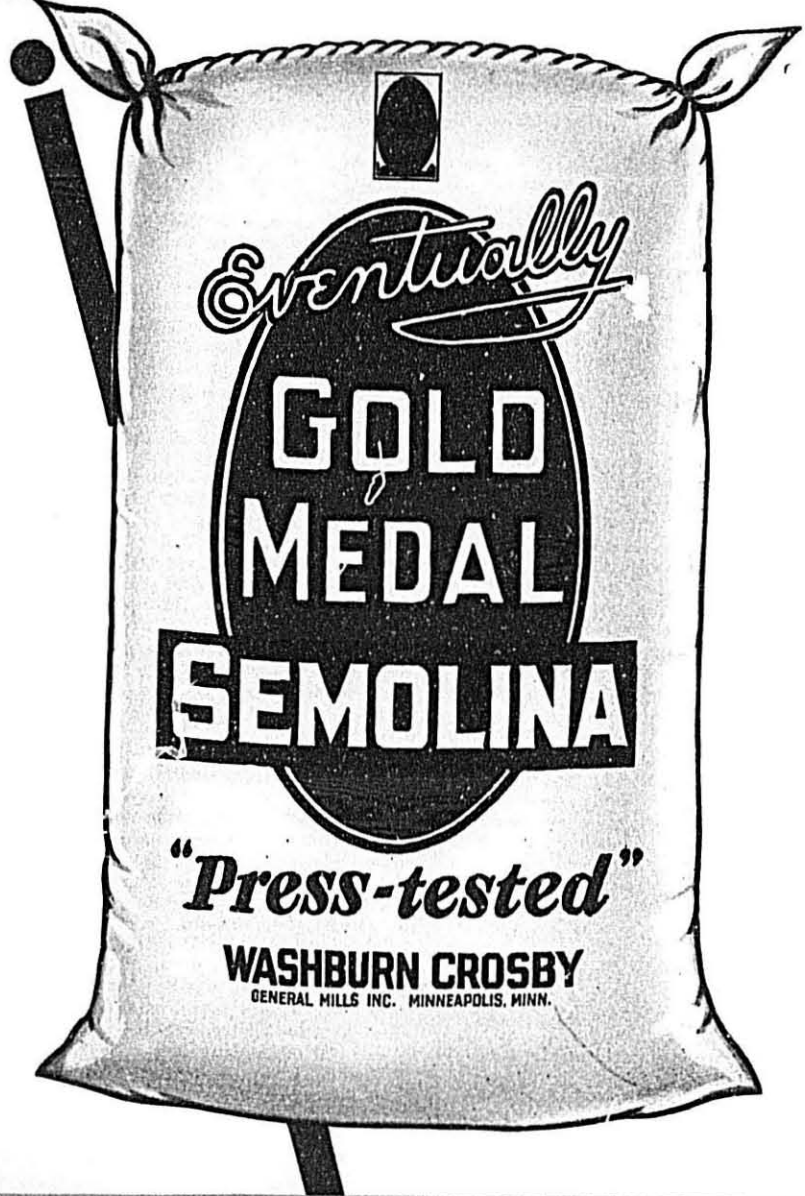
Another Italian Delicacy

"Try 'Angel Hair Spaghetti,' as a new but real Italian delicacy" recommended Martha Hamon in an interesting article in the June 23, 1936 issue of the *Philadelphia Record*, Philadelphia, Pa.

"Spaghetti is a favorite with many Americans but few of them know the most delicate of the Italian macaroni productions is a vermicelli so fine it looks like spun glass and is appropriately named 'Angel Hair'. Used in soup or cooked as garnish with tomatoes and with meat, it is the most delicate of the Italian pastes. Formerly it was hard to find except in Italian homes or in the most exclusive—and expensive—Italian restaurants, but now can be had in packages in most any of the first class stores. If you have never been treated to this special food, don't miss trying it."

The claim of never breaking promises means something—if it includes never breaking the promises one makes one's self.

One word tells the story:
Quality



Secrets of Successful Trade Marking

Branding Sequel to Robinson-Patman Act

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

Many macaroni marketers, and no shame to them, are very much up in the air with respect to the Robinson-Patman act approved by the 74th Congress in its last days. In common with other food producers who sell the chain stores they can't make out just how it will operate—just what changes in terms of sale it will require. Worst of all, the low-down on this new deal in discounts may not be obtainable until the U. S. Supreme Court has translated and interpreted the precise meaning of the law. But chafing in this dilemma, the macaroni men are overlooking a problem in the new setup with which they can grapple conclusively or constructively at once.

There's a trade mark reaction to the antiprice discrimination act which is just as important to the future of distribution as the new rules on brokerage, the immunity for cooperatives or any other aspect of this revolutionary supplement to the Clayton act. And it's, on the trade mark count, a case of: Let's go. There is no need to wait for the courts to clear the atmosphere. Because in this quarter the necessitous readjustments are due to the economic shakeup. There are no legal nuts to crack. No reason for quibbling over just what the law intends or when, where and how it will pinch.

Admittedly this Equal-Opportunity-In-Business statute says nothing about trade marking or trade marked goods. As our readers realize, there is no direct contact in the sense for example that trade marks are the mainspring of the Capper Kelly Resale Price Fixing or Fair Trade Bill. But for all the silence in the body of the new law, branders must as a consequence of this legislation accommodate themselves to altered conditions governing the disposition of goods under identifying mark. Furthermore the new influences upon trade mark policy are making themselves felt at once.

The first jolt to trade marking conditions as is, which has sprung from this new-price-restrictive law, takes the form of a quickened demand in certain quarters for private brand goods. The seat of this louder call for own-label goods is the chain store circle. To be sure, chain organizations have always gone in more or less for private trade marks. But now behold, some of the chains which have not been addicted to private branding swinging to proxy brands. Meanwhile the chains that have already been soiled on the idea are plunging yet deeper.

A reason is not far to seek. What the Robinson-Patman act does, above all else, is to penalize inequalities in wholesale prices as between purchasers

where such discriminations cannot be shown to be justified by differences in the cost of manufacture, sale or delivery. The nervous chain executive takes that to mean that if he buys from the same sources as the small independent stores he will lose all the buying advantages of volume. Presumably he would have to be content with the same discounts, etc. that were given to the little fellow. It appears that his only escape is to manufacture his own—and few chains are big enough to make that pay. Or else he must monopolize his channel of supply.

Viewed from the last angle, the private brand appears to spell salvation. If a chain can contract for the entire output of a plant, packed under its private label, it may enjoy any prices and discounts that can be coaxed from the one customer seller without fear that the charge of "discrimination" will rise to plague either buyer or supplier. If the chain cannot absorb the sum total of plant output the teeth in the new law may be dodged just as surely by clubbing with other chains to jointly take the entire production, each party to the pool having his share labeled with his pet brand. From the same impulse mail order houses, facing this new law may be expected to exploit private brands as a means of winning price concessions. And even the large retailers and specialty food houses which have been dabbling lately with "associated stores" and similar subsidiaries.

The second major reaction from the Robinson-Patman act is twin to the spurt in private branding above mentioned. It consists in a parallel or sympathetic trend to "controlled" brands, so called. And this manifestation is of the first importance to macaroni producers who have never aspired to be known as private-branders-to-the-trade. The louder call for controlled brands is coming from distributors who do not insist upon holding title to their own private brands. Maybe they do not want the bother of protecting a trade mark and checking up on manufacture to specification. They are fully content if they can so isolate their buys that they will not have to descend to minimum discounts. This they can do via a controlled or exclusive-franchise trade mark, ownership of which is vested in the packer but with engage-

ment that the mark shall be reserved for the use of the one customer who agrees to buy in volume to warrant the compact.

No imagination is required to foresee just what this craze for controlled brands is bringing to the doorstep of the macaroni manufacturers. It presumably means new clients without effort for the macaroni purveyors who have stock brands which they make a practice of assigning under exclusive licenses in nonconflicting territory. A fair guess is that the advent of the new law will also result in fresh bids for the leftover output of manufacturers who have a surplus after putting out the principal portion of their production under their own, established, national brands. Finally, whatever the outcome of this swing to controlled brands it may make it advisable for the resourceful and adaptable macaroni marketer to have as going assets a larger number of registered trade marks, any or all of which may be summoned at short notice to serve distributor customers, each of whom seeks to build a fence around his outfitting operations as a means of enjoying confidential prices.

Judging from what is already happening in other branches of the food field, one effect of the new cousin of the antitrust laws may be to persuade some macaroni marketers to set up in tandem, several or multiple sales agencies. Each with its own staff brands earmarked for its own regular customers. The purpose of this decentralization stunt is to (insofar as the new law is concerned) prevent the left hand from knowing what the right hand is doing. Each marketing entity is a full fledged corporation and confines its operations to one class of customers. One unit, say, deals with chain store organizations. Another concentrates on the smaller independent retailers, and so on. With all its customers of one caste a sales subsidiary may list prices and chalk up discounts appropriate to its particular trade and with no fear of a Federal summons for allegedly playing favorites as between patrons.

And now in our hasty inventory of the trade mark sequels to this new law that grew out of the Federal Trade Commission's chain store investigation let us have a passing glance at the effect of the advertising restriction. Part of the Robinson-Patman plat is to deny to large buyer-customers special allowances in purported payment of advertising and other sales promotional services. So seriously is this prohibition taken in business circles that such leaders as General Foods corporation without waiting for any tests in court

August 15, 1936

THE MACARONI JOURNAL

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Saying it With Macaroni

V. DeFelice, president and manager of the United States Macaroni company, Spokane, Wash. is one of the outstanding macaroni manufacturers in



moved to withdraw from distributors all advertising allowances.

Experts are agreed that the reshuffling of advertising policies which must follow will mean more trade mark advertising. Producers who will have in their own hands advertising appropriations that were formerly parceled out to large customers are likely for several obvious reasons to stress their trade marks in their copy. On the other hand these advertisers of national brands are due to face the competition of heavier advertising of private brands. In order to enjoy the privileges of a customer on a special pedestal, the chain or other seeker of extra discounts must be in a position to move goods in volume—perhaps in greater volume than its past turnover. To do this—and incidentally to emphasize detachment for the sake of "face" before the law—the strategist will be under pressure to play up his private trade mark for all it is worth. If he is going to attempt to compete on retail price in a regimented market he has all the more incentive to pivot his publicity on his alibi-brand.

We do well to think well of ourselves only in the restricted sense of making something of ourselves.

Strange how little we find to praise in others when we find so much to approve of in ourselves.

the Pacific northwest. The cut herewith, reproduction of one which appeared in a recent issue of the Spokane

Spokesman-Review is shown "saying it with macaroni."

In an interview Mr. DeFelice emphasized the fact that good macaroni is made from a wheat of much higher food value than ordinary wheat from which bread flour is milled and speaks with pride of the policy of his firm to recommend only quality macaroni because even the best grades are exceptionally cheap, comparatively.

If laid end to end, the macaroni and noodles produced by Spokane's U. S. Macaroni company would encircle the globe many times, it is indicated by figures compiled by V. DeFelice, office manager.

Fifteen thousand barrels of flour, the equivalent of 67,500 bushels of wheat, are used for the company's yearly production of various types of noodles and macaroni, including sea shell, alphabet and salad cuts, in addition to the common longitudinal varieties.

Four thousand hens also work indirectly for the macaroni plant, which uses 800,000 egg yolks annually.

The company markets its products in Washington, Oregon, Idaho, Utah, Montana and Wyoming.

What is regarded as depressing might so much better be thought of as something to depress.

There's a fine distinction between being hardened by life and becoming hard.

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Marking Time Under the Robinson-Patman Law

Macaroni manufacturers, like all other producers are at a loss as to just how to act under the provisions of the newly enacted Robinson-Patman act, the so-called price discrimination bill which became effective last month. Most of them are content to mark time pending official interpretations of its many provisions, or court decisions on some of the points about which there is so much indecision.

In advance of a case properly presented for consideration, the Federal Trade Commission has seen fit to issue no regulations, believing that this is the problem of the courts and not of the Commission. It will be some time before cases will be decided covering all the points in question. In the meantime, there is fear that business men may be held liable for any violations, regardless of the uncertainty of the meaning of its many provisions.

All manufacturers and distributors come under the provisions of the new Robinson-Patman act—all who sell or buy commodities being equally subject to its terms. In the case of violations, buyers who instigate or who knowingly participate in unlawful discriminations are liable to penalties as well as the sellers.

Here are some of the problems that concern every macaroni-noodle manufacturer under the provisions of this new law:

1. How will price differentials between different classes of buyers be fixed?

2. What is the real measure of price differentials to quality buyers of macaroni products under the law?

3. How can manufacturers pass on to quantity purchasers any allowance for quantity savings?

4. Is it just as illegal to discriminate in favor of the small buyer as it is to the quantity buyer?

5. In cases of proved violations is the macaroni-noodle maker liable to the triple damage clause of the new law?

6. Can you longer give discounts legally, regardless of quantity?

7. What about advertising allowances and the many other provisions of the bill?

The National Food and Grocery Conference committee of the Associated Grocery Manufacturers of America at a meeting in New York city last month to consider the new law as it might affect the grocery trades issued the following statement through Paul S. Willis, president of AGMA:

To Trade Press: "In view of the Federal Trade Commission's announced policy of issuing no authoritative interpretations of the Robinson-Patman act in advance of proceedings carried out in accordance with law and with the Commission's established procedure, and because of the serious confusion now existing in industry as a result of ambiguities and disputed points in this act, the National Food and Grocery Conference committee at its meet-

ing in New York on July 29, 1936 appointed a subcommittee to confer with the F.T.C. and the Attorney General of the United States. Members of the committee are:

J. Frank Grimes, chairman National Voluntary Groups Institute; Gilbert H. Montague, general counsel; Chas. E. Smith, National Association of Retail Grocers; Arjay Davies, National-American Wholesale Grocers Association; F. H. Massmann, Food and Grocery Chain Stores of America, Inc.; Hector Lazo, National Retailer-Owned Wholesale Grocers; Clarence Francis, Associated Grocery Manufacturers of America, Inc.

"This committee is to ascertain whether by trade practice conferences or by other procedure the commission and the Attorney General will be willing in cooperation with this committee and other organizations in the food and grocery industry to expedite with all possible speed any and all ways and means by which business can obtain at the earliest possible moment authoritative clarification and interpretation of ambiguities and disputed points under the Robinson-Patman act.

"Letters have been mailed to the chairman of the Federal Trade Commission and the Attorney General of the United States, stating the action of the National Food and Grocery Conference committee, and requesting a conference between the subcommittee and these officials at their earliest possible convenience."

pepper, tomatoes and water. Cover closely, and simmer till tender. (A roasting chicken should cook in about an hour and a half; a fowl will need three hours.) Thicken the gravy with the butter and the flour creamed together.

Cook spaghetti in plenty of salted water. Drain. Serve a heaping portion of cooked spaghetti on individual plates. Heap over it goodly portion of the Italian chicken and call in the king of the domicile, the prince and the princess partake of a royal meal cooked by the queen of the household to a queen's taste.

We all should do more entertaining—entertaining of the thought that the other fellow's idea might be a good one.

After all, if there is to be a harvest the crop must have time to grow harvesting proportions.

Business never will get better for those whose response to proofs that it is better is: "Oh, yeah?"

Italian Chicken Dinner

"Italian Chicken" is the main part of one of the best dinners that any housewife can present to her hungry wards. It is neither an Italian dinner nor does it call for an Italian chicken, but it is one of America's most popular dishes. To be "Italian" it must have some macaroni products as an important ingredient. In this particular dish spaghetti is recommended and gives to this principal dish of the meal the fine Italian touch.

It is a combination that old and young will relish. It is not as "heavy" as a hasty glance of the list of ingredients would indicate. And a hearty meal of this appetizing spaghetti chicken dinner would entirely eliminate the feeling that prompted one wit to say:

"I put down a big disturbance last night."

"Yes?"

"Yes, I ate three helpings of Welsh rabbit."

Hubby, Junior and Sister can eat this Italian Chicken Dinner assured that they

will have that satisfied, comfortable feeling that good foods in proper combination guarantees.

First try this recipe in your own home, then you will be more than ready and willing to broadcast it universally as one of the tastiest combinations of good spaghetti and fine chicken, with all the tasty trimmings. Here's the recipe:

- Ingredients: 1 pound semolina spaghetti 1 4-pound chicken or fowl 1/2 cup minced ham 1/4 cup chopped onion 1/4 cup chopped green pepper 1/2 teaspoon nutmeg 2 teaspoons salt 1/2 teaspoon pepper 4 cups unsifted canned tomatoes 1 cup water 1 tablespoon butter 2 tablespoons flour

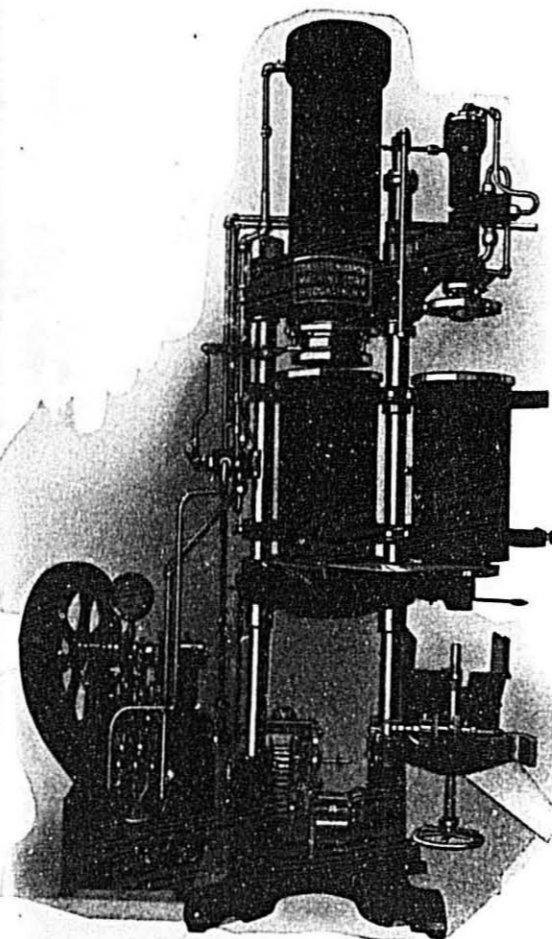
Method:

Clean and disjoint the chicken as for fricassee, and place in a stewing pan. Sprinkle over it the ham, onion and green pepper. Add the nutmeg, salt,

Consolidated Macaroni Machine Corporation

Designers and Builders of

High Grade Macaroni Machinery



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The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

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

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MACARONI CUTTERS**

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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

Are Macaroni Men the Processing Tax Goats?

Dear Editor:

This is a further comment on the matter of refunding the Processing Tax that the Millers so tightly and unlawfully retain.

Thinking about this situation, this thought occurred to me which I wish to express.

When the Millers stopped paying the Government the Processing Tax, could we not have stopped also to pay the Miller and like them put the money in escrow?

No, we trusted the Millers; had complete faith in them. We believed, of course, that if they had won the case we would have had our money refunded.

Although no one promised it to us, it was evident, so we kept paying. But probably if we had taken such a course, the Millers would not have put up the fight they did put up.

At any rate, I believe if we had not paid that tax the Millers would have had no right to enforce it or otherwise demand that money from us.

It logically follows that since, if we had not paid the tax they could not have enforced payment now, the money should rightfully belong to us.

I also believe, when the Government saw that the Millers withheld the Processing Tax, it was the natural course for it to try and get the money for itself. But if the Millers had returned that money to the proper owners in the first place, I believe the Government would never have taken action against the Millers.

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

That Processing Tax? An Idea

Dear Editor:

In accordance with your recommendation of July 17, 1936, we secured from the Internal Revenue Collector of Portland, Ore., P. T. Form No. 41.

You advised us to file two claims,—one for Semolina and Flour on hand, and another for Macaroni Products and Egg Noodles.

The Form No. 71, has no space thereon for listing of our Macaroni floor stocks.

The Internal Revenue Collector's Office in Portland will accept the claim for refund of tax on Semolina and Flour, but according to instructions from Washington, there is to be no rebate on Macaroni Products and Noodles.

This seems strange to us as we all had to pay tax on our floor stocks, raw materials and finished products, when the law went into effect three years ago. And on Jan. 6, 1936, we lowered our prices to the amount of the processing tax which we eliminated, and issued a new price list effective as of that date.

What do other manufacturers think of this unfairness? Is this not but another good reason why the macaroni makers should be more closely organized as a matter of self-protection?

As soon as you have any further information from Washington, please advise us what we are to do.

A. F. Scarpelli, Secretary.
Porter-Scarpelli Macaroni Company
Portland, Oregon.

A. I. Grass Membership Chairman

A. Irving Grass of the I. J. Grass Noodle company, Chicago, Ill. has been appointed chairman of the membership committee of the National Macaroni Manufacturers association. His selection by President Philip R. Winebrenner for this important chairmanship is due to his wide acquaintance, his previous experience and his willingness to work hard in a labor in which he is greatly interested.

Nationwide interest in the need of united industry activity to protect the welfare of individual manufacturers and of the entire group should make the nonmembers more than ever association minded. In line with this argument, President Winebrenner referred to the failure of the recent Congress to include among products eligible to processing tax refunds finished macaroni products held as floor stocks. This will cost the macaroni-noodle makers

of the country many thousands of dollars unless through concerted action the government may be compelled to do justice in this matter.

Chairman Grass will immediately launch a membership drive. He is authorized to name an assistant in each region to serve as assistant membership chairman for his respective region. The object will be not only to increase the membership of the National association but to bring in the additional income in the form of dues with which to finance the added actions of the organization.

Realizing the importance of a well organized trade association, macaroni-noodle manufacturers will give favorable ear to the appeal of Chairman Grass and his assistants, though many will not wait for the call to cooperation but will volunteer their memberships and their financial assistance.

Any man who faces the future courageously, faces a bright future.

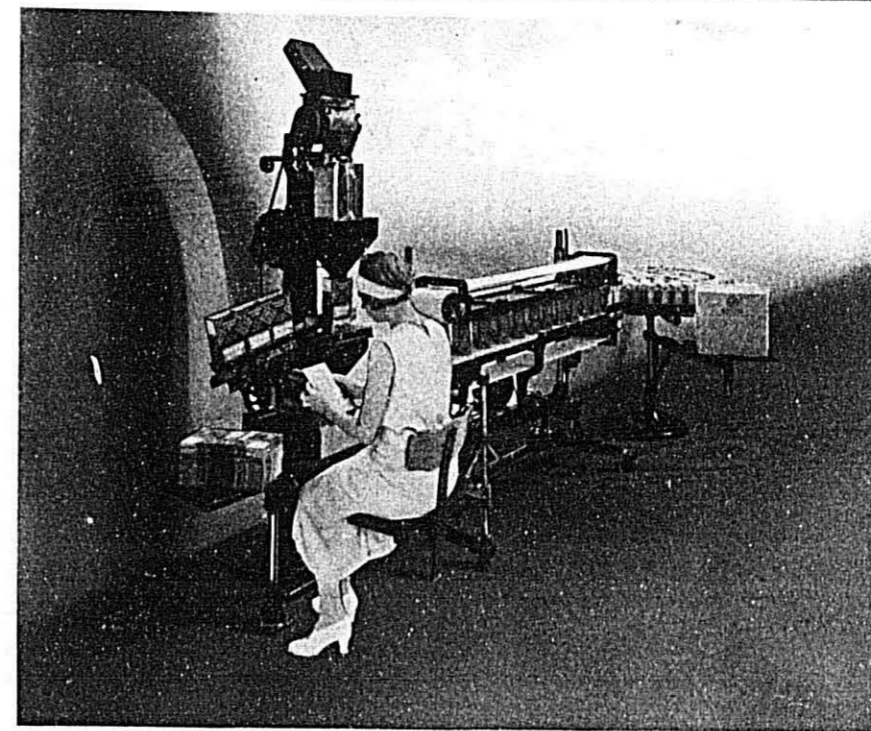
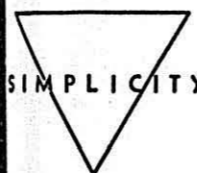
General Mills Makes Safety Record

The National Safety Council, Chicago, Ill. in its annual report on accident rates in the food industry points out three plants operated by subsidiaries of General Mills, Inc. as outstanding in their respective classes.

In milling the report states that the Minneapolis mill of Washburn Crosby Co., Inc. had the lowest 1935 accident frequency rate among large mills—1.06 and also the lowest severity rate—0.01.

The plant at Rossford, Ohio, of the Larowe Milling company, another subsidiary of General Mills, Inc. made in 1935 the largest reduction in accident frequency since 1933 among large mills—84 per cent, as well as the largest reduction in severity—99 per cent.

In cereal manufacturing the Chicago plant of Gold Medal Foods, Inc., another subsidiary of General Mills, Inc., had the lowest 1935 accident frequency rate among large units—4.04.



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Cut production costs to the bone . . . give your customers a more practical, better looking, better selling package. This latest Triangle Economy Packager will help you overcome competition . . . offset the rising costs of raw materials. Only ONE operator and a modest investment will enable you to produce your cartoned products at lowest cost. You can switch from one size to another with almost no interruption. Weighs, fills and seals small sizes of macaroni products with amazing ease and efficiency, in any size carton. You do not pay one penny to try out this sure profit maker in your own plant. We'll install it on 30 days trial. Then, if you want to keep it you can buy the machine on terms so easy it will pay its own way. Or, lease it if you choose. Write for full particulars now!

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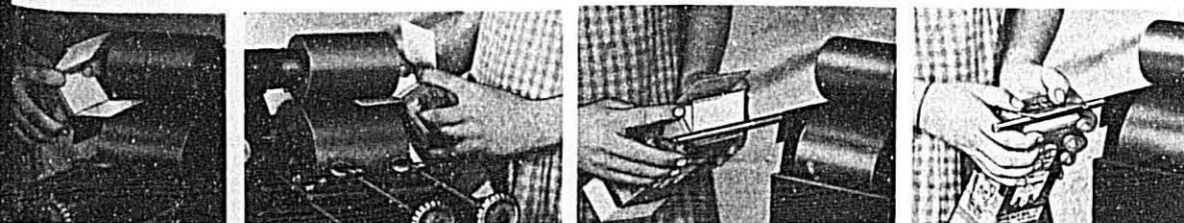
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2. Glue being applied to both sides of Carton lap.

3. After applying glue, carton is fed over folder-arm. With downward pressure, the glued lap is forced over short end laps.

4. Thumbs are slipped over top lap which is held down while carton is drawn upward, completing folding.



Fee and Service Arrangements with Washington Representative

To clarify the fee and service arrangements whereby Benjamin R. Jacobs is to serve the National Macaroni Manufacturers association as its Washington Representative, the Board of Directors at the June meeting in Chicago appointed a special committee headed by President P. R. Winebrenner to confer with that official and to agree on a program of action. As a result of the understanding arrived at there will be a closer working arrangement between the Association officers and regional directors and the Washington office. Report of the meeting and the end accomplished are shown in the following proceedings submitted to the board by the committee:

The committee authorized by the Board of Directors to make arrangements for carrying on the work of the Washington Office met at the office of V. Giatti, Brooklyn, N. Y., June 25, 1936. Committee consisted of J. I. Maier, V. Giatti and P. R. Winebrenner. All members were present at the meeting.

At the invitation of the committee B. R. Jacobs attended the meeting and gave a detailed report of his activities during the past year and made recommendations for the work to be undertaken or continued during the present year.

The authorization of the Board of Directors limited the appropriation for this office to a sum not to exceed Three Thousand Dollars (\$3,000). As the cost of the Washington Office during the past year considerably exceeded Three Thousand Dollars, the committee endeavored to determine what activities were most necessary, and if by limiting and rearranging certain of the work, the budget would provide for at least the equivalent return to the Association from this office.

The committee thoroughly considered the complaints that the work of this office had not in the past been so arranged and directed as to offer equal benefits to all members.

The committee feels it necessary that more definite regulations be established for governing the analysis of samples. It was found that in the past a great many samples have been analyzed at the Association's expense, which, the committee feels, were not of sufficient benefit to the Association to justify the cost. So as to provide for the various activities to be accomplished by this office, the committee has allotted a definite part of the total expenditure for this office to specific activities. This has made it necessary to limit the number of samples to be analyzed, so that the analytical work of this office not exceed the amount allotted. The committee feels that the arrangement for analyzing samples will allow all regions their fair share and full benefit from this Association activity. It was found that in the past, due to a

lack of any regulation, there was considerable duplication of analyses.

The regulation and procedure for analyzing samples will be:

Samples of members' own products will not be analyzed at their request at the Association's expense. All samples to be analyzed must be in original packages with seals unbroken. Information concerning date and place of purchase must accompany sample. Samples are to be mailed direct to the laboratory.

Upon receipt of sample Jacobs will contact the Director of the Region from which the sample was sent, and analysis will be made if authorized by the Director of the Region. This is provided so as to prevent any one member or Region from exceeding their fair proportion.

In their meeting with B. R. Jacobs the committee was impressed by his sincere interest and his willingness to make concessions in order that the work of this office not be curtailed, and believe that the arrangements entered into for the present year will accomplish at less expense at least the equivalent return from this office, and that by more detailed direction the work of the office will be so conducted as to offer the same advantage to all members, regardless of their geographical location.

The Committee recommends that as soon as the finances of the Association permit, the work of this office be extended. To adequately encourage enforcement of existing laws and bring about more uniform state laws and more adequate standards, a much more substantial appropriation will be needed.

The committee has, as authorized by the Board of Directors, entered into the following agreement with B. R. Jacobs. This agreement to cover the period from June 16, 1936 to the adjournment of the next annual convention, and provides for the following services:

Complete analysis of two hundred and fifty (250) samples of alimentary pastes. Four copies of all analyses are to be made and the distribution to be: One copy to the member sending sample, one copy to Regional Director, one copy to the Secretary for Association files, and one copy retained for laboratory files.

Should analysis disclose violation, Jacobs in cooperation with the Regional Director from the Region sending sample and the Regional Director in whose Region the product was manufactured are to contact the proper authorities for the purpose of prosecuting the violation, and to following the case through until disposition of complaint has been completed.

The Washington Representative (Jacobs) will contact personally all state officials when necessary, providing the expense of traveling is not excessive. All other state officials will be contacted when necessary by mail.

The Washington Representative (Jacobs) is to attend the annual convention and the Midyear Meeting.

When attending the Midyear Meeting in Chicago, the Washington Representative (Jacobs) is to devote, not to exceed three days, to contacting the Chicago members in carrying on any work which they might require at that time. This work to be supervised by the Director from that Region.

The Washington Representative (Jacobs) will keep the members informed as to pending legislation and department rulings which will be of interest to the members.

A monthly report of the Washington Representative's activities is to be made to the Board of Directors, and this report is to be published monthly in the MACARONI JOURNAL.

For the services mentioned, the Association is to pay B. R. Jacobs Three Thousand Dollars (\$3,000). This amount to include all expenses in connection with these services. Payment to be made in monthly payments of Two Hundred and Fifty Dollars (\$250) each.

This report of the Committee's action is with and by the unanimous consent and approval of the committee.

V. Giatti
J. I. Maier
P. R. Winebrenner.

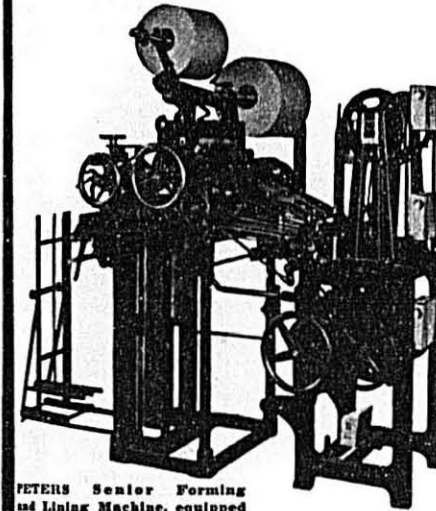
Fire Destroys Cardinale Plant

A spectacular fire swept the three-story brick factory of the Cardinale Macaroni company at 4659 Metropolitan av., Maspeth, Long Island, New York, early July 9, 1936 causing damages to building, equipment and stock estimated in excess of \$100,000. The fire whose origin is undetermined, was first seen by Frank Lintini, one of two watchmen regularly employed by the firm. He gave the alarm at 1:32 a.m. and it was the middle of the afternoon before the flames were brought under control by 26 pieces of fire fighting apparatus.

The plant is just across the boundary line of Brooklyn, and fire engines from that city joined in keeping the flames from several lumber yards that adjoined the destroyed macaroni plant.

Andrew Cardinale, general manager of the plant, figures his firm's loss at more than \$100,000, though it is partially covered by insurance. The plant had a production capacity of several hundred barrels of semolina daily and was one of the largest plants in that section of Greater New York. Plans have not been made as to the future of the damaged plant.

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

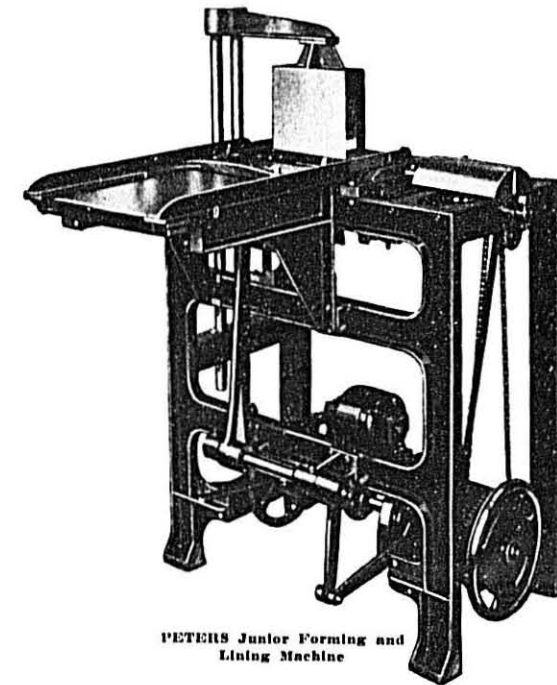


PETERS Senior Forming and Lining Machine, equipped with Automatic Carton and Liner Feeding Device.

The Peters Senior Forming and Lining Machine equipped with Automatic Carton and Liner Feeding Device sets up 55 to 60 cartons per minute ready to be filled. This machine is Fully Automatic.

The Peters Junior Forming and Lining Machine sets up 35 to 40 cartons per minute, ready to be filled, with only one operator. Quickly adjustable for a wide range of sizes.

Let PETERS' engineers help you design your new package. Just write.



PETERS Junior Forming and Lining Machine

PETERS MACHINERY COMPANY

General Office and Factory: 4700 RAVENSWOOD AVE.

CHICAGO, U. S. A.



ROSSOTTI VISITS TEXAS

Perhaps no one representative of the allied trades knows more macaroni-noodle manufacturers personally than does Charles Rossotti, one of the chief executives of the Rossotti Lithographing company of New York city. For some time he has planned to call on all of the important manufacturers at least once a year and on many he makes several calls in connection with his labeling and carton business.

"When in Rome," he believes in "doing as the Romans do." Proof of this is the accompanying cut from a picture taken at the Texas Exposition which he visited in company with some of the leading manufacturers of that state. Charley's letters are always descriptive of the territory covered and "newsy." Here is what he had to say about his most recent trip:

Mr. M. J. Donna, Editor,
The Macaroni Journal,
Braidwood, Illinois.

Dear Mr. Donna:

I had occasion last week (ending Aug. 1, 1936) to make a tour of the southern territory, that is down through Texas and Louisiana and at that time I visited practically all of the macaroni and noodle manufacturers in that territory.

While I was in Dallas visiting the Dallas Macaroni Manufacturing company, I was entertained by Joseph Lomonaco and his sons who are the owners of a factory in that Centennial Exposition city. I had a very nice time and I thought I'd write you about it thinking that it may be interesting reading for other manufacturers if published in the JOURNAL. I am enclosing herewith a photograph taken at the Exposition with a Texas ten gallon hat which was presented to me by the members of the Dallas Macaroni Manufacturing company.

Next I visited the Fort Worth Macaroni company at Fort Worth, Texas. These fine fellows took me over to the Fort Worth Frontier Fair and I had a very fine time there also.

On the same trip I visited manufacturers in San Antonio, Texas, and in New Orleans. I left New York by train for Dallas and returned from New Orleans by airplane, making the return trip in 8½ hours.

It may interest you to know that we are doing a very nice business with some of these southern manufacturers and look forward to additional business to



CHARLES ROSSOTTI

come through in the near future. If you don't think this article is sufficiently interesting to the trade to warrant publishing in your valued JOURNAL, it will be perfectly okay with me because it will at least give me an opportunity to show you how I look in one of those Texas ten gallon hats.

With kindest personal regards, I am
Sincerely yours,
CHARLES ROSSOTTI.

Barozzi Plant Damaged

Fire that is supposed to have been started from explosion of firecrackers in the hands of careless children celebrating the Fourth of July caused a loss of many thousands of dollars to the plant of the Barozzi Drying Machine company, 965 Dell av., North Bergen, N. J. The fire was first noted in the rear of the plant, a one story corrugated iron structure in which was stored completed macaroni drying frames.

The frames were piled to the roof and provided excellent fuel for the flames that soon engulfed the entire

annex and threatened to reach the main part of the building with its many expensive woodworking machines, and the macaroni plant of the Cassinelli Macaroni company adjoining. Playing several streams of water continually on the brick walls in between saved both the main plant and the macaroni factory from destruction.

G. E. Barozzi, owner of the building was at a country resort when the fire occurred and was not aware of his loss until his return from the Fourth of July vacation. The loss was confined to the annex and its contents of macaroni drying frames. The main part of the factory resumed its regular operations following the holiday shutdown.

Director Dies Suddenly

Lucien R. Podesta, for many years vice president and general manager of Fontana Food Products company, South San Francisco, Cal. and recently elected director of the National Macaroni Manufacturers association, succumbed to a sudden heart attack at San Francisco on July 7, 1936. Having been associated with the macaroni products manufacturing business since boyhood mostly in plants along the Pacific coast, he leaves a host of friends in the trade to whom his passing was a severe shock.

Mr. Podesta frequently represented his firm in association affairs, particularly in the workings of the California organization. He took a prominent part in the code enforcement work under the NRA and in the more recent macaroni marketing agreement in his state.

He was 51 years of age, native of San Francisco and is survived by his wife and two sisters.

Mr. Podesta was one of the original organizers of Fontana Food Products company, being a practical macaroni manufacturer by inheritance, since his father was a pioneer manufacturer of this food on the Pacific coast. To his practical genius is due much of the engineering of the Fontana plant at South San Francisco. His leadership in the trade and particularly in his section of the country was given proper recognition by his fellow manufacturers when by unanimous vote of the 1936 convention in Chicago last June he was elected as a member of the Board of Directors of the National Macaroni Manufacturers association representing specifically Region No. 11 or northern California.

Death of Joe Fassino

Joe Fassino, one of the founders of the McAlester Macaroni Factory, McAlester, Okla. died on Aug. 2, 1936 at his home in that city following a brief illness. This pioneer of the macaroni manufacturing business in the south was nearing his 73rd birthday, which would have been in September. He was born in Italy, and after coming to the United States in 1887 he migrated to Krebs, Okla. with his brother John Fassino who survives.

The two brothers first entered the grocery business in Krebs, but in 1897 they ventured into the macaroni manufacturing business, opening the first factory in Oklahoma, in South McAlester. It is still the only commercial macaroni factory in that state.

Mr. Fassino retired from active business in 1922, but continued to give some attention to extensive property interests in McAlester. His brother continues in charge of the macaroni factory that had an exceptionally successful career.

Mr. Fassino is survived by two sons, Charles and Joe, Jr. and by two daughters, Jane and Kathleen. His funeral took place from the St. John's Catholic church, McAlester on Aug. 5, 1936.

MACARONI-GRAMS

By Spag MacNoodle

They Want What they Want

As a retailer I never found it safe to little any honest product a customer wanted to buy. When a person is sufficiently sold on a thing to walk into a store and ask for it, that person is going to be irritated if the demand is met with situations that he is being fooled by public advertising.

As a customer I have entered stores to ask for something the advertising of the manufacturer had led me to want and I have been made to feel like the dumb-bell in the magazine advertisement who says, "They snickered when I got to speak." But, unlike that chap, I did not seem to impress my hearers by what I said.

Perhaps there was no loud haw haw, there was a disagreeable laugh that showed me the store person was mental. If not openly, accusing me of being a dumb-bell for letting advertising fool me into thinking that product was good for anything.

You who have had similar experiences, and who have not, know what I mean. You know the resentment one feels in such a case. You know the inclination to turn around and walk out without giving anyone a chance to boast of the merits of the competing article kept on the demand for the advertised product.

More money has been made in all lines of business by having the things people want, even if sold at a small profit, than by trying to talk them out of their faith and sell them something that has a larger margin.

When we try to get a man or woman to take something else in the place of what was asked for, we might as well admit we do it because it will mean more money in our pockets, directly or indirectly. Even if that were not true the

buyer would feel sure it must be, no matter what we say.

We may make the substitute sale and the article may be as good as the one first asked for. That is not the point. The point is the buyer will keep on



thinking of the kind he had expected to buy and quite possibly wishing he had bought it. Which means that next time he may try another source of supply, hoping to get what he asks for without having to fight for it.

Appoints K. C. District Manager

George W. Smith, Jr., 1104 Union av., Kansas City, Mo. has been appointed Kansas City district manager for the Rossotti Lithographing Co., New York city. He is well acquainted among the wholesale grocery and food trade in the Kansas City territory. His appointment followed a visit by Charles Rossotti, vice president in charge of sales, and D. W. Killip, manager of the Chicago branch, to Kansas City on June 19 for that purpose.

There's usually little doing with a man if he has nothing more important to do than to ask: "What's doing?"

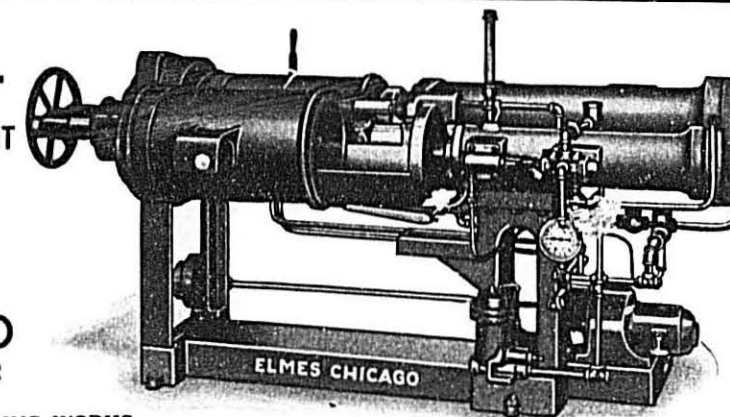
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SHORT CUT PRESS MODEL No. 4102-A

Louisiana's New Food Law

Macaroni manufacturers are vitally interested in new food legislation recently passed by the Louisiana legislature, especially those who do business in that state. The new act, officially known as "A Revised State Food, Drugs and Cosmetic Act, No. 142 of 1936," went into effect on Aug. 1, 1936.

President J. A. O'Hara, M.D. and ex-officio food and drug commissioner has attempted to advise all known dealers, packers and manufacturers of the requirements of the act whose supervision has been thrust on his board. In a recent release Dr. O'Hara says: "This revised Food, Drugs and Cosmetic Law was drawn for the protection of the legitimate dealers and products, and in the interest of public health. The trade of Louisiana has supported its enactment. You can count on the fullest and heartiest cooperation of the department at all times in the interest of fair dealing and we will appreciate the fullest support of those whose interests we aim to protect."

In its preamble the act says: "To prevent the adulteration, substitution, misbranding and false advertising of food, drugs, devices and cosmetics and to provide for the registration, investigation and examination of same, and the cost incident thereto, by the Louisiana State Board of Health, for the purpose of safeguarding public health, prevent deceit upon the purchasing public... the 'State Food, Drugs and Cosmetic Act' is enacted."

\$5 Annual Fee

The law provides that a minimum fee of five dollars must be paid by all manufacturers, packers, etc. annually for any one separate and distinct product registered with a maximum of one hundred dollars charge to any one manufacturer.

Section 17-a of the Louisiana Food law reads:

"The Board is authorized—

"(1) to conduct examinations and investigations for the purpose of this Act or through officers and employees of the Board;

"(2) to require all manufacturers, packers or proprietors of processed foods, proprietary or patent medicines, prophylactic devices and cosmetics, in package form, to register each separate and distinct product annually with the Board and to supply this Board with a sample of each such product upon request;

"(3) to assess the manufacturers, packers or proprietors of such products an annual examination and investigation charge; provided that the charge shall not exceed five dollars for any one separate and distinct product registered, and that the total examination and investigation charge to any one manufacturer, packer, or proprietor shall not exceed one hundred dollars annually."

Certain other foods and beverages already charged registration fees under previous laws are exempted.

Pending the adoption of standards for the different foods, etc., registrable under this new law, the Board will consider macaroni and noodle products as legal if they comply with the present provisions of the Federal Food and Drug Regulations and Standards.

Application forms for the registration of macaroni products may be obtained from the Board. The secretary of the National Macaroni Manufacturers association at Braidwood, Ill. has a supply of these official forms and will gladly furnish them to any manufacturer who desires to sell his products in Louisiana under the revised food act. These forms are available to all manufacturers, whether they are members of the National association or not. Address such requests to M. J. Donna, secretary-treasurer, National Macaroni Manufacturers Association, Braidwood, Ill.

\$4000 in Food Fines

The Food and Drug Administration of the U. S. Department of Agriculture has evidently hit its precode stride in the prosecution of violators of the many food laws. In its report for June 1936 fines in excess of \$4000 were assessed against violators in cases before the Federal courts.

Conspicuous is the absence of many violations of the food law by macaroni-noodle manufacturers as heard by the judges in that month, though in several preceding months there were many cases charging the use of soya flour in lieu of eggs in egg noodles and macaroni. In the June list is reported only one macaroni manufacturer in a western state who was fined \$33 for selling "spaghetti and similar products bearing no net weight statement and containing yellow coloring matter."

Most of the cases heard involved decomposed and impure canned fish, substitutions for olive oil, filthy cream, moldy butter, wormy nuts, spoiled tomato paste and shortweight potato sacks.

This report is no indication that there do not exist many other violations by macaroni-noodle manufacturers if only a small percentage of reports heard have any foundation. However it is impossible for the bureau to devote all its attention to any one food product. In time all persistent violators will feel the lash of the Food and Drug Administration that is determined to eliminate as far as possible all spurious and unfit foods.

There's so little truth because the ambition to be a good story teller is so general.

Macaroni Products in Foreign Trade

The Monthly Summary of Foreign Commerce published by the U. S. Bureau of Foreign & Domestic Commerce reports the following figures on macaroni products imported and exported during the month of May 1936.

Imports

Macaroni imports during May 1936 amounted to 88,772 pounds worth \$6,497 as compared with 127,989 pounds valued at \$11,598 imported during April 1936.

During the first five months of 1936 there was imported 513,787 pounds valued at \$42,944.

Exports

Macaroni products exported to foreign countries continued to show an increase in quantity during the month of May 1936 as 184,368 pounds were exported bringing to American exporters \$14,250 as compared with 176,438 pounds bringing exporters \$13,844 during the month of April 1936.

For the first five months of 1936 American exporters shipped 885,800 pounds of the foodstuff with a value of \$71,911.

Below are listed the foreign countries to which American made macaroni products were exported during May 1936 and quantities shipped to each:

Countries	Pounds
Italy	10
Malta, Gozo and Cyprus	5
Netherlands	8,92
Canada	54,13
British Honduras	1,01
Guatemala	1,63
Honduras	59
Nicaragua	2,98
Panama	28,87
Salvador	61
Mexico	15,84
Newfoundland and Labrador	1,52
Bermuda	10
Barbados	15
Jamaica	11,12
Trinidad and Tobago	21
Other British West Indies	24
Cuba	27,53
Dominican Republic	10,04
Netherlands West Indies	4,62
Haiti, Republic of	5,01
Colombia	28
Ecuador	8
British Guiana	21
Venezuela	31
China	1,57
French Indo-China	41
Hongkong	33
Japan	1,34
Philippine Islands	12,81
Siam	5
Other Asia	18
Australia	19
French Oceania	53
Union of South Africa	61
Total	184,368
Insular Possessions	
Hawaii	88,26
Puerto Rico	73,84
Virgin Islands	1,58
Total	163,68

SOFT TERRITORY

Soft territory isn't nearly as desirable as it appears to be. Many a promising sales career has become bogged in it. We mention this because a salesman is apt to become resentful when he finds himself transferred from territory that has become soft territory to him because he has made so many friends in it.

The all-important thing is that a salesman shall hold his ability to sell in any territory. A salesman who has gotten so that he can sell only customers who have come to be his friends over the years, would be in a tough spot if his firm failed, and he was compelled to work new territory with another firm, and possibly in another line.

Maintaining his ability to make sales under all conditions is a salesman's most precious asset as a salesman. A tendency to hold fast to soft territory, and to wail or protest because of being taken out of it, should be recognized for what it is—a dangerous disposition to be content to be an order taker instead of desiring to continue to be a salesman.

The employe who is afraid of becoming some firm's slave never becomes any firm's executive.

Follow Your Inclination--

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ROMEO Unbleached Kansas Hard Wheat Patent Flour

extra strong--excellent quality.

Write for price and sample lot today. It will pay you.

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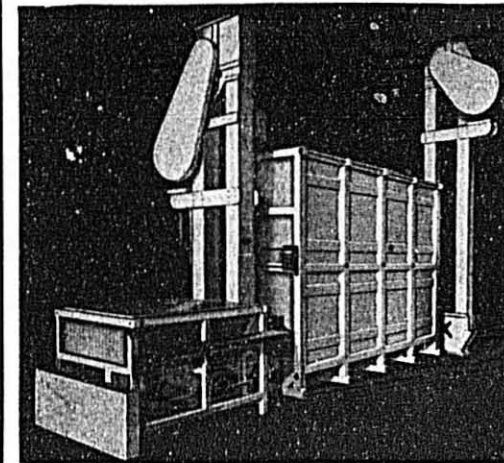
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Champion Flour Outfit

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Regional Organizations Formed

To carry out the 1936 convention's suggestion that local organizations be formed in various sections of the country in order to bring more closely together all the various elements in the business in a region or district, President Philip R. Winebrenner of the National Macaroni Manufacturers Association importuned the Directors of the organization to become active along those lines.

Suiting his action to his words, he supervised the organization of the first regional group in the Philadelphia area in July with surprising satisfactory results to the sponsors and to the manufacturers of the region.

Region No. 3—Philadelphia

The macaroni-noodle manufacturers in eastern Pennsylvania, Delaware, southern New Jersey and in Maryland were invited to an informal meeting on July 16, 1936 in Philadelphia and as a result there was there formed Regional Group No. 3 under the NMMA.

Following an explanation of the purposes of the conference by President Winebrenner the organization was completed by the election of Saverio Arena of V. Arena & Sons, Norristown, Pa. as chairman of the group and Louis Roncace of the Philadelphia Macaroni company as secretary.

Local conditions were surveyed by the group and national matters discussed. The question of reducing the cash discount allowance from 2 to 1% was considered from every angle, as was the matter of the return of spoiled merchandise. Plans for future meetings were made and a resolution adopted favoring action whereby every manufacturer in the region would become an active member of the local group, not

only for the good that may accrue to the manufacturer individually but in cementing the whole industry into a strong, more efficient national group through such regional organization wherein closer contact is possible with the rank and file.

Region No. 6—Chicago

The second region to be organized under the new setup of the National association was that comprising the Chicago area. It was accomplished at a meeting on Aug. 11, 1936 called by Regional Director R. B. Brown and held in the Hotel LaSalle. Seventeen manufacturers representing 15 firms unanimously elected Director-at-Large B. A. Klein as regional chairman and Association Secretary M. J. Donna was asked to serve as regional secretary temporarily.

On completion of the regional organization, the following subjects were considered:

1—The Robinson-Patman Act—as it affects macaroni selling. Because there are so many differing opinions as to its provisions the meeting resolved the manufacturers should use their best judgments in transacting current business thereunder, pending official interpretations by the Federal Trade Commission and the courts. Director R. B. Brown was the leader of discussion.

2—The Processing Tax Refund Muddle. A. Irving Grass who has made a thorough study of this new law led the discussion, pointing out that no provision was made in the final draft of the law for the refund of taxes paid on finished floor stocks. W. A. Quinlan, counsel for the American Bakers association told of the action being taken by the bakers who are in the same predicament

as the macaroni makers, and a resolution prevailed suggesting that the National Macaroni Manufacturers association, through its protective committee cooperate with the Bakers association in fighting for a refund on finished floor stocks that are rightfully due the industry.

3—Association Activities. Director-at-large B. A. Klein explained the many new activities of the association, especially the policing plans as set up by the Washington Representative, and urged all nonmembers to offer their membership to the national organization and to cooperate in carrying on the good work which that body has been doing and is doing for the trade. Several firms acted favorably on his recommendation.

4—New Louisiana Registration Law. Secretary M. J. Donna explained the provisions of the new law which requires all macaroni manufacturers to register their products with the State Food and Drugs Division in order to be permitted to sell therein. A fee of \$5 must be paid. Secretary Donna stated that he was in possession of the necessary application forms and that he would gladly supply them to firms that do business in that state. Seven firms present requested and were given forms.

The need of more frequent meetings of members of the region for the joint consideration of local and national problems was generally recognized and it was unanimously agreed that the best interests of the manufacturers would be served by holding such conferences at least monthly.

Directors in other regions are laying plans for local organizations similar to those now in active operation in Philadelphia and Chicago.

Food Chain Profits Low

Harvard Business School Reports on Average Expenses and Profits of Food Chains for 1934

Chain stores dealing in foods are hardly making the reputed large profits that many believe if the comprehensive report of the Bureau of Business Research of the Harvard Business School is considered. The report claims that in 1934 for instance, "the average food chain paid out 76% of sales for the net cost of goods sold, incurred total operating expenses amounting to 23.4% of sales, and earned a net profit from merchandising operations of 0.6% of sales."

The study further states that in recent years approximately one dollar out of every three spent for groceries and food products by the American consumer has gone into the cash register of a chain food store. During 1934 consumers spent \$960,000,000 in 21,000 stores operated by 66 chains studied. Each of

these chain store dollars contained three elements: (1) The cost of the merchandise itself—approximately 76c of the consumer's dollar, (2) the chains' expense of doing business,—approximately 23.4c, and (3) the final net profit,—0.6c.

The relative profits on meat sales, new in some chains, as compared with other foods handled are treated in the release and report, which concludes with the statement,—"On the whole, between 1929 and 1934 food chains appear to have increased substantially the physical volume of food handled. Operating expenses seem to have been effectively controlled and profits well preserved, as might be expected in view of the stable character of the retail food business."

Just because every man is entitled to his own opinion is no reason for hugging an erroneous opinion to one's breast.

\$100,000 for Oyster Promotion

Pleased with the results obtained through the expenditure of \$100,000 during the past season to promote the increased consumption of oysters, the Oyster Growers and Dealers association at the convention last month voted an additional appropriation of \$100,000 to advertise its product during the 1936-1937 season.

Details of the advertising program and of basis of assessments to insure a sufficient income to finance that activity have been referred to a special committee of the organization with authority to place same into immediate operation if found practical.

The Chap who thinks he isn't capable of succeeding, isn't.

A sure hundred to one shot—you smile will win you a hundred smiles.

August 15, 1936

THE MACARONI JOURNAL

23

ESSENTIAL TO HIGHEST QUALITY MACARONI

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FIGHT FALSE CLAIMS

False claims for alleged food poisoning and injuries have become so prevalent of late that food manufacturers and distributors have realized the need of organizing themselves for a fight against the ravages of this new racket.

Macaroni-noodle manufacturers, particularly in the east, have been victimized by claimants, preferring to pay a claim rather than to risk the unfavorable publicity attending any court action that might be taken against them. Other food trades have been the victims of this growing fraudulent claims racket. Just recently the National Macaroni Manufacturers association, the Millers National Federation and the American Corn Millers association have taken advantage of the offer of the Associated Grocery Manufacturers of America to assist them in cooperative action against "repeaters" in the "poisoning" or "injury" racket.

Referring to this cooperative arrangement, President Paul S. Willis of AGMA says:

"The manufacturers association has actively and effectively dealt with such claims over a period of many years. The association has an index file which records the names and addresses of complainants, doctors and attorneys of more than 10,000 such claims. As new complaints are received, they are carefully checked against this index and in surprisingly many instances 'repeaters' are detected. When the complainant is advised of this, invariably nothing further is heard.

Sees Claims "Racket"

"Inasmuch as most of these claims are of a fraudulent nature—people looking for easy money—the fact that there is an association such as AGMA, organized to deal with this problem, has been effective in defeating claims filed and also has had the effect of discouraging others.

"While this service is primarily one for our members, the association is interested in defeating and suppressing fraudulent claims of this sort, hence our policy of making the service as effective as possible. In accordance with this policy, AGMA has completed arrangements with the Millers National Federation, the American Corn Millers association and the National Macaroni Manufacturers association, whereby these organizations will report to AGMA all such claims filed with them. We will promptly check these claims against our records to determine whether they include 'repeaters' and will be of assistance in other ways in defeating these claims."

Willis Describes Work

Commenting upon the expansion of this work, Paul S. Willis, president of the grocery manufacturers group, described the fraudulent claim evil as one of the milder rackets which annually has mulcted thousands of dollars from legitimate business men for years past. "A cross-reference file, backed up by

a staff of competent investigators, was set up as an experiment several years ago with a view to checking on the large number of claims filed with its members each year by customers who asserted they found everything from rusty nails to dead mice in packages of foodstuffs," Mr. Willis explained yesterday. "Damage suits asking sums ranging from \$500 to \$100,000 were common and manufacturers were at a distinct disadvantage in attempting to fight such actions.

"Before the file had been in operation more than a few months we discovered a number of so-called repeaters in the records. Within six months our conviction that many people were filing claims as a means of making a living in depression years was amply confirmed.

"Since that time we have learned to check three points on every claim. By keeping a record of the names and addresses of the claimant, the doctor involved and the lawyer acting for the consumer, we have been able to discover a surprising number of repeaters, and when the claimant is advised that we have records of previous instances in which he, his doctor and lawyer have been involved, we usually hear nothing further."

When the fraudulent claim division was first established by the grocery manufacturers, an average of five thousand to six thousand claims was received annually, but the number has been dwindling steadily, Mr. Willis said. At the present time the cross-reference file gives producers positive proof of fraudulent complaints in 25% of the damage claims filed. An even larger percentage is believed to be of the racket type, but definite proof is lacking. When circumstances warrant, such "suspicious claims are investigated by detectives retained for the purpose," he said.

An interesting fact disclosed by the association's investigations of the racket is that most claims come from particular sections of the country, notably New England, Chicago and its surrounding territory and in New York city and the northern part of the state. Once a claim has been paid in one family, it has been discovered, other members of the family are quite likely to appear in the claim file within a year.

In New England members of the same household, as well as aunts, uncles, cousins and other relatives have been found to be claiming damages through the same doctors and lawyers. In some instances similar claims have been filed against several companies in the same line by a single individual, he added.

"One woman in Worcester, Mass., claimed several thousand dollars from a Boston canner on the ground that she had found a dead mouse in a can she opened," Mr. Willis said. "In filing her claim she sent along the can in which she said the mouse had been packed. The can was that of a Portland, Me., packer. When a checkup was made it

was discovered the same woman had filed an identical complaint with the Portland man, sending him an empty can from the Boston company."

Settle Two Days Strike

The Macaroni-Noodle industry proud of the pleasant relations that have always existed between operators and employees. Rarely have labor disturbances occurred in macaroni plants and when they did occur it was usually shown the outside influences were at the bottom of the trouble and not the employees.

Another proof of the friendly feeling referred to and of the conciliatory attitude of both employer and employee in the case of a large firm in Region No. A strike was called but it was settled within two days to the satisfaction of both parties. Here is the press report of the trouble and its settlement:

Macaroni Strike Settled

The fact that when the officials of the company became aware of the complaint of their employees they expressed the willingness to meet in conference and discuss the situation with them, gave new and additional proof of the company's policy of fair dealing.

Notwithstanding the employees had left their jobs without giving notice of their intention, or presenting their reasons for their walkout, the company arranged for a meeting with employees for the purpose of talking the matter over as man to man. As a result a speedy and mutually satisfactory settlement was reached at the plant, with the former employees back at their places, resumed. In the matter of wages it developed that some employees have been receiving higher pay than in other similar establishments in the district. These rates will be continued and those employees who were receiving less than the current wage scale in organized plants will have their wages raised to that level.

On the question of union recognition it was agreed that joining the organization was to be left to the option of employees, and those who do not care to become members will not be required to do so. When new employees are taken on they will be required to join the union.

The matter of wages and union recognition comprising the complaints of employees having been adjusted speedily at the conferences that were held, nothing remained but for the employees to resume work and the two-day strike became history, so far as they and their employees were concerned.

The conciliatory attitude manifested by both employer and employees, and the splendid feeling and spirit in which the negotiations were conducted, occasioned complimentary comment by the Labor Relations Board. It readily conceded that it was this attitude on part of both that made it possible successfully to conclude the negotiations.

Thus has it again been demonstrated that the macaroni manufacturers are fair in their dealings with their employees and that they can be trusted to treat them with consideration under all circumstances.

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La Premiata Macaroni Corporation
Connellsville, Pa.
Director Region No. 4



J. H. DIAMOND
Gooch Food Products Co.
Lincoln, Nebr.
Director Region No. 9



B. A. KLEIN
F. L. Klein Noodle Company
Chicago, Illinois
Director-at-large.



PETER J. VIVIANO
Kentucky Macaroni Company
Louisville, Ky.
Director-at-large

Six new macaroni-noodle manufacturers were elected to the Board of Directors of the National Macaroni Manufacturers association at its 1936 convention last June in Chicago—four of whom will represent their regions and two are directors-at-large.

One of those so honored died within a few days after his election and no one has yet been appointed to succeed him. The deceased director is L. R. Podesta of Fontana Food Products company, South San Francisco, Cal.—Region No. 11.

The other missing director is A. E. Scarpelli, Porter-Scarpelli Macaroni company, Portland, Ore., who has been too busy since the convention to sit for a photograph.

Macaroni at New York Exhibit

Macaroni products formed a prominent part of the miniature food show staged in connection with the 35th annual convention of the New York State Food Merchants association at a 4-day meeting in New York city Aug. 3 to 6. The food show was reported to have been the most successful in the history of this food organization.

Two macaroni firms exhibited their products: The C. F. Mueller company

of Jersey City, N. J. represented by President Henry Mueller and Salesmanager Harry F. Minard. The Beech-Nut Packing company, Canajoharie, N. Y. represented by B. L. Pitcher, J. H. Surrledge, George Moore and I. K. Waterhouse.

Life says: "If you want it, sign on the dotted line."

There'd be more getting if it didn't involve getting a move on.

Wins Skinner Co. \$50 Prize

Sam Smith, manager of Piggly-Wiggly No. 2 grocery store of Mineral Wells, Texas was winner of one of the major prizes awarded monthly by the Skinner Manufacturing company, Omaha. Next to the retailer who makes the most effective display of Skinner products. The winner is an expert at displaying products, having won two other prizes by his unique and effective displays in recent weeks.



MAKE A PRODUCTION ENGAGEMENT

If a man whose policy it is to keep appointments makes an engagement to be at a certain place at a definite time, he will be there at the appointed hour unless something he cannot circumvent prevents his keeping the engagement. We keep our appointments because we arrange our schedule so as to be able to do so. We are where we are supposed to be at a given time because we make being there one of the objectives of the day.

A production engagement works the same way. It gets results because it prompts us to push along to the result as we do to any other engagement. So generally we are not where we would like to be in respect to sales production for the week or the month largely because it was a result we only hoped to attain. The only way to be sure that we will be where we want to be in production at a given time is to make a definite production appointment with ourselves.

Let's form that good sales habit.

WHOSE OPPORTUNITY?

When asked to define his attitude toward his sales opportunities a successful salesman replied: "I don't think about selling opportunities at all; I think and talk entirely about the prospect's buying opportunity."

In letting our minds dwell on chances of making a sale we are fo-

cused on the wrong thing—headed the wrong way. We do not make a sale because we come upon a good opportunity for making it. The opportunity as such, probably existed for many salesmen for weeks or months, and netted them nothing because they failed to think in terms of the prospect having a good opportunity to buy.

It is a lot more important to be opportunity in sales work than it is to seek opportunities to make sales. The opportunity seeker finds what he looks for too seldom to build up a good sales volume. The salesman who thinks and works in terms of offering prospects opportunities it is to their advantage to grasp, makes sales. Regarding a prospect as a good sales opportunity achieves nothing if we fail to convince him that we are offering him a good buying opportunity.

Appearances to the contrary, buyers are as keen about good buying opportunities as salesmen are about favorable selling opportunities. You may bank on it that the salesman who thinks only about offering good buying opportunities meets the most selling opportunities.

Most burying of the hatchet is ineffectual because we leave the end of the handle sticking out so that it can be dragged up again.

Thinking red ink thoughts never yet got a business man out of the red.

BE PROUDFUL

Shortly after his marriage to Ruby Keeler, Al Jolson accompanied her to a theatre at which a picture in which she was starring was showing. As they approached the entrance a newsboy looked up at Al and exclaimed, "Mr. Jolson, you sure looks proudful."

Al answered radiantly: "Boy, I is!" We might profitably have more of looking proudful among salesmen. There are too many of us who look and act anything but "proudful" over being salesmen. Why should a class of men who bring the public every good thing it enjoys in life be apologetic in their attitudes in approaching that public?

Possibly the difficulty lies in the fact that our minds are more focused on what we are trying to get than they are on what we are bringing people. We are a group of men who bestow things. What we distribute in satisfaction and happiness is far beyond the little we ask for what we bring. But giving so much more than we ask for ceases to be the great sales asset it can be when a salesman allows his mind to dwell on what he is trying to get to the exclusion of thought about the advantages he is in a position to offer.

We rightly can be "proudful," and any salesman who is not so has fallen into a dangerous state of thinking more about the cost of what he is selling than he does about the advantages he is in a position to offer.

A MATTER OF VALUE

If necessary, a good die, responsibly and unconditionally guaranteed, must needs be priced at just so much. It cannot be sold for less.

Responsible macaroni manufacturers, keen and efficient in the management of their business, realize this and profit by purchasing their dies and repair work

from:

F. MALDARI & BROS., INC.

178-180 Grand Street

New York, New York



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

Ready Made Spaghetti Sauce

Scientists have always strived to lighten man's labors. But what about the unending work of the housewife? Out of New York comes word that an enterprising firm has developed and is marketing a commercial spaghetti sauce that will not only lighten the labor of the housewives but will tend to popularize macaroni and spaghetti dishes among nationalities other than the Italian to whom sauce making is an inherent art.

Good spaghetti is the first essential of a tasty and satisfying dish of this food. Equally essential is a piquant, dependable sauce. Millions of Italian housewives in this and other countries, hundreds of renowned chefs throughout the world have reason to be proud of their spaghetti sauce recipes, most of which were developed by their ancestors and handed down from generation to generation as an invaluable heirloom. They guard their recipes as deep family secrets. Yet through the course of time and in keeping with special tastes for macaroni dishes, there have been developed a number of standard recipes which are relished by all lovers of good spaghetti and similar products.

The home preparation of a spaghetti or macaroni sauce is a tedious and ticklish cooking art. In many Italian homes, spaghetti sauce making is almost a ceremony which requires hours of cooking, ingenious blending of ingredients and constantly watching. Because of this the modern woman who can afford to spend such little time in the preparation of her meals often prefers a commercial sauce to the laborious work of preparing it at home, even when she knows or thinks she knows how to concoct a good, tasty sauce, to these housewives and to all lovers of the increasingly popular Italian spaghetti, the invention of a good prepared sauce is hailed with delight.

Commercial spaghetti sauces are not new. Sauces of different kinds can be found in almost every American market, ranging from a fairly good one in which tomato paste is the principal ingredient, to more elaborate ones containing mushrooms and rare spices. Most of them are good; many merely masquerade under the name. Those who "know their spaghetti" will use only the higher grades—those that contain the condiments that suit their tastes.

The new entrant in the ready-for-use spaghetti sauce field, one that is now being offered in eastern markets is known by the trade name "Royal Chef Spaghetti Sauce." It is announced as an invaluable aid to the art of home cooking of spaghetti and macaroni dishes. It immediately became popular not only with housewives but with chefs in restaurants and hotels who find it convenient to use a good standard sauce.

The macaroni manufacturing industry always welcomes the introduction of good spaghetti sauces because they are so helpful in popularizing their prod-

ucts among the millions who are either not able to make a good satisfactory sauce at home or who do not have the time to give to its home preparation. The Royal Chef Spaghetti Sauce is packed in cans convenient for home use, selling at 10 cents or 20 cents, and in larger containers for the restaurant and hotel trade.

Anthony Fagone is the leading executive of the Royal Chef company, with headquarters in the Borough of Queens, New York city. He proudly avers that his secret Spaghetti Sauce is made from a special recipe brought directly to America by F. D'Andrea, a veteran purveyor of good foods, for many years the leading chef in the finest hotels in Naples, and Palermo, Italy. The recipe for this commercial sauce calls for mushrooms, spices, tomatoes and the finest tomato "conserva" or paste. Like the knowing Italian housewife whose patient preparation of her favorite sauce is almost a ceremony, the preparation of Royal Chef Sauce is carefully concocted in accordance with the secret recipe. It, too, requires hours of careful cooking in order to properly blend the necessary ingredients and to conserve all the valuable elements including the vitamins, and to produce this tasty, popular seasoning for otherwise bland spaghetti dishes.

Eating for Pleasure

The "Eat More—" advertising once so popular in the food trade seems to be yielding place to a saner and more constructive type of publicity. Food producers and processors are growing more considerate of each other's feelings and less inclined to knock competing commodities. We read less about the advantages of vegetables over meat or vice versa, and of fruits over both meat and vegetables. Coöperative groups are coming to realize that their most dangerous competitors are not other groups in the food industry, try, but certain schools of diet that take the joy out of eating in general.

Recently the spice trade through its national association began urging the entire food industry to lay more stress upon flavor. "American cookery," the spice men say, "is flat and insipid." If the people can be taught to appreciate the importance of well flavored meals everybody in the food trade will be the gainer.

One has only to study contemporary food advertising to realize that this movement started by the spice trade is having its effect. Apparently the food industry has begun to see that its worst enemies are the faddists who scare us with bugaboos about this and that comestible, and dyspeptics who cherish the idea that anything that tastes good is bad for us.

There must be millions of Americans, especially those of middle age, who sigh

for the good old days when one of the chief joys of life was the "square meal." To the food men who subscribe to this new theory of product promotion, we propose this slogan: "Back to the Pleasures of the Table."

Foods on Radio

In the past 10 years food advertisers have consistently ranked among the three greatest users. According to the National Broadcasting company trade news bureau the food industry's expenditures for the NBC network facilities rose from \$401,278 in 1927 to \$9,901,072 in 1935.

Since 1927 when radio advertising was an innovation, the food industry has maintained its place among the major users of the medium. While other industries' expenditures have fluctuated sharply in many cases, food has consistently ranked among the three largest users of that network's facilities.

In 1927 an expenditure of \$401,278 gave the food field the rank of third place, accounting for 10.6 per cent of the total amount spent by the various industries. In 1931 the amount had increased over 7,000,000 dollars. In the year food accounted for 29.2 per cent of the total. Still increasing but topped by the drug industry which had risen to first place, food in 1935 ranked second with an expenditure of \$9,901,072, or 31.8 per cent of the total.

DON'T TELL THE PRICE TOO SOON

The prospect usually asks the price or cost of what you are selling early in the interview, or even at the very start of it. Have you ever analyzed why he does that? He does it because those are the times when he has the opportunities to indict your price as being too high.

After you have indicated the features of your proposition that prove that you are offering exceptional value for the money you ask, the prospect is in a position to contend that the price is high.

Surely if at one stage of the interview you name the price under the handicap of its appearing high, and at another period of it you can name with the advantage of its appearing low, it pays to carefully time this matter of stating the price of what you offer.

The prospect is pressing for an advantage in trying to get you to name the price of what you are selling at the start of the interview or during the early stages of it. You give in to him at the possible cost of losing the chance of making a sale. Fight back to name the price, only after you have staged a favorable setting for it. He repeatedly will win an order that otherwise would have been lost.

FOR
QUALITY  SERVICE



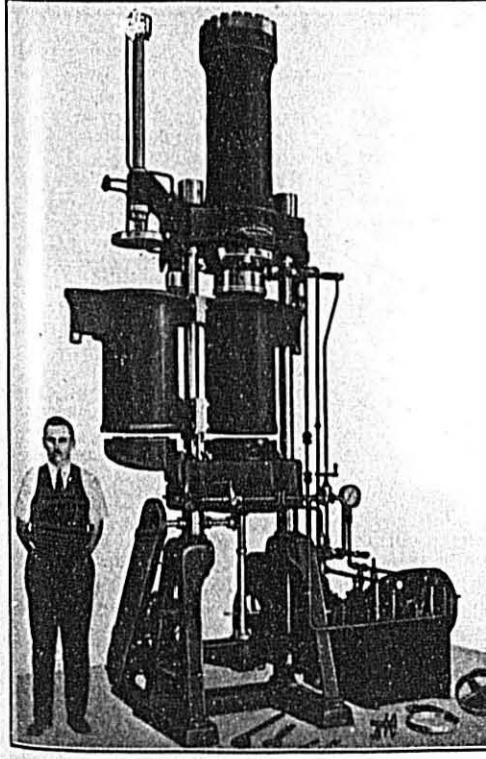
THE
STAR MACARONI DIES MFG. CO.
57 GRAND ST.
NEW YORK, N. Y.

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



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

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



PRESS No. 222 (Special)

John J. Cavagnaro

*Engineers
and Machinists*

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

Specialty of.
Macaroni Machinery
Since 1881

Presses
Kneaders
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All Sizes Up To Largest in Use

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New York City

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
- 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
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- 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. Shartz & 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

Macaroni Calories Per Cent

On the basis of food calories contained in a pound of any good macaroni this food is one of the cheapest as well as one of the best that man can buy. This point was stressed in a bulletin recently released to the salesmen of the La Premiata Macaroni corporation of Connellsville, Pa. It presents a sensible sales argument that all other macaroni and noodle manufacturers might make profitable use of. It reads in part:

The Corner Grocery wanted 9c a peck for potatoes yesterday. Chicago papers predict \$1 per peck.

Let's paraphrase the tomato song by singing—"Spaghetti is Cheaper."

Study these figures:

Potatoes, uncooked have a food value of 300 calories per pound.

Macaroni, uncooked, has a food value of 1645 calories per pound.

Potatoes at \$1 per peck cost about \$.067 per pound.

Macaroni—at a fair price,—\$.12 per pound.

A man of ordinary weight and activity in his best years needs food that will supply 3500 calories per day. Neither macaroni nor potatoes will supply a bal-

anced ration, but for purposes of comparison if one tried to live on either he would have to eat:

11.7 pounds of potatoes costing \$.81 per day, to supply the energy which he could get from 2.13 pounds of good macaroni which can be bought for \$.256.

Or putting it another way,—for each DOLLAR spent for food the housewife can give her family

4800 food calories in potatoes, or 13,708 food calories in macaroni.

The wise merchandiser will see that a message similar to this gets to the consumer.

Bread Tax Facts

To acquaint the American public with the enormous load of taxes carried by every loaf of bread, members of the Conference of National Bakery Executives have agreed to place on bread wrappers the exact amount of the tax levied against each loaf.

These bakery executives announced that they were forced to take this unprecedented move because taxes have increased in such volume that "levies are depriving the people of their bread." The wrappers which it is planned to use will carry a printed table showing

the price of the loaf and detailing the amount of that price which goes for taxes.

Sponsoring the move was W. E. Long of the Long Foundation of Food Research, who said:

"The baking industry is sick and tired of holding 'the little brown bag' for the tax collectors. Every time the price of bread goes up or down the baker is criticized. The truth of the matter, and the public should know it, is that in recent months the price fluctuation is due to a constantly increasing federal tax saddled on the industry."

Mr. Long added that the baking industry so far was the only major one that had showed "sufficient courage" to inform the people of the burden being imposed by the tax collector. With separate taxes carried on a loaf of bread he said, approximately 20 per cent of the price represents taxes.

"Bakers of America, like other business men, are at the mercy of the tax collector," he continued. "He buys on market that he doesn't control, and acts merely as a processor in selling his product. All he asks is a fair profit, but he makes only a fraction of a cent on each loaf, while the government takes as big as 3 cents. At one time there were 8 taxes on each loaf, now there are 5, and soon there will be so many that previous records will be broken."

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

Search for "Justice"

A member of the National Macaroni Manufacturers association who sought to register the trade name "Justice" for macaroni products was told by the trade mark attorneys in charge of this department that the mark could not be registered for several reasons:

First, that while the mark was not specifically registered for macaroni products, it is "registered for canned vegetables, wheat flour, canned salmon, cereals, fresh fruits, honey, fresh fish and oysters, again for wheat flour, with a figure of Justice, all by separate patents."

Second, that the mark "Jane Justice" has been registered for condiments, cereals, milk, canned fruits and various other products, not including macaroni; also "Jankee Justice" for cheese.

The opinion is that the member firm cannot register "Justice" over these food registrants unless the mark has been used prior to any of those now registered, some of which have been used for 30 years.

Patents and Trade Marks

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

PATENTS

Design for Macaroni

A design for macaroni was granted Guilo, Brooklyn, N. Y., assignor to B. Filippone & Co., Inc. Passaic, N. J. Application filed May 29, 1936 and given serial No. 62898. The official description given in the July 21, 1936 issue of the Patent Office gazette reads:

"The ornamental design for macaroni substantially as shown."

TRADE MARKS REGISTERED WITHOUT OPPOSITION

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

Roman Five Minute

The trade mark of Roman Macaroni Co., Long Island City, N. Y. was registered without opposition for use on spaghetti and macaroni. Application was filed July 29, 1936 and published July 28, 1936.

MACARONI PRESS NOTES

Grocers Commercial Bulletin, Minneapolis, Minn., July 1936:

A Bad Trend

Sharp competition to produce goods to sell at a price grows more intense in all lines of industry. It has invaded every branch of food production in some form. At their recent convention, the macaroni products manufacturers discussed the sharp competition of "price" products made from cheap raw materials by cheap and indifferent methods. They agreed that such poor quality products were harming the macaroni business. This is but one of the many lines going through this same experience. Everywhere it is becoming a problem of educating both dealer and consumer to the need of selling and buying the better value goods. A good way to drive trade away from the store is to handle these "price" food products, and especially without warning the customer as to what they lack in quality. Buyers for corporate chains are largely responsible for the vicious trend of this kind of buying. Largely they are "price" merchandisers. Their aim all along has been to find some way to undersell the other fellow, and too often with little regard as to the effect of such policy on the future demand. We are gradually having it demonstrated that most corporate chain store operators are shortsighted business managers and merchandisers, and those manufacturers in all lines who have groveled at their feet to reform their methods.

Sales Promotion, Waukegan, Ill., July 1936:

Ring Mold

Porter-Scarpelli Macaroni Co. boosted noodle sales with this appeal: "New stain-resisting aluminum noodle ring mold free with Porter's Frillets. Don't say noodles, say Fri-lets."

Owner claims use since Jan. 1931. The trade name is written in large black letters.

TRADE MARKS APPLIED FOR

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

Club House

The private brand trade mark of Franklin MacVeagh and Company, Chicago, Ill. for use on macaroni, vermicelli, spaghetti and other groceries. Application was filed April 21, 1934 and published July 7, 1936. Owner claims use since 1876. The trade name is written in large black type.

Zucca's

The private brand trade mark of Avventino C. Zucca, Long Island City, N. Y. for use on noodles, spaghetti and other groceries. Application was filed May 5, 1932 and published July 28, 1936. Owner claims use since April 15, 1932. The trade mark consists of the name in white letters on a black background beneath which is a picture of three chefs preparing the dish of this delicious foodstuff.

New York Journal, July 31, 1936:

Try Macaroni for Summer Salad

When you're wanting a hearty, yet out of the ordinary salad for these hot summer days, turn to that old reliable—macaroni. It stood you in good stead during cold weather, and it will save the day now, writes Martha Gray.

This mild flavored cereal has a whole bag of salad trick up its "sleeve." Bland though it be, macaroni in company with meats, fish, vegetables or fruit does remarkable things in the salad field. Whether the salad is molded or tossed, macaroni is still perfectly at home.

With the several kinds of macaroni from which to choose—ordinary, elbow, small cut and shells—your salads will acquire new interest and variety.

It goes without saying that the macaroni must be cooked and chilled thoroughly before using in a salad. Simply boil whichever kind you choose according to the direction on the package, blanch, drain and chill. It might be well to keep some cooked macaroni in your refrigerator, ready for instant use.

During the cold weather, you stuffed hot macaroni mixtures into green pepper shells and in the summer you may stuff macaroni salad mixtures into uncooked green peppers and slice them through. Combine 2 chopped, hard cooked eggs, ¼ cup chopped nuts, 3 chopped sweet pickles, 2 tablespoons chopped green pepper, ½ cup grated cheese, 4 tablespoons chopped pimento, 1 tablespoon onion, 2 tablespoons mayonnaise and ½ teaspoon salt with 4 ounces elbow macaroni, cooked, blanched, drained and chilled. Blend well and stuff into 3 green peppers. Chill and slice in thirds to serve.

New York Journal of Commerce, July 23, 1936:

Surrenders Charter

Fortune Products Co., Chicago, Ill. macaroni products, has surrendered its charter.

Election of Officers of General Mills, Inc.

James F. Bell, chairman of the board of General Mills, Inc., on Aug. 12 announced reelection of all present directors and officers.

Mr. Bell further announced election of W. R. Morris of Buffalo, H. R. McLaughlin of Chicago, F. B. Burke of San Francisco and J. S. Hargett of Oklahoma City as vice presidents of General Mills, Inc., and the election of T. E. Burger of Minneapolis as president of Farm Service Stores, Inc.

The biggest mistake of all is noticing the mistakes of others.

He who carries his head too high is apt to have his block knocked off.

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

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

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 P. R. Winchener.....President
 L. S. Vagnino.....Adviser
 M. J. Donna.....Editor

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 The publishers of THE MACARONI JOURNAL
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 facturers Association.

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

Vol. XVIII August 15, 1936 No. 4

**Convention Number
 a Hit**

Messages commenting favorably on
 the presentation of the 1936 convention
 proceedings have been received by the
 Editor from many sources, manufactur-
 ers and allied. Symbolic of the
 opinions generally expressed is that of
 Past President Louis S. Vagnino who
 is the best judge in that he has pre-
 sided over the several sessions and is
 thus in a position to measure properly
 the printed report of the convention
 action. He writes:

St. Louis, Mo., Aug. 3, 1936
 Mr. M. J. Donna, Secretary and Editor
 National Macaroni Manufacturers As-
 sociation,
 Braidwood, Illinois.

Dear Mr. Donna:
 I have just returned from my vaca-
 tion, and find the July issue of the
 MACARONI JOURNAL on my desk.

Allow me to congratulate you on the
 fine presentation of the Convention
 Program, as well as the comprehensive
 writeup of the convention proceedings.

I believe it is the best convention
 number you have ever edited.
 Very sincerely yours,
 LSV:DE Louis S. Vagnino, Adviser

To Past President Vagnino and all others
 who wrote or spoke favorably of the
 convention management and reporting,
 THANKS.

The Editor.

Food Officials to Miami

The 1936 meeting dates of the Asso-
 ciation of Food, Dairy and Drug Offi-
 cials of the United States have been
 changed from Nov. 9-12 to Dec. 7-10 in

order to accommodate more of the mem-
 bers who are desirous of attending the
 conference this year.

Another reason given for the change
 is to afford the members of this organ-
 ization of food-law enforcing officials an
 opportunity to enjoy Miami's delightful
 winter climate at a season when other
 sections of the country are under snow
 and ice.

The program for the December meet-
 ing is being prepared by the convention
 committee and will treat all the impor-
 tant food-law enforcement problems.

**General Mills
 Dividend**

On August eleventh the directors of
 General Mills, Inc. announced the de-
 claration of the regular quarterly divi-
 dend of \$1.50 per share upon the 6%
 cumulative preferred stock of the com-
 pany, payable on October 1 to all pre-
 ferred stockholders of record at the
 close of business September 10. Check
 will be mailed. Transfer books will
 be closed. This is the 33rd consecutive
 dividend on General Mills' preferred.

BUSINESS CARDS

**MANUFACTURER'S PUBLIC
 ENEMY
 CONSUMER COMPLAINTS
 or
 PRODUCTS PUBLIC
 LIABILITY**

For Information
F. A. Palmer Insurance
 Greenslade Building
 Bellevue Ohio

J. V. Shartzler & Co.
 manufacturers of
Macaroni Sticks * Dowels

**Hard Maple - Birch
 Beech - Ash**
 First National Bank Building
 CONNELLSVILLE - - - PENNA.

**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 for
PARAMOUNT
**PARAMOUNT PAPER
 PRODUCTS CO.**
 1601 GLENWOOD AVE., PHILA.

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.

CAPITAL QUALITY PRODUCTS

Mean--

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



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

CAPITAL FLOUR MILLS

OFFICES
 Corn Exchange Building
 MINNEAPOLIS, MINN.

INCORPORATED

MILLS
 ST. PAUL, MINN.

BAROZZI DRYING MACHINE CO., INC.

NORTH BERGEN, N. J.

Renowned Manufacturers

OF

MACARONI—NOODLE DRYERS

ONLY!

The Only Firm Specializing In Alimentary Paste Dryers

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

OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE	OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i>	OUR MOTTO: First-- INDUSTRY — Then-- MANUFACTURER
OFFICERS AND DIRECTORS 1936-1937 P. R. WINEBRENER, President.....1010 Dakota St., Philadelphia, Pa. JOSEPH FRESCHI, Vice President.....1730 S. Kingshighway, St. Louis, Mo. L. S. VAGNINO, Adviser.....1227 St. Louis Av., St. Louis, Mo.		
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B. R. Jacobs, Washington Representative 2026 "Eye" St. NW, Washington, D. C.		M. J. Donna, Secretary-Treasurer P. O. Drawer No. 1, Braidwood, Ill.

A Director's Letter to Nonmembers

To All Progressive Manufacturers Not at Present Members of the Association

Gentlemen:

Do you remember the old days when the section crews on the railroads used to use the hand-pumped cars?

You have doubtless seen these cars being pumped along the track with about four men pumping and a couple of lazy ones sitting on the side taking a free ride. You will recall what you thought about the fellows getting the free ride.

Association work is about the same way. Most of the manufacturers in a group belong to an association and help put things over while a few manufacturers will stand idly by, take advantage of everything that is done for them, but not help in any way.

In the case of the National Macaroni Manufacturers Association, this is particularly true. We don't mean that Macaroni Manufacturers are lazy, but we do not believe that the association work has been brought to them properly. Had it been we believe they would have joined the National Association and paid the small annual dues that are required from the members.

A few of the things that the National Association is now doing are the following:

1. Sending recipes to newspapers all over the United States with reference to Macaroni Products, including Noodles. Many of these recipes have doubtless appeared in your own newspapers and have helped the sale of Macaroni Products in your territory.

2. Maintains a Washington Representative. This representative has been instrumental in helping to get through Federal Standards for Macaroni Products and is constantly making tests of products to find out whether they are illegal. You will be interested to know that the United States Department of Agriculture has recently issued notices of judgment against macaroni manufacturers in which seizures were made in one instance of 3000 cases, in another instance of 600 cases. Also several other seizures running from 120 cases down to 21 cases. Some of the companies which have had products seized we would call good companies. Many of them have been forced into illegal procedures by unscrupulous competitors. If you belong to the National Association you may have samples tested free wherever you suspect coloring or illegal adulterations. (For full details of this work see the special report of a Committee appointed to arrange with B. R. Jacobs which appears elsewhere in this issue).

3. The Association is working on a proposition to get 48 uniform laws in 48 states.

4. A new plan of operation in the Association is in the process of formation. It is a regional setup where manufacturers in each region will have their own meetings to discuss their various problems.

5. Agitation is on foot to employ a

paid executive to coordinate the work of all regions.

Competition is no longer a matter of competing with your next door neighbor. You are competing with Macaroni Manufacturers from different parts of the country and their problems are your problems. In a larger way, Macaroni Products are competing with a thousand other items for a place on the table. The proper kind of individual and association work; we can increase the sale of Macaroni Products so that all of us will benefit regardless of where one is situated.

The dues for a whole year are less than you would pay one dough mixer for a month's wages. Surely this is very little to put out for all that you can get in return. Just now for instance, the National Association is working on a plan to pull the members out of the Processing Tax muddle that will probably mean tax refunds many times the amount of the cost of dues in addition to many other services about which you should have a closer, practical acquaintance.

As a duty to yourself and to your fellow manufacturers, decide here and now to do your share of the work in helping to propel the Macaroni Industry forward.

J. H. DIAMOND, Director
 Region No. 9
 Lincoln, Nebraska



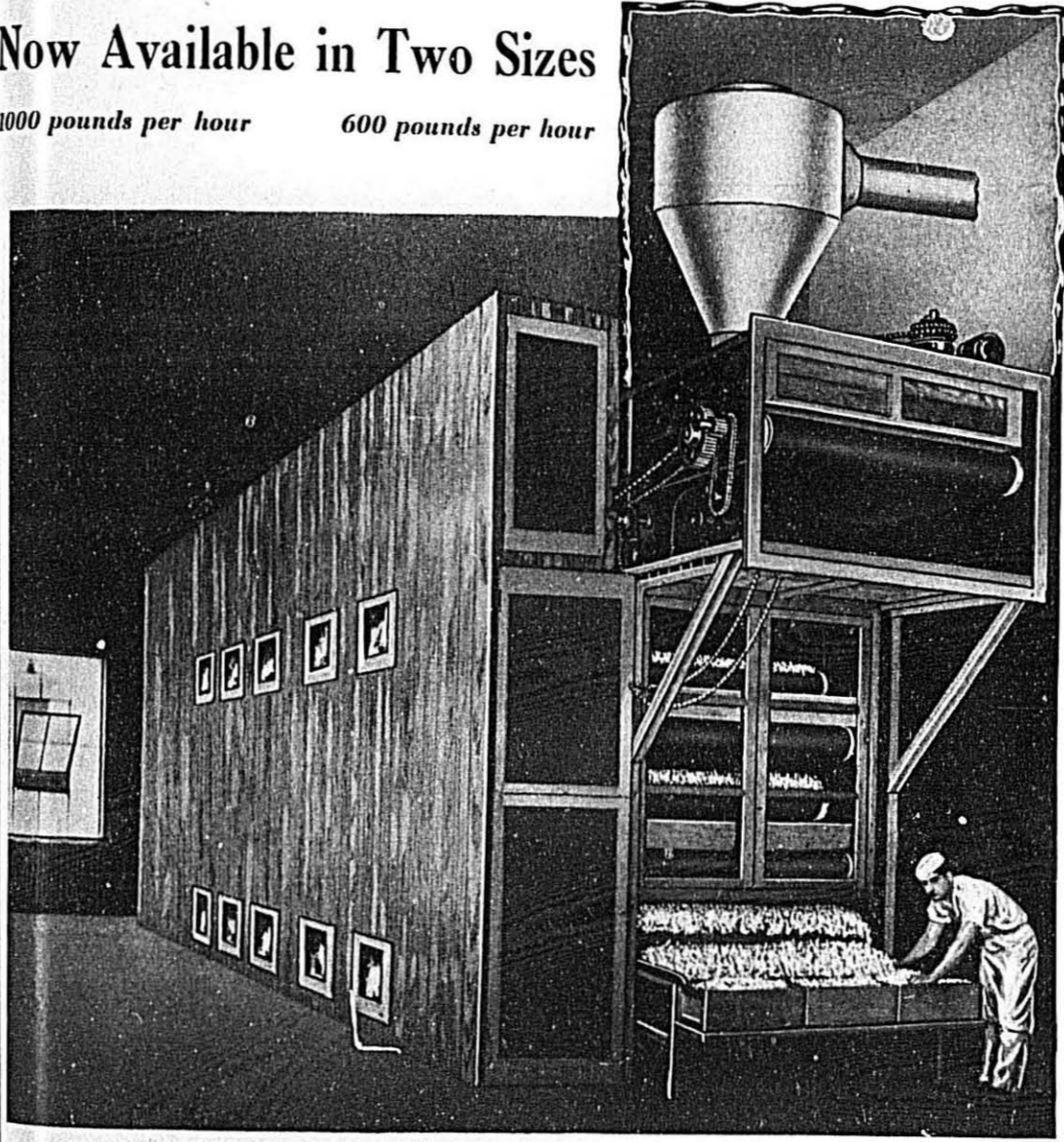
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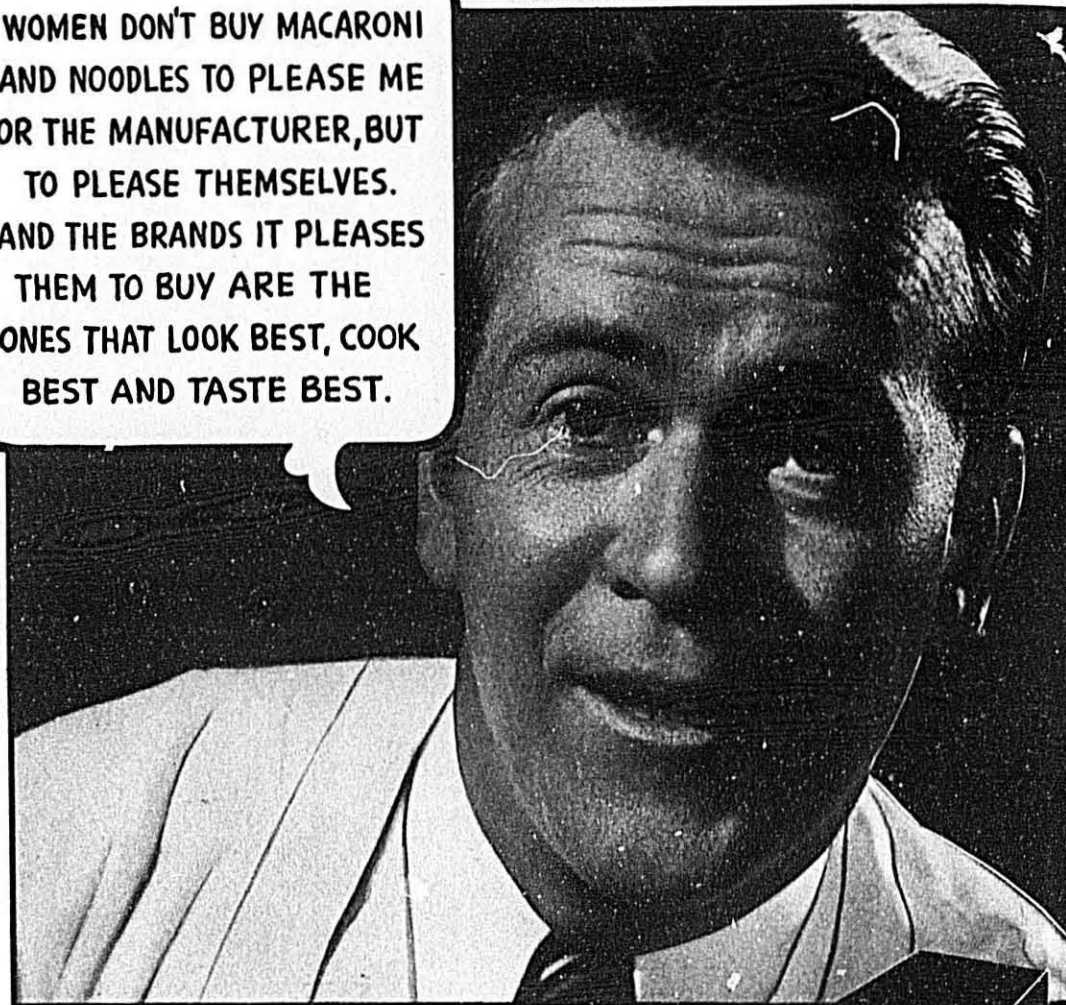
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