

**THE
MACARONI
JOURNAL**

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June 15, 1936

The Macaroni Journal



Minneapolis, Minn.

JUNE 15, 1936

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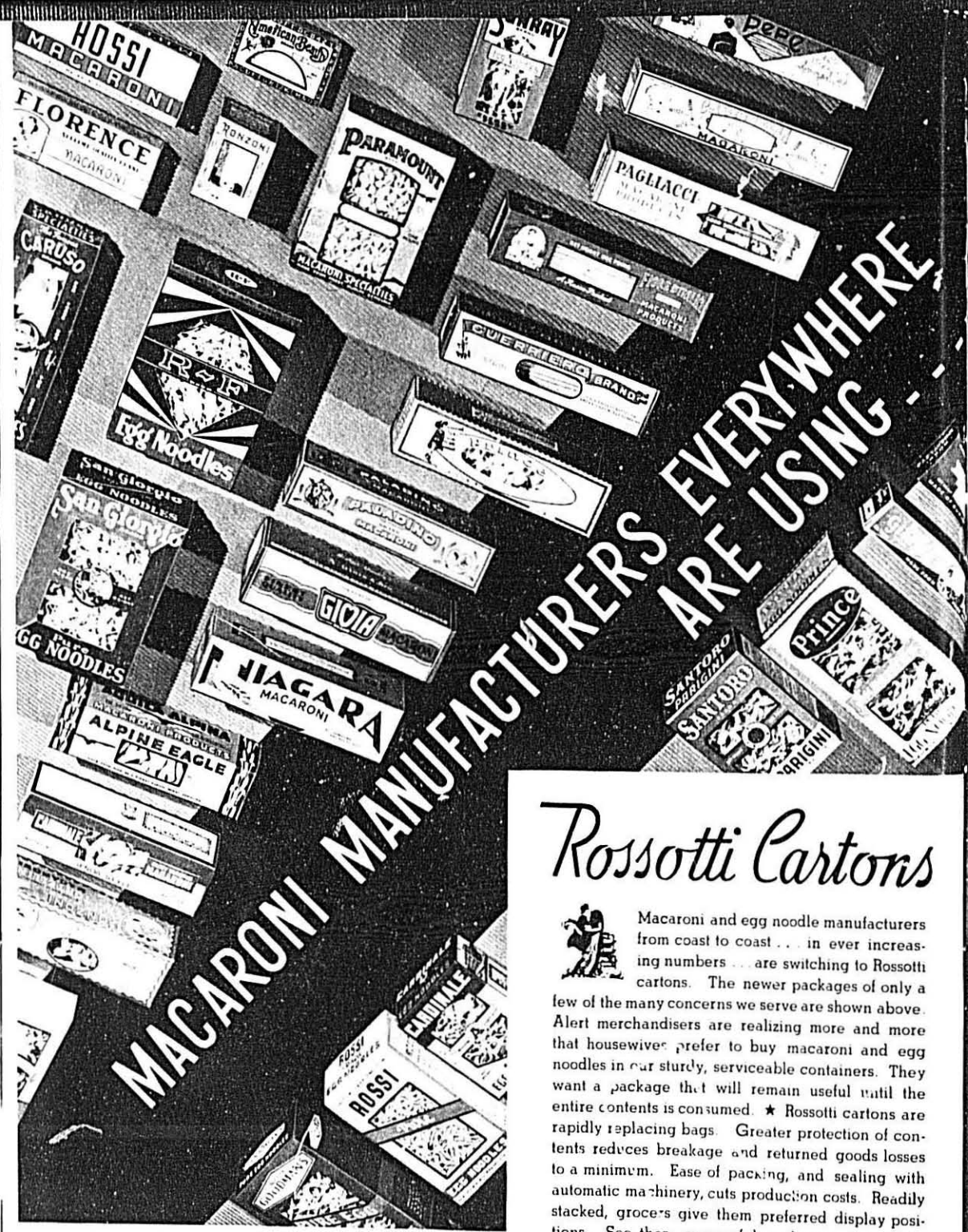
Business Good Will

GOOD WILL is an absolute necessity in business. The Macaroni-Noodle Manufacturing Industry needs now more than ever two kinds of Good Will:

Consumer Good Will which can best be gained and maintained by quality production and fair selling practices.

Government Good Will which is assured when individuals and groups act so as to deserve the confidence of officials, avoiding the passage of unfair legislation.

By gaining the Good Will of the Public, the Macaroni-Noodle Industry will enjoy Government Good Will.



MACARONI MANUFACTURERS EVERYWHERE ARE USING

Rossotti Cartons

Macaroni and egg noodle manufacturers from coast to coast... in ever increasing numbers... are switching to Rossotti cartons. The newer packages of only a few of the many concerns we serve are shown above. Alert merchandisers are realizing more and more that housewives prefer to buy macaroni and egg noodles in our sturdy, serviceable containers. They want a package that will remain useful until the entire contents is consumed. ★ Rossotti cartons are rapidly replacing bags. Greater protection of contents reduces breakage and returned goods losses to a minimum. Ease of packing, and sealing with automatic machinery, cuts production costs. Readily stacked, grocers give them preferred display positions. See these successful packages at our Convention headquarters, Room 832, Edgewater Beach Hotel, Chicago; or write for samples, ideas, sketches, trade mark searches and cost estimates.

ROSSOTTI LITHOGRAPHING CO., INC.
 MAIN OFFICE AND PLANT ★ 121 VARICK ST., NEW YORK N. Y.
 CHICAGO PHILADELPHIA BOSTON
 BUFFALO LOS ANGELES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

MacNoodle Reads More Signs

"STOP, by all means STOP!" exclaims Old Mac MacNoodle.

"It's high time to STOP kidding ourselves. We can't get on the way we've been a step at a time."

"The signs portend that there is serious danger ahead unless we're vigilant and decide to alter our wrong course."



"MACARONI PRODUCES!" What a mess of stuff manufactured for that good old name."

"There is plenty of DANGER ahead for Macaroni Noodle manufacturers who persist in making and marketing low and lower grades of macaroni. They are virtually doomed to failure. Unfortunates too many will attempt to follow them along the wrong road only to meet the same fate."

"The fast, headless racers are short lived. At this race, too one has even made a piece of cheap macaroni but some bigger fool will come along with a cheaper and necessarily a poorer product."

"Let's STOP kidding ourselves. After all we are the people. We like the best in food, means, means, means, in everything we eat."

"By that same SIGN, let's determine for and now that we will offer people macaroni products to eat of a grade such as we would eat ourselves or let our families eat."

"There are important SIGNS in the Macaroni Industry's business sky. The point is to plainly this road to future success. MANUFACTURE FOR SALE TO OTHERS ONLY SUCH QUALITIES AS YOU YOURSELF WOULD EAT."



QUALITY
IS
SUPREME
IN

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

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Macaroni's Public Enemies

With the best thinkers in the macaroni-noodle manufacturing industry assembled in convention this month in Chicago to consider ways and means of improving general conditions in the trade and in fighting common enemies, many pertinent matters will come up for discussion. All will have an important bearing on the present situation or on the prospects of this highly important food business. But no other subject that may be discussed can be more vital to the general interests of the rank and file of the industry than the consideration of the trade enemies against which the good element in the business should combine in a fight to the finish.

Readers of newspapers have noted the frequency with which the term "Public Enemy Number One" is being used. That term arouses immediate intense interest because it usually applies to a common enemy—an individual who has committed a serious crime against society and for which he will have to pay a heavy penalty when apprehended.

Just as the country has "public enemies" so have the various trades. The Macaroni Industry, being no exception, must combat constantly many interests that are inimical to a greater or lesser degree. The "Macaroni Public Enemy" may be an individual, or a group, or even a state of mind that commits unpardonable crimes against its best interests. They may be deliberate or unintentional—their effect is the same. They deserve to be hunted down with the same relentlessness that the famous "G" men pursue public criminals.

Who or what is the Macaroni Industry's worst "Public Enemy"? Opinions may differ, because what appears as a serious crime to some may be classified only as ordinary by others, depending on how the different crimes affect different judges. Without any thought of creating a discussion of this highly controversial point, an attempt will be made to list some of the industry's "Public Enemies" that should be "killed off" for the common good.

Quite naturally, Macaroni's "Public Enemies" divide themselves into two groups—those who attack from the outside and those who destroy from within. One affects the public acceptance or consumption of macaroni products; the other its production and distribution. They will be treated in that order, leaving it to the individual reader to classify them and determining which is Macaroni's "Public Enemy Number One."

The "Outside Enemies" are those against which only indirect action can be taken. Among the worst in this group are:

- The "Food Faddists"
- The "Diet Cranks"
- The "Poor Cooks"
- The "Habitual Injury Claimers."

The "Food Faddists" and the "Diet Cranks" are often synonymous. They are usually well educated and widely

known professionalists with more or less of a following of their kind, who help or injure macaroni consumption according to their particular fancy or momentary moods.

The "Poor Cooks" are incurable enemies, particularly of such good foods as macaroni, which though easy to prepare must be cooked carefully and properly if it is to be relished as well as it is expected by macaroni makers who are convinced that it is in macaroni products that ground wheat takes its best and most nutritious form.

The "Habitual Injury Claimers" are becoming the bane of all honest manufacturers. They compose a "racket" that must be curbed definitely if the future of the trade is to be made safe.

The "Trade Enemies" are manufacturers who selfishly ignore the rights of others in the trade and whose chief objective appears to be the continual antagonism of the best interests in the trade, irrespective of the final results. They too, are notorious enemies. Among these can be listed the following:

- The "Quality Robber"
- The "Price Cutter"
- The "Noodle Painter"
- The "Reputation Destroyer."

In recent years, due perhaps to keen competition in a restricted market, the "Quality Robbers" have not only grown in numbers but in the intensiveness and the regularity of their depredations. They have been accused of doing more to discourage the increased use of macaroni than have the actions of all the other enemies combined. Some of them, fortunately only a few of them for the industry's good, have gone so far in their use of cheap ingredients as to manufacture so-called macaroni from grades of flour that heretofore were considered fit only for animal feeding.

Then there is the "Price Cutter." Little need be said about this common enemy other than that he frequently quotes prices without any knowledge of his manufacturing and distributing costs, and to the irreparable injury to himself and his competitor.

The "Noodle Painter" is a robber of old standing. He preys on the greedy buyer and the unsuspecting consumer. He uses substitutes for eggs and is ever on the alert for new ways of "fooling the public."

The "Reputation Destroyer" is the rare individual who gets great enjoyment in robbing competitors of their good name or of ruining the good reputation of brands—reputations built up at much expense of time and money.

Perhaps there are other "Public Enemies" that have been overlooked in this listing, but in this group should be found Macaroni's "Public Enemy Number One." Having found it out, the next step is to stop its depredation on legitimate business. Could that be accomplished as easily as the famous "G" men apprehend public criminals, the Macaroni Industry would profit commensurately.



Manufacturers' Public Enemy Racket

A good business reputation is gained at much expense of time and money. It can be lost almost in the twinkling of an eye. That is why a new racket is flourishing wherein food manufacturers are easy, almost willing victims.

There is pending in the New York courts a case of more than ordinary interest to every macaroni and noodle manufacturer in this country. It is an appeal from an award of damages granted by a lower court to a woman who claims to have become ill after eating noodles alleged to contain weevils. Whether that claim is a legitimate one or part of the organized racket against food manufacturers and distributors the evidence will decide, but the racket is becoming so nationwide as to warrant the attention of all well-meaning macaroni and noodle makers.

The racket has many ramifications and involves even professional people who prey on the known intention of macaroni and other food manufacturers to maintain their good name. F. A. Palmer, an authority on the subject, has issued a warning to macaroni men not to take this new racket too lightly.

"Big Shots" Involved

"Big shots" in this new easy money profession are crooked attorneys and shyster doctors, a disgrace to two honorable professions, and under them is an array of cripples, twisted men and women, fakers, ambulance chasers and snitchers to help inflame the public.

Macaroni manufacturers are beginning to classify this consumer complaint racket as "Public Enemy No. 1" for their industry.

The public has been educated in claim mindedness by clever attorneys and even members of the medical profession, who know only too well how to play claims to the limit, understanding the manufacturers' desire to avoid unfavorable publicity and anxiety to keep the good will with the public and trade.

The racket has become so great in certain sections that members of the bar and medical profession are joining with companies in a campaign to wipe out racketeering. Every claim has a different story, glass eaters, acrobats, tack swallowers, cripples and deformed persons are among the fraudulent, who are working with crooked attorneys and doctors, to shake down the manufacturer.

Types of Questionable Claims

There was "The Man with the Tack." Before being caught he collected large sums of money. He was "handicapped" by having swallowed a tack, which lodged in his abdomen and became surrounded by a protective layer of membrane. This handicap was quickly turned into an asset. He went

into restaurants, ordered meals and then squealed with pain, declaring he had swallowed a sharp piece of metal. X-ray disclosed the tack and the owner paid.

An eastern "Lon Chaney" possessed the faculty of throwing his shoulder out of joint at will. He made a good living for a while, but was trapped by the claim investigators.

The glass eater is the worst flimflam enemy of them all. He goes through the same act as the tack swallower. He emits a yell and pulls a piece of glass out of his mouth. He will go so far as to scratch the inside of his mouth to produce blood. Being clever he shows the glass and the blood to other customers with loud cries of pain. The owner gets excited and makes a quick settlement.

Recently a woman fell in a department store. She claimed injuries and said she had slipped on a banana peel, which was all right until a witness testified—he saw the woman place it on the floor.

Another ingenious fraud which seldom failed to excite the sympathy of juries was recently exposed. The "victim," member of a fraud ring, bore a hideous scar the length of his cheek. With the connivance of his gang he managed to figure in prearranged accidents and be taken by them to a hospital. On the way they slit his scar afresh with a razor. The testimony of hospital physicians was, of course, honest and convincing. Witnesses to the accident were always plentiful. When this faker was exposed, it led to the indictment of 15 alleged members of the gang, including two attorneys and two doctors, on charges of conspiring to defraud legitimate business.

A man whose ankle had been broken and never healed properly used the ankle to collect settlements on fake accidents all over the country. He collected large sums of money before his racket became known. He would use a stick to beat his ankle until it became bruised and swollen, then he would allege that a walk was defective or say that he fell in a store or factory. The x-ray would always reveal a broken ankle.

Foreign Substance in Foods

The most frequent type of claim is "foreign substances" in food products. They are popping up all over the country and this new racket is becoming a menace to the business.

Another menace of this thriving racket is the professional witness. He is a slick individual that no one has ever heard about but is a wonderful asset to the shyster attorney. They watch advertisements in the press, inquiring for accident witnesses. They

tell the attorney doing the advertising that they were at the accident scene but must be paid if they testify. If the attorney is crooked he will immediately have him prepared for his defense. They also watch the suits filed in the courts. One reads the charges in the petition and then goes to tell the attorney he was a witness and wants a fee if he is to testify. If the attorney is a racketeer, he will take him on. These same people are always on the lookout for possible suits. If they have some friend who suffers some kind of an accident they run to a crooked attorney and report it. Then they set the case in motion for a damage suit, the claimant, the flimflam, the crooked attorney and the conniving doctor all taking a split of whatever they are able to shake down from the company.

All the care in the world will not prevent mistakes in manufacturing, packaging and labeling and even perfection in such things cannot prevent claims for injuries, illness or death, really or allegedly caused by an idiosyncrasy of the claimant.

A manufacturer handling "private brands" has something to think about with this new racket. The handling of these claims is important. This is no job for an amateur, be he attorney, salesman or broker. If a fake claim is settled for a nominal amount "just to get rid of it," the manufacturer may find himself faced with another suit on the same claim because of a state warranty law, and your settlement will constitute sufficient evidence to lick the manufacturer. Incidentally several settlements like this can give a manufacturer a "reputation" that will hurt him in later claims.

The mere cost of investigating and defending such claims can foot up to a small fortune. Look out for this new racket and do not take it lightly.

Assumes New Duties

Beginning June 1, 1936 Robert B. Brown, director of sales for A. Zerega's Sons, Inc. Brooklyn, N. Y. in the western territory, will take on the added duty of salesmanager of the National Macaroni company of Libertyville, a subsidiary of the Foulds Milling company, Libertyville, Ill. and of the Grocery Products Sales company, New York city. His Chicago office was changed from 205 W. Wacker Drive to that of the Foulds Milling company at No. 1 North La Salle st. He will relieve Webb Faurot of part of his burden, permitting the latter to devote all of his time to the promotion of the business of the Foulds Milling company.

Cereal Chemists Studying Macaroni

Every phase of wheat growing and processing is being studied by the leading cereal chemists of the country at the annual convention of the American Association of Cereal Chemists in session at Dallas, Texas this month. Methods of ashing cereal products including macaroni, the relative loss in pigment in durum wheat and in finished macaroni and other problems of deep concern to the macaroni manufacturing industry are scheduled for study and discussion according to the program released.

In this connection, here are abstracts of some of the papers to be presented:

Relative Loss in Pigment Content of Durum Wheat, Semolina and Spaghetti Stored Under Various Conditions

By D. S. Binnington and W. F. Geddes

Samples of spaghetti and semolina experimentally processed from durum wheat, together with the wheat itself, have been stored under a variety of conditions for a period of one year.

Pigment determinations have been made and data are presented showing the general trends of pigment change during this period.

At the end of one year's storage, it has been determined that spaghetti undergoes little change, semolina next and wheat the most.

The conditions of storage in order of increasing loss of pigment are: vacuum, sealed containers and unsealed containers. The amount of loss also increases from low to higher temperatures and is greater in daylight than in the dark.

The Cellophane Exhibit

The DuPont Cellophane company of New York city, manufacturer of the transparent wrapper that has become so popular in the noodle industry in recent years, will have an unusually attractive display of different shapes and forms of wrapped packages of macaroni products at the Chicago convention this month.

The exhibit will consist of scores of brands of this food marketed by firms in every section of the country in the "visible package" form. It will show the practicability of packing all shapes of macaroni products from the large "Zitoni" to the minute shapes recommended for baby food.

The exhibit will be in direct charge of L. B. Steele, assistant director of sales, New York. He will be assisted by the Chicago representative of DuPont Cellophane Co. Inc. The exhibit will be open not only to the interested

Comparative Study of Spectrophotometric and Colorimetric Methods of Evaluating the Color of Cereal Products

By H. Johannson, D. S. Binnington and W. F. Geddes

The literature of cereal colorimetry is reviewed, together with methods, apparatus and various means of expressing results.

Spectrophotometric methods as applied to the examination of macaroni products are discussed and statistical criteria presented for differences in dominant wave length, purity and brightness as applied to a series of replicates and also to samples of differing color. Data are also given for comparisons between spectrophotometric and disc colorimetric methods.

Several methods of disc colorimetry have been studied and the Bausch and Lomb HSP Color Analyzer with Munsell discs employed to secure statistical criteria for differences upon wheat, semolina, macaroni, spaghetti, flat strip, flour, pekar slices (wet) and crumb colour of bread. Different samples of these cereal products have also been investigated to secure data regarding the spreads obtainable and thus ascertain the practical value of the method. These spreads permit of ready color differentiation between varieties of whole wheat kernels and even between damaged and undamaged kernels from the same sample. They also show excellent differentiation between various grades of durum semolina and hard red spring wheat flour; place mac-

aroni and spaghetti made from a range of durum wheat varieties in the same order as visual classification and in preliminary studies with bread indicate good agreement with visual score and identical agreement between flour color and visual bread score.

Relative Macaroni Making Quality of a Number of Durum Wheat Varieties

By D. S. Binnington and W. F. Geddes

Thirty-four samples of experimentally grown durum wheats produced in western Canada during 1934 and 1935 have been milled into semolina and macaroni produced therefrom.

Official grades, weight per bushel and milling yields are presented, together with protein and carotene data for both wheats and semolinas.

Color analyses have been made upon the macaroni and a single figure estimate derived from the values for "hue," "brilliance" and "saturation" developed, which corresponds with visual color score.

Within the samples examined, only mindum, arnatuka, several new mindum-pentad crosses, pelissier, akroma and a durum mindum cross produced macaroni of satisfactory commercial value from the standpoint of color and appearance.

No substantial difference was found in the cooking behaviour of the samples tested.

Evidence is found that little if any relation exists between carotenoid content of durum wheat and the color of macaroni produced therefrom.

manufacturers but also to the public to acquaint them with the cleanly and safe manner in which this food is packed for their use.

Flour Broker Heads Victory Celebration

Frank R. (Mussolini) Prina Heads Committee of 1000 in Italian Red Cross Drive

Acclaiming the Italian victory of Ethiopia, more than 16,000 Americans of Italian birth or descent gathered at a victory ball and celebration in Madison Square Garden last night. (The New York Times of May 11, 1936.)

Frank Prina, well known flour broker of New York city and a good friend of the Italian macaroni manufacturers of the New York Metropolitan area, chairman of the Committee of One Thousand which arranged the affair,

estimated that it would raise between \$20,000 and \$25,000 for the benefit of the Italian Red Cross and other war relief agencies.

A parade of representatives of 104 Italo-American fraternal and civic organizations bearing American and Italian flags opened the observance. Among the marchers was a squad of blackshirts, and one dark skinned Eritrean in a red fez in token of the part played in the conquest by Italy's native troops.

Gaetano Vecchiotti, Italian consul general of New York city, declared that now that Italy had conquered Ethiopia her armies would proceed to wipe out slavery, established peace and order and permit the development of the natural resources of the territory.

Chairman Prina declared that the conquest was "a great victory for civilization" and thanked the Italians and friendly Americans for the generous support given the Italian Red Cross that has done such valiant work during the period of the war.

A Salesman's Views and Suggestions

Akron, Ohio, May 17, 1936.
Mr. M. J. Donna, Editor,
The Macaroni Journal,
Braidwood, Illinois.

Dear Mr. Donna:

Am attaching my check for another year's payment of my subscription for THE MACARONI JOURNAL, which still acts as "MY BIBLE" in assisting me in convincing dealers to purchase only high grade, genuine macaroni products.

I recall having a very pleasant visit with you at your home about a year ago, and I'm still the happiest Macaroni and Egg Noodle Salesman in America, because of being employed by a firm whose business ethics are of the highest type, and who are constantly striving to bring this industry up to a higher standard of highest quality goods and honest business dealings.

Soon now, the Macaroni Manufacturers of America are going to hold their convention in Chicago—and I'm wondering if they will finally realize that the time is fast approaching when they have either to "put their own house in order" or else invite the Federal Government to step in and force some of the "quality chisellers" to manufacture a real product—egg noodles, for instance, with real eggs in them, and not an artificial article which is a detriment to the industry as a whole. The same applies to Macaroni Products. Why,—really it's a shame to foist on the public some of the "Ethiopian" Macaroni Products, which in many cases I've seen, were nearly as black as Emperor Selassie's so-called warriors.

Pardon a salesman's freely expressed views. As I envision the whole picture—some of the manufacturers by manufacturing this inferior product in order

A review of trade conditions encountered and the harmful effects on macaroni salesmanship by the increased offerings of low low grade products

to undersell their competitors, are really a menace to our industry, because many times while in stores I've heard purchasers say that they don't eat macaroni any more because it is not as good as it used to be. So for heaven's sake—if these "quality robbers" keep on making this "junk" that they are now foisting on the public, it won't be long until a lot of them will be forced out of business on account of the decreased consumption of our products.

I should think it would be possible for the leaders in this industry, honest manufacturers who are interested in the future of the business as a whole, to bring pressure to bear upon the "Chisellers"—(we all know who they are)—and by concentrated action force these "Chisellers" to do business the honest, honorable way, or else adopt measures to force these "crooks" out of this business. It looks to me as one actually on the field of battle for better quality macaroni distribution, that this industry really needs "Government Supervision" as they seemingly cannot agree and will not keep their word to "put their own house in order"—in order to save themselves.

Greed, GREED, GREED! This shows itself very plainly. These "Chisellers" are trying to undersell the other fellow all the time, naturally force the quality down. DOWN and DOWN, until now,

some of the goods offered resemble macaroni and egg noodles only in appearance. This "fooling of the public" into eating of this low grade once—merely means that another constant user of our food is lost to all of us.

Personally, I'd like to see it compulsory to have all this "junk" marked BELOW STANDARD, like it used to be, and I'm sure I voice the sentiments of all the other honorable manufacturers and salesmen in recommending this—because, then at least, the purchaser would know what he is buying.

Well, Mr. Donna, I've rattled off again on my pet subject, but I can't help it. It burns me up to see these darned "cheaters" in our business "Killing the goose that lays the golden eggs,"—all on account of selfishness and greed. Yet, while they temporarily sell their output they are in reality tearing down consumption so that in the end we all lose. Finally, I'd say, if they cannot agree to "clean house" at the June convention, for heaven's sake, let's have a Macaroni Czar like Judge Landis is to baseball and make these "cheaters" come to time before it is too late.

Sincerely,
F. J. MURRAY.

This interesting letter from one in actual daily contact with the retailers and consumers needs no editorial comment.—The Editor.

MACARONI-GRAMS

By Spag MacNoodle

Too Much Suspicion

I know a good many smart business men whose first attitude toward the man who approaches them with any kind of a selling proposition is one of suspicion. They seem to be telling themselves, "I've got to watch out or this bird will be putting something over on me."

These suspicious chaps are modern. They are skeptical. Needless to say, they are young. They pride themselves on adopting the motto, "In God we trust, all others cash!" They are not as keen as they think they are or they would see the folly of thinking everyone else is crooked, while expecting everyone else to think them straight.



I want to be able to walk into a man's office to try to sell him something without feeling he suspects me of being a gold brick artist. I want a man with something to sell to come into my office with the certainty that

I will assume his proposition is honest. Suspicion of men with something to sell is sure to drive away opportunities. The honest salesman resents and he has a right to resent unfounded suspicion.

Every man with something he wants to sell is a possible help to my business. If I am rated as a prospective purchaser, he is a prospective opportunity for a profitable purchase.

No business man can expect to discover for himself all the good buys in his field of industry. In the trade journals he will pick up a good many important business helps. He cannot afford to ignore them. But if he depends solely upon such propositions as are brought to him by the postman, he will miss many he cannot afford to miss and he will fall short of buying in many cases where it would pay him to buy. It is only the salesman's personal urgency that results in many of the purchases we find ourselves glad we have made.

From beginning to end - - QUALITY!



Flour vs. Semolina Macaroni

Is it true that SEMOLINA MACARONI is rapidly and definitely disappearing from the principal U. S. markets?

Is the generally reported trend toward the cheaper and very inferior flour macaroni and spaghetti increasing or diminishing under the selfish demands of the greedy distributors who are concerned only in immediate, large profits?

How much truth is there to the general conclusion that the increased production of low grade flour macaroni is causing a gradual decrease in the annual per capita consumption of macaroni in this country?

These are but some of the questions that are puzzling the manufacturers of the better grade macaroni products—the real friends of the trade. In order to get some definite idea of the extent of the reputed trend away from quality macaroni, some figures depicting the trend and reasons therefor, the National Macaroni Manufacturers association is making a survey through the distribution of a questionnaire on the subject sent to 100 representative manufacturers in all parts of the country. From answers to these questionnaires will be compiled facts and figures that will be illuminating and helpful to the friends of the industry who attend the annual meeting of the industry in Chicago June 15 and 16, and where action may be taken to curb the reported tendency.

In order to give all interested manufacturers an opportunity to submit figures, facts and suggestions, the questionnaire referred to is reproduced below. While answers may not be included in the report to be made to the convention they will be helpful in enlarging the scope of the survey. Interested manufacturers are invited to submit their answers to the questions in the questionnaire direct to the Association office in Braidwood, Ill. not later than June 30, 1936.

In a letter accompanying the original questionnaire the secretary brings out these facts in connection with the proposed survey:

From numerous sources have come complaints that the use of ordinary flour in macaroni making has increased alarmingly in recent years. That this harmful tendency is attributed to the ready acquiescence of weak macaroni manufacturers to the demands of greedy distributors, wholesalers and retailers, who are apparently not in the least concerned about the quality of the macaroni they handle, but solely in the possible 100% profit that can be made on flour macaroni as against a possible 25% on semolina goods.

The trend away from quality macaroni has become so noticeable that a group of conscientious manufacturers,

fearing that if permitted to continue unchecked the very existence of the macaroni trade, the durum milling trade and the macaroni wheat growing industry is doomed, have asked that facts be ascertained on which definite action can be taken to save the industry.

They admit that there may be some need for macaroni made from the better grades of flour, but there is absolutely no excuse for using some of the low grade material that now finds its way into this food that should be always among the most nutritious of grain foods. Why, analyses of some of the products now on the market show them to be made of grades of flour that were heretofore considered as totally unfit for human consumption.

In the questionnaire submitted to ascertain definite facts and figures manufacturers are asked to give percentages only and are also assured that any information given will be held in strict confidence—all of it being used in preparing a composite report on the subject for presentation to the convention.

The importance of the survey cannot be overestimated. The need for coordinated action to slow down and finally curb this reputed tendency toward lower and lower grades of macaroni will not be overlooked by any manufacturer who has his own interests and those of his trade at heart. It is difficult enough to get new consumers to try a new product and it is definitely harmful to the trade if that new user of macaroni unfortunately buys some of this low grade stuff that has only the appearance and none of the real food qualities of good macaroni.

It is not the intent of the proponents of the survey to prevent the use of bread flours in the manufacture of

macaroni because there may be a market for such grades, though they are quite generally of the opinion that better macaroni would make more lasting friends for this food, but they are hopeful of definitely curbing the downward trend in the grade of raw material now being used in products that masquerade as macaroni and spaghetti.

Here are the facts which the sponsors hope to obtain through the questionnaire submitted last month and which additional answers from all interested manufacturers are invited:

Questionnaire

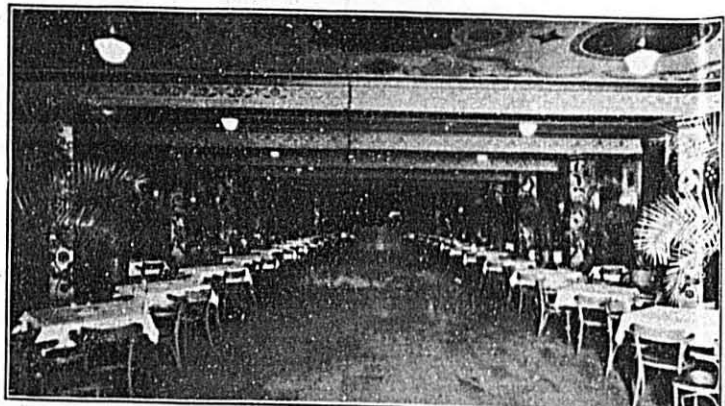
Flour vs. Semolina

1. From your observation of your regular outlets, do you find consumption of Flour Macaroni increasing or diminishing? Answer
2. From your production records, please indicate what PERCENTAGE of your TOTAL ANNUAL PRODUCTION was of Flour Macaroni Products as what PERCENTAGE was of Semolina Macaroni:

	1932	1933	1934	1935
Semolina
Flour

3. Are you in favor of following the line of least resistance or do you favor definite, concerted action to popularize QUALITY MACARONI, to create permanent users of good macaroni? Answer Why
4. Would you favor an Educational Advertising Campaign for Semolina Macaroni by the Semolina or Durum Millers, at no direct cost to you or any other individual manufacturer? Answer
5. What other action would you suggest to curb definitely the reputed trend towards low-grade macaroni? Answer

Please be perfectly frank in giving PERCENTAGES and in making suggestions, being assured that neither will come in in any way. That all will be held in strict confidence and that your figures will be used only in compiling composite figures.



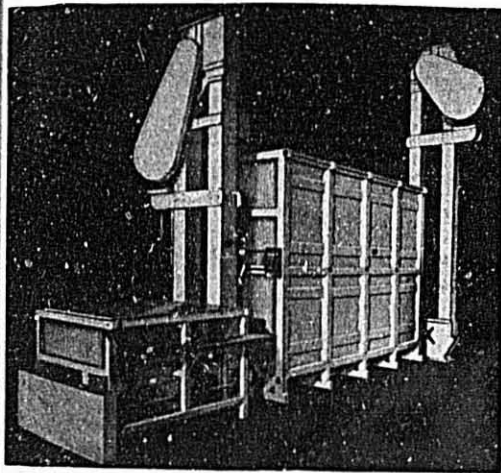
THE MICHIGAN ROOM of the Edgewater Beach Hotel, Chicago, where the Macaroni-Noodle Manufacturers and Allied will gather June 15 and 16, 1936, for the 33rd annual convention of the National Macaroni Manufacturers Association. This will also be the scene of the annual banquet, entertainment and dance as the closing feature of the 1936 conference.

June 15, 1936

THE MACARONI JOURNAL

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Chicago



Champion Flour Outfits are recognized throughout the industry for their sturdy construction, time-saving operation, and improvement of macaroni products. Designed for small as well as large plants, and priced reasonable as to be a paying investment for any of the smaller manufacturers. Ask our representative about terms.

Champion Equipment is successfully operating today in scores of plants, contributing to lower costs and superior products. The following are some of the well known firms, served by Champion engineers during recent months — where installations are designed to meet special conditions.

VIVISION MACARONI CO.
Detroit, Michigan

ITALIAN MACARONI CO.
St. Louis, Missouri

IDEAL MACARONI CO.
Cleveland, Ohio

V. ARENS & SONS, INC.
Norristown, Pennsylvania

C. MARCKESE MACARONI CO.
Cleveland, Ohio

SCHMIDT NOODLE CO.
Detroit, Michigan

AMERICAN BEAUTY
MACARONI CO.
Denver, Colorado

MICHIGAN MACARONI CO.
Detroit, Michigan

VIVIANO MACARONI CO.
Chicago, Illinois

FALLS MACARONI CO.
Niagara Falls, New York

CHAMPION MACHINERY COMPANY
JOLIET ILLINOIS

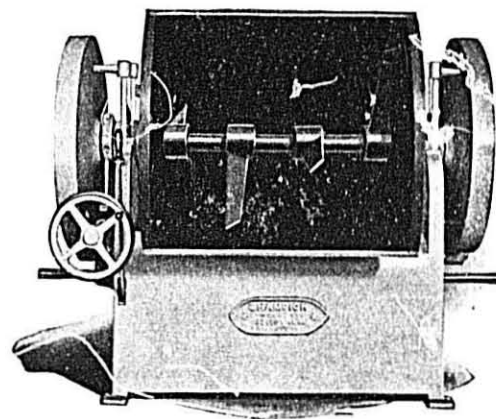
is calling You
to attend the
1936 National Convention
of the
**Macaroni and Noodle
Manufacturers Assn.**

June 15 and 16
Edgewater Beach Hotel, Chicago

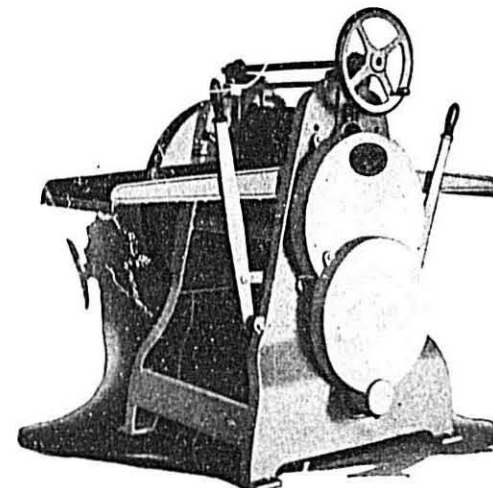
This is the most important meeting in years, and the discussions will be vital to your future interests. Don't miss this opportunity to present your views on Association policies.

Champion Machinery Company extends a cordial invitation through its representative:

MR. FRANK A. MOTTA
who will personally welcome you, and gladly give his time to any inquiries you wish to make on production problems or equipment needs.



Champion Mixer, specially built for handling macaroni and noodle doughs. Complete details of operation, sent on request.



Champion Noodle Brake — an efficient dough conditioner which has become widely popular among manufacturers. If you are interested in this, or other cost-reducing machinery, including automatic Flour Weighing Hoppers or Water Weighing Scales, ask the Champion representative for details, or write direct for descriptive bulletins.

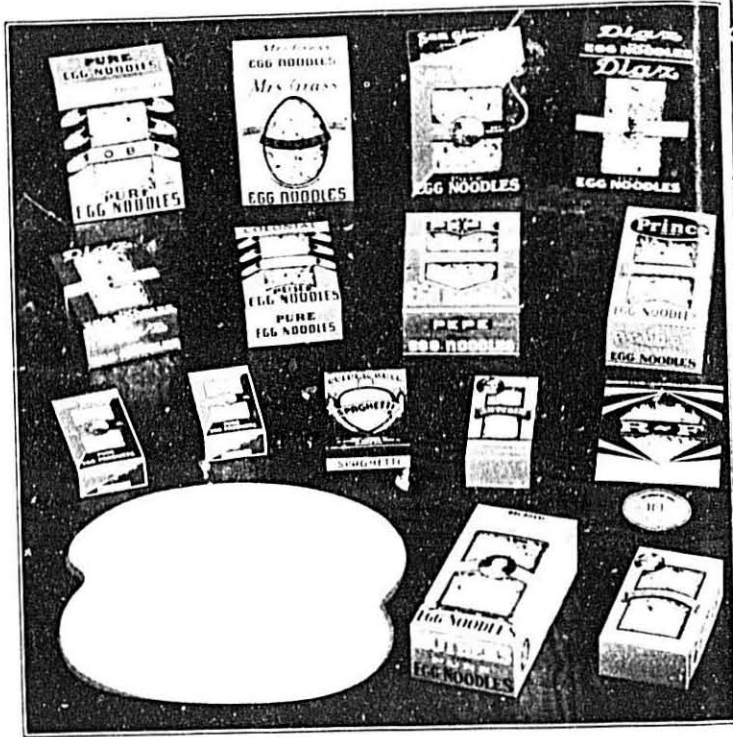
The New Package

Address on Packaging to the Students of Professor Dale Houghton's Classes in Advertising at New York University

By Miss Lynn Maxson

In these highly competitive days a package, whether knocked up with much or little advertising through newspapers, magazines, radio, etc., must fulfill certain very definite requirements and these cannot be expected to be, without presupposing on the part of the creator a thorough knowledge of the existing contemporary scene, merchandising practice in the fields of distribution into which it is expected to be injected, and certain essentially determined elements which include the following:

1. *Form.* Where an old package is up for revision into a new form the matter of carton construction, materials of construction of esthetic design are in serious consideration first of all. If a number of competing packages follow without evident reason of logic the same outward form and construction, and it is possible by altering that to contribute an advantage from point of view of slight appeal or the appearance of more stability or greater size of consumer convenience in use, definitely then the expedient is to so alter the structure and shape that as many of these advantages may be included as possible. However, since you are in this respect reading upon unfamiliar ground it is well to consult with a carton manufacturer whose experience and resources enable him to know what is possible and practical from both a fabricating and a filling point of view, and to be assured such material is well worth the most serious consideration possible. Such experience will give transparent words a definite and permanent value in every



Courtesy, Robert Carr Company, Inc., New York City

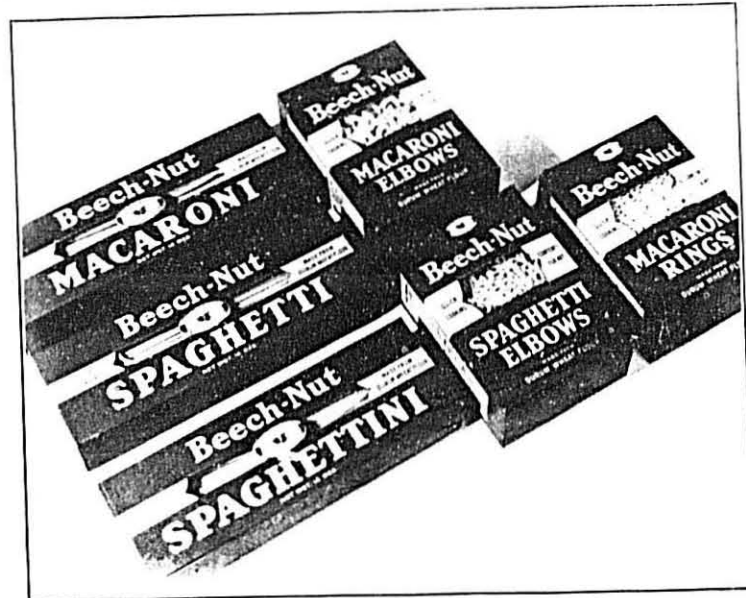
of moisture, as the case may be, and will preserve a quality of freshness which does not the robust protecting of ethane that some carry. In the case of display or corrugated containers the box manufacturer is in a position to contribute through the workmanship of his work a measure of constructive thought that is invaluable.

As to the design of the package, the designer will attempt to do the most effective thing possible, to convey the message from the essential

details up to association of it is connected with the product trade mark, as included let us be sure to insist that this be size and distinguished. Too many in your hands are insignificant trade marks, and it is to the design upon which prominently employing a color scheme, which may be of expense, leads every time design is required to include the mark. For staple articles which a permitted the luxury of changing design with the changing of fashions, essential, of course, as to avoid scenes over a period of years, most be all means the fastest trade mark which accelerates choice. Packages to be effectively design the best practice should take into consideration the fact that a package is sold after ordinary, and these are to be designed with a basic motif, holding the package together rather than as a series of patch-work labor with a fence.

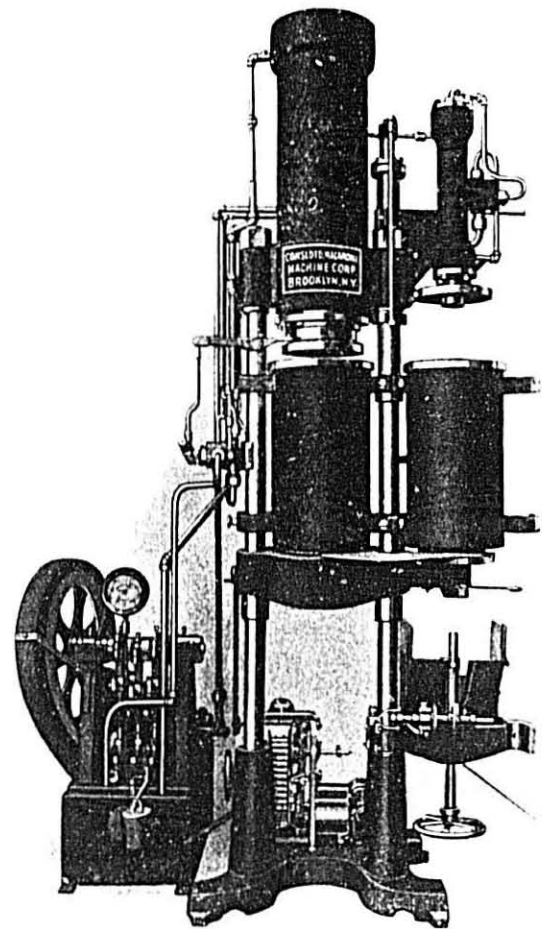
Color. As to color, even as it that an unattractive contrived incorporating a clutter of pictorial with eye-catching and pandering detail the effectiveness of no color, however contrived, is so, conversely, the best design is entirely nullified and made dull by the misuse of color. On it is stroved by the color, it may be that by the mingling of too many colors a minimum number chosen for outstanding contrast would be the better choice.

In the old lavish days it was me-



Courtesy, Robert Carr Company, Inc., New York City

Consolidated Macaroni Machine Corporation Designers and Builders of High Grade Macaroni Machinery



The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

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

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

Built in various sizes and types.

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

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

MIXERS
KNEADERS
PRESSES

DIE CLEANERS
DRYING MACHINES
MACARONI CUTTERS

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

156-166 Sixth Street

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

Address all communications to 156 Sixth Street

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
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, Stamping 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
Crookston Milling Co.
Flour and Semolina
Duluth-Superior Milling Co.
Flour and Semolina
Charles P. Elmes Engineering Works
Brakes, Cutters, Die Cleaners, Driers, Folders, Kneaders, Mixers, Presses and Pumps
F. G. Findley Co.
Pastes, Glues, Gums
Huntington Laboratories
Insecticides
King Midas Mill Co.
Flour and Semolina
F. Maldari & Bros. Inc.
Dies
Midland Chemical Laboratories, Inc.
Insecticides
Minneapolis Milling Co.
Flour and Semolina
National Carton Co.
Cartons



F. A. Palmer
Insurance
Paramount Paper Products Co.
Paper Bags
Peters Machinery Co.
Packaging Machines
Pillsbury Flour Mills Co.
Flour and Semolina
Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers
Sherwood Petroleum Co., Inc.
"Biancol" Mineral Oil
The Star Macaroni Dies Mfg. Co.
Dies
Triangle Package Machinery Co.
Packaging Machinery
Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

rule than the exception for nine packages out of ten to be contrived in from four to six colors, gold and embossing, and almost again without exception in the same four to six colors, so that the identifying characteristic in all of them, strenuously competing though they were, lay in the sameness of background and other colors. In these days of striving for bolder, forceful poster appeal rather than the too conventionally realistic, it is frequently possible to design, without forfeiting significant clarification of contents, and the quality connotation, a fitting vehicle for a product, in terms of one or two or three colors which, with the addition of gloss have a quality of distinction in their use of off-hues, which resorting to six colors in the old days failed to contribute. The use of colors in combination has been developed into a demonstrable science within certain limits and those whose gifts do not include an intuitive feeling for color values and combinations may compensate in generous degree for their lack by resorting to the equivalent of a dictionary of color.

Admitting the desirability of a package's retention of identity after purchase it is significant that the intelligently contrived package is devised with one eye to shelf appeal and the other to a harmonious blending with the sphere of its use in the home. Where this is not done the discriminating householder loses no

time in emptying the contents into a vehicle of her own, with the disadvantage of lost identity.

If in addition to the individual package a counter display is planned, or perhaps also a corrugated shipping case or a corrugated floor display stand, there will run through all of these a thread of identification, either by means of color or design or both, so that the value of reiterated identity may be had.

Contemporary merchandising takes into recognition the existence in all ranks of purchasers of a definite striving for beauty of line, form and color, with an appreciation of consumer convenience, in whatever form these may apply to the specific instance; and a package which in addition to doing the things that the manufacturer expects of it fails to qualify with regard to the above mentioned aspects, is not in tune with the best contemporary merchandising thought and practice, and by that same token can have less hope of being the most eloquent spokesman for the, but for it, at the point of sale, inarticulate content.

Certain work requires more muscular effort. Other work requires more brain effort.

Hard work provides the money. Thrift turns it into savings.

Machinery Exhibits

Several manufacturers of macaroni machinery and accessories are planning to exhibit their newest developments at the Edgewater Beach hotel, Chicago in connection with the 33rd annual convention of the macaroni industry June 15, 16, 1936. While some have the matter under advisement, a few have made definite arrangements for their educational exhibits.

The Triangle Package Machinery company of Chicago will exhibit the newest thing in automatic macaroni packers and scales.

The J. L. Ferguson Co. of Joliet, Ill. will exhibit its latest development in "Packomatic" Packaging Machinery.

All the leading builders of macaroni presses, mixers, brakes, kneaders, flour blenders, dies and dryers will have ready interesting illustrations of the modern types in their respective lines.

The unofficial exhibition this year is expected to be one of the best ever presented at a national conference of the macaroni-noodle manufacturing trade.

If calf skins make the best shoes, what kind of skins make the best slippers? Banana skins.

The Simplest and Safest Way to keep your plant Insect-Free

FROM the moment semolina is stored in your plant to the time the packages of macaroni start on their way, Dr. Loebel's protects your profits and your reputation.

Penetrating the stacked stock, and working down into the tiny cracks and hidden crevices, the gaseous spray reaches every breeding place of insects—kills them.

And Dr. Loebel's keeps your plant insect-clear without hazards or costly shut-downs. Non-inflammable, non-poisonous and non-explosive, it can be used without the slightest danger to any of the workers in your plant.

Now—while insects are becoming active—is the time to use Dr. Loebel's. Just a few regular sprayings on floors, walls, and ceilings, will prove to you that Dr. Loebel's is more effective than anything you have ever used.

Miller's Relief
Non-Contaminating Fumigant

Weevil infestation in conveyor spouts, dryers, sifters, etc., is quickly ended by using Miller's Relief. Shot right into any infested unit, the heavier-than-air gas carries certain death to insects. It can be poured directly into semolina, for it will not contaminate, no matter how freely used.

The HUNTINGTON LABORATORIES Inc.

DENVER HUNTINGTON, INDIANA TORONTO

WRITE TODAY FOR COMPLETE INFORMATION ON DR. LOEBEL'S SPRAY INSECTICIDE AND MILLER'S RELIEF

Proud of Long Business Career

Iowans are rightfully proud of one of their leading food industries, the Crescent Macaroni and Cracker company of Davenport, if the article carried in the April 1936 issue of the *Iowa Food Dealer* of that city is any criterion. This successful firm was one of the score of macaroni factories that helped organize the National Macaroni Manufacturers association over 32 years ago, a membership which it has held continuous throughout the generation. The article reads:

1936 Marks 61 Years of Service

Evidently the Crescent Macaroni and Cracker company has served well or it would not be possible for it to enjoy the good will of the trade for so many years. The business started in the spring of 1875 when Hugo Schmidt, Sr., conceived the idea of starting a factory of his own. In 1878 Mr. Schmidt met with a fatal accident at his factory by stepping off into the elevator shaft while showing visitors through the plant, at which time his son Oswald Schmidt left his school training unfinished to continue the work his father had started. It is largely due to his untiring efforts that the Crescent folks are enjoying the progress they are showing today.

In November 1922 he died a natural death, leaving his business in the hands of three men, Carl and Hugo Schmidt and Fred L. Ray, whom he had trained and who are now the active management at Crescent.

If business at Crescent is any indication of business generally, then certainly the country has nothing to worry about for the next six months. It was with a great deal of pride that it announced January and February 1936 ahead of last year.

Their friends will be interested in this because they helped make it possible. They are exceedingly grateful for the way Crescent Quality Products are being received everywhere. Tom Thumbs lead the way with a reputation as "the world's best crackers." Crescent "Golden Brown" Graham Crackers and Lindys are the most popular in the Crescent family of cookies.

In macaroni products Crescent originated the 5-minute cooker—"Macronets" and the 5-minute Egg Noodle. The star and crescent emblem on its packages of macaroni, spaghetti, egg noodles, and other products, stands for 100 per cent pure amber durum semolina quality. Crescent believes, as experience proves, that there is no substitute for quality.

Crescent holds the world's record in continuous radio broadcasting in not having missed a single weekly broad-

cast since it went on the air in April 1925 each Wednesday at 4 p. m. over WOC and WHO.

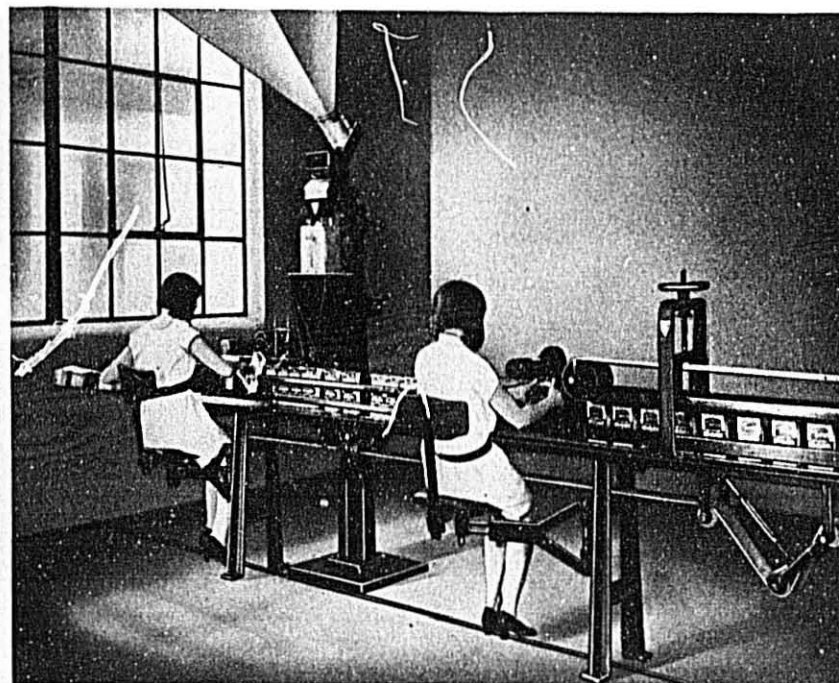
Macaroni Cheese Exhibit

Because macaroni manufacturers recommend certain kinds of cheese that they believe are preferable if their products are to be served with the zestfulness of the Italian macaroni and spaghetti dishes, those who attend the convention of the macaroni industry in Chicago this month will see a fine display of "Cheese Specialties" among the other exhibits at the Edgewater Beach hotel.

The special cheese exhibit will be sponsored by the Ehrat Cheese company of Chicago, Ill. It will be under the direct supervision of Louis Caravetto, president of the firm and a former macaroni manufacturer.

Grated cheese in bulk, in handy sprinkling containers and original cheeses from which the gratings are made will compose this interesting and educational exhibit.

The lift is most apt to come along if it isn't looked for, or depended upon.



Carton registered for feeding to glue rolls.



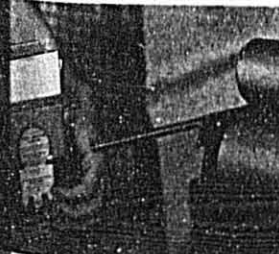
Glue being applied to both sides of Carton lap.



After applying glue, carton is fed over folder-arm and with downward pressure, the glued lap is forced over the short laps. The fingers are automatically moved.



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



A natural turn of arm and wrist brings carton upright ready for feeding to shipping machine by conveyor.

YOU CAN Meet Competition WHEN YOU WEIGH AND SEAL THIS MODERN WAY

WHEN your competitors undersell you on macaroni or noodles of equal quality, it's time to cut your production costs! Packaging by hand or with obsolete machines is a mighty expensive operation. These older methods simply cannot match present high-speed production or compete with the new scale of prices. Only up to date packaging machines place you in a position to successfully outsell and overcome competition. Such a machine is the latest Triangle Automatic net weigher and sealer, shown on this page. Here is a simple, sturdy, highly efficient piece of equipment, capable of cutting your packaging costs lower than you ever thought possible. Only two operators, with this machine, can produce 20 to 25 finished packages per minute . . . about 10,000 a day! You can change carton sizes practically "on the run". There's no lost time. Handles cartons up to 11" in height, or one as small as a package of cigarettes. Extremely economical in operation, thoroughly dependable; unusually simple and foolproof, this Triangle Weigher and Sealer, in your plant, will pay for itself again and again, very quickly. Investigate now! Let our trained engineers show you exactly how this machine will save you money, increase your business and profits. Write us today. There is no obligation.

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

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



Development of American Macaroni Industry Studying Food Racket Defense Plans Why Conventions?

From a nation that imported its macaroni needs from foreign countries up to a generation or two ago, the United States macaroni-noodle manufacturing industry has grown with such rapidity and in such proportions that shortly after the World War it became a macaroni exporting agency of considerable consequence.

The figures given are those compiled by the Bureau of Domestic and Foreign Commerce, United States Department of Commerce. Between 1900 when the first tabulations were made and the year 1917, all figures are for the fiscal year ending June 30. Starting in 1918 the bureau compiled its data as of the calendar year.

Prior to the year 1922 no separate export figures on macaroni products were maintained, but at the insistence of the National Macaroni Manufacturers asso-

ciation and due to the growing extensiveness of that business, records were made of such exports.

The tables below tell of this country's Official Figures on United States Macaroni Imports and Exports, 1900 to 1935

Imports		Fiscal Yr.	Exports	
Pounds	Value	June 30	Pounds	Value
18,608,037	\$ 820,163	1900	•	•
18,186,399	735,239	1901	•	•
23,780,756	974,929	1902	•	•
29,670,190	1,200,418	1903	•	•
40,224,204	1,617,634	1904	•	•
53,441,080	2,083,833	1905	•	•
77,726,029	2,941,204	1906	•	•
87,720,730	3,479,824	1907	•	•
97,233,708	4,009,995	1908	•	•
85,114,003	3,676,786	1909	•	•
113,772,801	4,926,812	1910	•	•
114,779,116	4,864,318	1911	•	•
108,231,028	4,738,937	1912	•	•
106,500,752	4,913,624	1913	•	•
126,128,621	5,693,783	1914	•	•
56,542,480	3,061,337	1915	•	•
21,789,602	1,525,695	1916	•	•
3,472,503	262,909	1917	•	•

international trade in macaroni products or alimentary pastes as some foreign countries still prefer to term this excellent grain food.

Calendar Year (Ending Dec. 31)	
669,524	54,713 1918
402,010	40,925 1918
902,551	101,859 1919
805,008	107,150 1920
1,587,464	166,294 1921
2,917,369	234,241 1922
3,474,713	249,981 1923
4,534,928	298,058 1924
6,408,878	454,146 1925
5,225,245	396,151 1926
3,512,512	332,289 1927
3,433,561	370,529 1928
2,856,378	263,151 1929
2,776,483	231,676 1930
2,459,200	184,381 1931
2,225,425	152,057 1932
1,647,956	113,407 1933
1,338,785	112,629 1934
1,389,920	119,704 1935

*Export figures prior to 1922 not available

Del Credere Plan Would Curb Price Cutting

While the control of the many macaroni outlets might make the plan impractical for most macaroni-noodle manufacturers, all will be interested in the explanation of the plan that has been found so satisfactory in some lines, a plan which legally and effectually controls resale prices.—THE EDITOR.

Agitation among dealers in all lines for a plan to eliminate ruthless price cutting and the use of well known branded items as loss leaders to attract customers has focused attention on the Del Credere plan which has been adopted by a few manufacturers as a legal means of controlling resale prices to consumers.

The growing popularity of the Del Credere plan as a factor in stabilizing prices at profitable levels seems to be due to the success which dealers have had in maintaining prices on the few items so far sold under this plan and the insistent demand that other manufacturers of trade marked lines adopt similar methods to protect their retail distributors.

So far as the manufacturer is concerned there is a considerable amount of detail connected with the working out of this plan, and in many cases it means a vast increase in capital investment for the manufacturer.

The most essential feature of a Del Credere contract is that the dealer becomes an agent of the manufacturer and receives a stock of goods on consignment instead of buying the goods outright. In other words the manufacturer owns the goods on the dealer's floor and can dictate the price and terms of sale. Agency contracts of this type usually contain a provision making the dealer

liable to a penalty if he sells below the established prices.

It is now admitted that the Del Credere plan is the only method whereby resale prices can be legally controlled. All other plans based on a straight sale to the dealer have failed because the courts have repeatedly held that a dealer who buys goods outright is the absolute owner of such merchandise and can do with it as he pleases. He can cut the price or give the goods away, and nothing can be done about it.

It is true that the manufacturer can refuse to sell to a price cutter and this method has been used by a few manufacturers for some years, but if the cutter gets goods from some other firms instead of direct from the manufacturer he can still continue to cut prices. This is a trick that has been used by some of the largest retailers in the country. When a manufacturer refused to sell them direct they merely made arrangements with some other friendly firms to buy the goods and reship them to the cutter's warehouses.

The dealer's part is comparatively simple when compared with the manufacturer's problems in working out the Del Credere plan, and it is quite evident that a manufacturer will not adopt it unless he is determined to stop price cutting on his products and cooperate with dealers who insist on a fair profit.

In the first place, changing from a straight sale to a consignment basis immediately increases the manufacturer's investment in finished stock. Several manufacturers have been able to meet the increased capital requirements by giving agency holders the opportunity to purchase a limited amount of the firm's common stock, thus giving them a share in the firm's profits. Another manufac-

turer offers stockholders an agency contract with some extra discounts, which has been the means of selling stock to a large proportion of its distributors, thus easing the burden of carrying consignment stocks in thousands of stores.

The Del Credere plan emphasizes the importance of credit and risks must be checked much more carefully than under any other plan. Where goods are sold outright it is immaterial to the manufacturer if a buyer's credit and business reputation is given a low rating, so long as the buyer pays cash. But if a stock of goods is consigned the manufacturer must wait until the dealer has sold the goods before payment is due, and it is quite plain that the manufacturer will need some assurance that the dealer will or can pay after he has sold the goods.

However the plan can be worked out if manufacturers and their dealers cooperate, as has been demonstrated by a number of large firms which did the pioneering work in stabilizing prices of their products, and it is quite likely that much more will be heard about the need of this plan at the various meetings of independent retailers throughout the country.

Food Handling Trucks Catalog

Typical cases of handling foods by the Lift Truck-Skid Platform system for wholesale grocers, bakers, macaroni-noodle manufacturers, produce wholesalers, packers and other food manufacturers are fully illustrated and briefly described in a new circular No. 116, just issued by Lewis-Shepard Company, Material Handling Equipment Engineers, Watertown, Mass. Copies of which may be had by writing. A 15-day free trial is offered to any mentioning this publication.

Studying Food Racket Defense Plans Why Conventions?

Macaroni-noodle manufacturers who are beginning to realize more and more that they are a special target for the new form of racketeers—questionable claims for damages on account of injuries alleged to have been sustained by eating foreign substances in their products—are interested in the study being made of the "racket" and possibilities for individual and group protection.

This matter was brought forcibly to their attention by a recent case against a New York firm and the assessment of damages against the distributors of alleged weevily noodles from which judgment an appeal is pending. Other food interests are likewise considering defense plans in an effort to curb or stamp out a nefarious practice that is costing food manufacturers many thousands of dollars annually in "hush money."

Many firms have sought protection by taking out products liability insurance to cover possible claims. While this protects the insured, it does not help stamp out the growing racket because most insurance companies are prone to settle with claimants and every settlement is merely added encouragement, aggravating the problem.

Through the National Macaroni Manufacturers association there is being studied the defense plans that have been found practical by the Associated Grocery Manufacturers Association of America which has been combating this racket with considerable success for years. Its plans are being made available to other food trades, the Millers National Federation having recently arranged for AGMA's help in handling such products liability claims. The plan of action against all claimants is explained, as follows:

AGMA has accumulated the names of more than 8000 individuals who have made claims to grocery manufacturers for alleged damage to body and health and of more than 4000 lawyers and doctors who in any way have become recognized as parties to such claims.

When a new claim comes in the AGMA checks its name file and in a surprising number of cases it is found that the same individual has at some time or another made an unwarranted claim against some other manufacturer.

If no previous record of the claimant is available, a Pinkerton investigation is made. Those two steps eliminate well over 90% of all the claims. Now and then genuine claims are established, and in such instances most manufacturers expect to settle for their liability without further ceremony. Very few claimants whose demands are without merit have carried their cases into court, but in such cases they do not often obtain much consolation. Under this plan when a firm has a

demand from a consumer for damages on account of the alleged presence of ticks, broken glass, weevils, dead mice or what not in macaroni products, the manufacturer would be requested to give detailed information of the claim, name of the individual making the claim, name of the attorney through which it is made and of the doctor attesting to the injury and the exact nature of the claim. If it is found that the claimant is an habitual one, the organization's attorneys may succeed in getting him to drop the claim. If an investigation is necessary, that will be carried out with the consent of the macaroni firm involved and steps taken in accordance with the information uncovered by the investigation. In the rare cases that reach the courts the defense attorneys of AGMA, experienced in cases of this nature, will represent the defendant, the latter paying their fees and the cost of the action. The service is recommended on the basis that when the interest of AGMA's products liability defense division is noticed by the "racketeers" the claim is usually dropped without going to the civil courts for substantiation of claims.

DETERMINATION WINS

The prospect who poses as one who can't be sold for one reason or another, is apt to be successful with the salesman who only hopes to make sales. But he doesn't fool the salesman who is determined to make sales. Such a salesman's determination makes him see obstacles only as obstructions that are to be removed.

Be determined. It is surprising how consistently prospects will to all intents and purposes say—"all right, if you insist."



B. R. JACOBS

Washington representative, who will give an extensive report on his carotene investigation sponsored by the National association.

On the eve of the 1936 convention of the National Macaroni Manufacturers association, the annual conference of the macaroni industry to which all who are interested are always invited, there must be some who will ask the question, "Why Have Conventions Anyway?" Overlooking the admitted fact that these same people might be equally curious if their industry did not schedule a convention wherein the problems of the trade might get the united, concerted attention of the best minds therein, we reproduce in paraphrase the views of the editor of the *Wooden Barrel* who recently editorialized as follows:

Conventions are probably as ancient an institution as the history of man.

The first convention, we can imagine, was held back in the stone age days when gigantic reptiles roamed the earth. Pitted single handed against one of these monsters, the brawny cave man was a helpless and puny creature.

But we can picture a group of them gathering about a fire and making the revolutionary discovery that, by acting together, they could dig a hole large enough to catch a dinosaur or build a trap to snare a brontosaurus.

Thus through the ages, men continued to learn that in union there was strength. A general in charge of far flung army operations learned that he could accomplish more with a meeting of his general staff than by dispatching hundreds of written messages. A ruler by summoning his various ministers could get a comprehensive picture of conditions in his kingdom.

Today conventions serve a new purpose. No longer is competition limited to concerns in the same field. A real estate dealer no longer competes only with other real estate men—he must also compete with automobile salesmen, life insurance salesmen, bond salesmen and many others if he wishes to sell his clients on the idea of investing in real estate.

It is here that trade associations such as the National Macaroni Manufacturers association fill a real need. Manufacturers all over the country unite through this group to promote their common interests, solve their common problems, and exchange information which will benefit every individual member.

While magazines and bulletins published by such an association serve a useful purpose in dispensing information of value to all members, the association functions at its best through its conventions. And every member who attends these meetings takes part in discussions, and contributes his ideas for the welfare of the group—that member reaps the greatest benefit from his organization.

Those who fail to find congenial work usually are in that fix because they do not find work congenial.

Are You Helpless Against False Advertising by Competitors?

Buffalo, N. Y.

We are being greatly plagued up here by certain firms doing false and exaggerated advertising. They make a great spread in the newspapers, claiming to give excessive values and this competition is exceedingly hard to meet. We have a local association which has warned these people, but to no avail. A Business Bureau that we have consulted says it is very hard to prosecute anybody for questions of quality, and has not been able to do much. We have a false advertising law in this state, but have been advised that it is not enforced to any extent.

We do not see that there should be any difficulty in going against these people, when they repeatedly advertise something as first quality which we in the business know from samples obtained is second quality and sometimes third. Are we helpless in this situation?

A. E. & Bro. Co.

In my judgment no merchant who is interfered with by the false, fraudulent and deceptive advertising of competitors is helpless today. The trouble is that so many business firms in that position are afflicted with a tremendous inertia about such matters. They hesitate about putting themselves in the position of attacking a competitor who sells cheaper than they do, and is apparently more enterprising. They realize what publicity possibilities there are for a merchant whose competitors attack him, and simply cannot bring themselves to go ahead. A live and active Better Business Bureau is of very great help, if there is one in the city, but some of these bureaus are not as efficient as they might be and some are even open to suspicion.

What law is open to this correspondent and others similarly situated? First there is a dishonest advertising law in force in New York state. In a nutshell it forbids the use of false or deceptive statements in advertising and makes violation a misdemeanor. Most states have similar laws, much like this. No law is more poorly enforced. Pennsylvania has a first class advertising law, but I cannot remember when a case was brought under it. New York state as I have said, has such a law. I am constantly reading New York court reports among others and I can remember no case against false advertising, though New York city is rotten with it.

However, I ought not to accuse New York city alone. I have never known a time when there was so much false, exaggerated and deceptive advertising as there is today. In all fields and in all places. The radio is absolutely putrid with fake advertising, mostly of medicinal or toilet preparations, but



Arthur F. (Art) Briese, known as America's Knight of Satire, will be one of the speakers at the convention banquet the evening of June 16, 1936 at the Edgewater Beach hotel. Hailed as an outstanding humorist, "Art" Briese is said to represent one of the few real highlights of the American rostrum. He has an interesting message for macaroni-noodle manufacturers and will present it in a telling manner.

outside of one or two cases nobody does anything about it.

To get back to the remedies open to this correspondent, he isn't dependent on a false advertising law. He can proceed under the criminal law of false pretense. A merchant offers or advertises a thing as first quality. A customer reading that and relying on it buys the merchandise believing it to be first quality, and pays the price which he has been told is getting him first quality. In reality the article is second or third quality. That is a perfect case of obtaining money under false pretenses, and the person, firm or corporation (the officers) who does it can be arrested. Although this remedy is wide open to anybody, I do not recall ever seeing a case in which it was used to prosecute false advertising. I have often wondered why.

I have come in contact over a period of several years with a few false advertising cases, and from what I noted I think the law is mostly ignored because cases brought under advertising laws have failed. The reason they have failed—some of them anyway—is that they were very poorly prepared.

Advertising can of course be false in several ways, but in a majority of cases it is false because of untrue claims regarding grade or quality. It does no good to bring such a case on a mere opinion as to grade or quality. The quality must be demonstrable as first, second, third or whatever it is. Demonstrable by recognized standards, so that it is possible to make oath that it is not what the advertiser said it was. If a case cannot be brought on that kind of evidence it should not be brought at all.

By Elton J. Buckley, Counselor-at-Law

Retail Grocers Convention

The 39th annual convention of the National Association of Retail Grocers of America will be held in Texas the week of June 22, 1936. Dual headquarters will be set up in the Adolphus and Baker hotels to take care of the large number of grocers from every state in the union expected to attend the convention and incidentally take in the Texas centennial which will be on in full swing.

The sessions will be held in the Exposition building where the usual convention exhibit will also be shown. Each session will be devoted to problems of the retail grocery business. Thursday, June 23 has been set aside as "Grocers' Day at the Texas Centennial."

H. C. Petersen, secretary-manager of the association will leave for Dallas, Texas immediately after his appearance at the convention of the Macaroni-Noodle Manufacturers association at the Edgewater Beach hotel, Chicago the afternoon of June 16, where he will tell the macaroni men something about their merchandising problems as sensed by the retailer.

Proof of Tax Absorption Asked

Macaroni-noodle manufacturers will be interested in a recent decision of the courts in connection with a claim for refund of processing taxes paid under the defunct Agricultural Adjustment Act. The decision is in the case of the Atlantic Macaroni company of Long Island City, N. Y. It is explained as follows in the May 20, 1936 issue of the Northwestern Miller:

AAA Refund Procedure

United States District Court for eastern New York recently ruled that the amendments to the Agricultural Adjustment Act, which established procedure for refunds, were not invalidated by the Hoosac Mills decision of the Supreme Court. The Atlantic Macaroni Co., Inc., Brooklyn, is not entitled to recover taxes paid under the original law, in the absence of evidence showing that the processor complied with conditions precedent to a recovery as set forth in the amendments of Aug. 24, 1935 the court decided.

One of these precedents provides that the taxpayer show proof that he did not pass on the taxes to a buyer.

In its decision, the court said: "In essence, what the plaintiff wants is the money paid as the result of an unlawful exaction. The amendment, although compelling proof beyond the mere payment of the unlawful exaction, does not deprive the plaintiff of the right to recover. The clear purpose of the remedial amendment is to prevent the taxpayer from securing an unjust enrichment."

Official Program

Thirty-third Annual Convention

NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Edgewater Beach Hotel, Chicago

June 14, 15, 16, 1936

SUNDAY, JUNE 14, 1936

- 2:00 p.m.—Preliminary Registration. In Exhibit Room West Lounge.
- 2:15 p.m.—Final Meeting 1935-1936 Board of Directors. In Berwyn Room.
- 4:00 p.m.—Preview of Exhibits. In West Lounge.

BEACH WALK ENTERTAINMENT.

MONDAY, JUNE 15, 1936

(In Michigan Room)

- 9:00 a.m.—Registration. MORNING SESSION—9:30 to 12:30. President Louis S. Vagnino, presiding.
- 9:30 a.m.—Opening Ceremonies. Roll Call. The President's Message—Louis S. Vagnino. Secretary-Treasurer's Report—M. J. Donna. Washington Representative's Report—B. R. Jacobs.
- 11:00 a.m.—Address, "Think It Out or Fight It Out"—G. G. Hoskins, Association Adviser. Discussion.
- 11:45 a.m.—Address, "Trade Associations Since NRA"—E. L. Rhoades, Editor Food Field Reporter. Discussion.
- 12:25 p.m.—Appointment of Convention and Special Committees.
- 12:30 p.m.—Adjournment.

Group Luncheon—12:30 to 2:00

- (In North Dining Room—NMMA Doing the Honors)
- Entertainment—"Dramatization of Macaroni Salesmanship" By Artists from Columbia Broadcasting Company
- Three Scenes—The Wrong Way . . . The Usual Way . . . The Right Way.

AFTERNOON—2:30 to 5:00

(In Michigan Room)

- Vice President Joseph Freschi, presiding
- 2:30 p.m.—Call to Order. Topic for General Discussion—"The Ills of the Macaroni Industry and Probable Remedies." Leader—Joseph Freschi. Discussion.
- 4:30 p.m.—Closed Session for Association Action, if Necessary.
- 5:00 p.m.—Adjournment.

EVENING

- a—Committee Meetings, ad lib.
- b—Viewing Exhibits—West Lounge.
- c—Entertainment—Beach Walk.

TUESDAY, JUNE 16, 1936

(In Michigan Room)

- MORNING SESSION—9:30 to 12:30
- (A Closed Meeting for Active NMMA Members Only) President Louis S. Vagnino, presiding
- 9:00 a.m.—Registration (continued).
- 9:30 a.m.—Roll Call. Reports of Committees: a—Membership b—Auditing c—Nominating d—Resolutions e—Special
- Review of Reports—Action. Election 1936-1937 Directors.
- 12:30 p.m.—Adjournment.

Directors' Luncheon Meeting—12:45 to 2:00 (In Berwyn Room)

- a—Organization
- b—Election of Officers
- c—Appointment of Employees
- d—General Action

AFTERNOON SESSION—2:00 to 5:00

(In Michigan Room)

- Open Session—All Convention Registrants Welcome Vice President Joseph Freschi, presiding
- 2:00 p.m.—Call to Order. Review of Action Taken at Morning Session—Action. Announcement of 1936-1937 Officers.
- 2:30 p.m.—Address, "Macaroni Merchandising Through Eyes of Retailers"—H. C. Petersen, Secretary-Manager of National Association of Retail Grocers. Discussion. Address, "Macaroni Merchandising Through Eyes of Wholesalers"—J. Frank Grimes, President Independent Grocers' Alliance Distributing Co. Discussion.
- 4:30 p.m.—New Business. Presentation of 1936-1937 President.
- 5:00 p.m.—Final Adjournment.

EVENING—7:30 to 1:00

(In Michigan Room)

- 7:30 p.m.—Annual Dinner-Dance and Entertainment. (NMMA Doing the Honors)
- Toastmaster . . . Robert Bowen Brown
- Toaster . . . Arthur F. Briese
- Music — Entertainment — Dancing.

NATIONAL MACARONI MANUFACTURERS ASSOCIATION OFFICERS and DIRECTORS 1935-1936
ASSOCIATION HISTORY AND RECORD



L. S. VAGNINO, President



M. DE MATTEI, Director



JOSEPH FRESCHI, V. P.



G. G. HOSKINS



M. J. DONNA, Secretary



R. B. BROWN, Director



F. R. GHIGLIONE, Director



V. GIATTI, Director



ALFONSO GIOIA, Director



G. LA MARCA, Director



R. V. GOLDEN, Director



E. DE ROCCO, Director



J. I. MAIER, Director



L. G. TUJAGUE, Director



W. F. VILLAUME, Director



P. E. WINEBRENER, Director

As its Official Organ, the new organization chose THE MACARONI AND NOODLE MANUFACTURERS JOURNAL. It was owned by the late Fred Becker of Cleveland, who was named as the Association's first secretary, serving from June 1919.

Though only 20 firms were officially represented at the first national gathering of macaroni-noodle makers, the National Association actually started with a membership of 31 Members and 4 Associate Members. Eleven prominent manufacturers offered membership and support by mailing applications, anxious to be enrolled as Charter Members of the national body that was to be the industry's spokesman.

The fee of admission was \$10. Annual dues were only \$5.

A review of the Charter Members is generally interesting. Firms that were in concerted action nearly a generation ago are still, many of them, very active and prosperous right now.

Five (5) firms have retained practically broken their memberships throughout the years. In alphabetical order they are:

Crescent Macaroni and Cracker Company, Davenport, Iowa represented at the first convention by Oswald Schmidt.

Minnesota Macaroni Company, St. Paul, Minn. represented then by F. X. Moosbrugger.

The Pfaffman Egg Noodle Company, Cleveland, O. for which Fred Becker was spokesman.

Peter Rossi & Sons, Braidwood, Ill. represented by Henry D. Rossi.

A. Zerega's Sons, Brooklyn, N. Y. represented by Frank L. Zerega and by Thomas P. Toomey.

Three Charter Member firms are now represented in the National Association through their successors in business, only one of which has held continuous membership throughout the 32 years. They are:

Lorenz Brothers Macaroni Company, Waukegan, Wis. represented at the organization meeting by J. R. Lorenz. It was purchased by Tharinger Brothers in 1912 and the membership has been continued since through Tharinger Macaroni Company.

Maul Brothers, St. Louis, Mo. represented at the first convention by Charles Maul. It retained its membership till 1910, then permitted it to lapse until the business was resumed and the membership resumed in 1922 under the name of the Faust Macaroni Co.

National Macaroni Company, Libertyville, Ill. represented at the first meeting by H. A. Taylor. It held its membership till 1906, then lapsed till 1917 when the plant was purchased and was edited by E. C. Forbes. The membership was restored in 1917.

All the other Charter Member firms are now out of business excepting three whose memberships have lapsed. They are:

C. F. Mueller Company, Jersey City, N. J. represented at the 1904 convention by C. F. Mueller. Membership was allowed to lapse in 1911, was restored for 1934 and 1935, and its renewal is now pending.

Michigan Macaroni Company, Detroit, Mich. whose representative was Oscar M. Springer. Membership ceased in 1914 through a change in its ownership.

John B. Canepa & Co., Chicago, Ill. which had no personal representative to the organization meeting. It held its membership continuously till 1935; renewal now pending.

Of the four Associate Members on the charter list, none is now enrolled as all now exist as separate business entities.

John A. S. Piccardo of B. Piccardo, Pittsburgh, Pa. was the first convention's temporary chairman and E. C. Forbes of Cleveland temporary secretary. The latter was also editor of The Macaroni and Noodle Manufacturers Journal whose editorial work helped

promote the first national gathering of macaroni men.

"Cooperative Competition" was the theme of the first meeting.

Thomas P. Toomey of A. Zerega's Sons, Brooklyn was elected the first president of the organization.

The others on the organization's first staff officers were:

First Vice President, Oscar M. Springer of Michigan Macaroni Company, Detroit.

Second Vice President, Ernesto Bisi of United States Macaroni Factory, Carnegie, Pa. Treasurer, Fred Becker of Pfaffman Egg Noodle Co., Cleveland.

Secretary, E. C. Forbes, editor of the Macaroni and Noodle Manufacturers Journal, Cleveland.

For 15 years the association carried on in a quiet way but did much to help along the growing industry. The World war years did much to convince the leaders of the need of a stronger organization and the employment of a permanent secretary to carry on the association work between conventions. Under the leadership of James T. Williams of the Cream-Cheese Company, Minneapolis, Minn. who was

the president during the World war years, action was taken at the St. Louis, Mo. convention in June 1919 to reorganize and strengthen the national organization.

The name was changed or rather shortened to the National Macaroni Manufacturers Association June 10, 1919.

M. J. Donna was elected permanent secretary the same day, being assigned the added duties of editing The Macaroni Journal, the successor of the Macaroni and Noodle Manufacturers Journal which the late Fred Becker had donated to the national association to be promoted as its official organ.

In January 1920 the National Macaroni Manufacturers Association was incorporated under the laws of Illinois.

The National Macaroni Manufacturers Association has had a varied experience in the way of membership support throughout its 32 long years of service to the trade. As naturally might be expected its highest membership was in the Macaroni Code Years when no dues were assessed directly and memberships were conferred on all firms that contributed to the support of the Macaroni Code Authority. The next highest peak year was in 1931 when most of the leading firms joined in a national macaroni advertising campaign.

Exclusive of those unusual years above referred to the highest membership ever attained by the National Association was in 1930 when 80 macaroni manufacturers were enrolled as Active Members.

Before its reorganization in 1919 the low point of Active Memberships was in 1910 when only 19 macaroni-noodle manufacturers paid regular dues. After its reorganization, the Association's poorest membership year was in 1923, when the enrollment fell off to 38 Active members.

WELCOME

MACARONI-NOODLE MANUFACTURERS
and FRIENDLY ALLIED TRADESMAN

at the

National Conference of the Macaroni Manufacturing Industry of America

at the

EDGEWATER BEACH HOTEL, CHICAGO

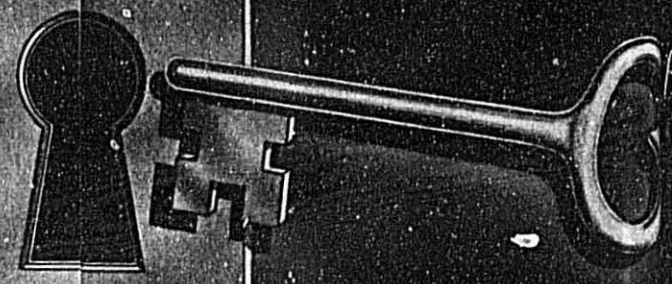
JUNE 15-16, 1936

HEADQUARTERS
National Macaroni
Manufacturers Association
Phone 46-R
M. J. DONNA, Sec'y-Treas.
Braidwood, Ill.
MAY 12, 1936

MACARONI-NOODLE
MANUFACTURERS
UNITED STATES OF AMERICA.

GENTLEMEN:
HERE'S THE KEY TO BETTER UNDERSTANDING. ENTER.
ONLY TO A VERY DEAR FRIEND
WOULD YOU TRUST THE KEY TO
YOUR HOME. WE WANT TO BE
GOOD FRIENDS AND URGE THAT
YOU MAKE THE PROPER USE OF
THIS KEY.

VERY TRULY YOURS,
M. J. Donna
SECRETARY-TREASURER.



Here's the Key to Better Understanding

You are invited to cooperate with the leaders in the trade in...

1. Studying the Needs of the Industry.
2. Solving the Common Problems of the Trade.
3. Agreeing on Co-ordinated Action for Trade Betterment.

Your Help Will Be Appreciated

Editor Praises Spaghetti

Rarely do editors of newspapers go into such raptures of joy and satisfaction over food as has the "big boss" of the Clinton (Ind.) *Clintonian* (May 18, 1936) over that increasingly popular dish of well cooked and properly seasoned spaghetti. His psalm of joy is pleasing music to the ears of all manufacturers of this food.

In Praise of Spaghetti

A certain satisfaction comes to a man who has at last found that for which he has searched most of his life. He can lie back in an easy chair and sigh blissfully, lulled by the knowledge that just around the corner lie the Seven Cities of Cibola or whatever it may have been that he sought.

Now the editor has never seen the shores of sunny Italy. Neither did his father nor his father before him. Legends relate that his ancestors were victims of mistaken identity and were run out of Ireland with the snakes. But regardless of that there lurks in his soul a great love for spaghetti . . . not that sickly mixture of spaghetti and tomatoes that one buys in cans, but the full bodied product, piled high with sauce and snowed under with the strongest of grated cheese.

"What of it," someone mumbles. "If you like it so well, why don't you eat it?"

And there my friends is where the rub comes in. Spaghetti fit for Mussolini himself is not as plentiful in these United States as it might be. You may search in vain through 999 cities out of 1000 the size of Clinton and not locate even one whiff of good old parmesan cheese. You can always find so-called chili, maybe even a little goulash, but seldom spaghetti.

So it's small wonder that Clinton brought a warming glow to the editor's heart, from the first spaghetti sign at the west end of the bridge to the last one on North Ninth street. He had found the end of the rainbow. Here was enough spaghetti to last a life time.

He has found by careful research the past few weeks that it is possible to practically live on spaghetti and suffer no ill effects, if one is careful to vary his diet with ravioli now and then. You may eat spaghetti until you are full of it, but you can never eat it until you are tired of it.

Yes, depressions may come and go, the mines may open and close, the New Deal may come in and may be kicked out, but Clinton will still have its spaghetti and as long as it has that, buttons like the overworked editor will be content.

It wouldn't be so boring if those who speak of taking life seriously honestly stated that they take themselves seriously.

Macaroni, a Nutritious Cereal

Literally, there is no end to the interesting food facts that might be told about cereals . . . facts that would greatly increase our regard for the various grains and add to our files many new ways in which to use them.

The average housewife, even many of our smartest women said the author of this article, one of Texas' leading dietitians, does not realize, for example that there are numerous sizes and shapes of macaroni products always available in every market. This is a 100% grain food, one unusually suitable for people of all ages and capable of so many delightful, appetizing combinations that one never tires of serving and the family of enjoying a meal of this wonderful grain food.

Nor does she or they always place credit for the creation of macaroni where it belongs . . . not to the American Indians but to the Asiatics, though many credit the Germans with importing the secret of macaroni making into Europe. However it is to the Italians that the lovers of spaghetti are indebted for its development throughout the dark ages and the presentation of the modern culinary art to us moderns.

A word of general warning to buyers of macaroni, spaghetti, etc., other than to the Italian shoppers,—buy only the highest quality at a cost of only a cent or two higher than the many low grades of flour macaroni now being offered. You'll get many times in food value and satisfaction for the extra pennies invested in good macaroni.

ARE WE TRULY SOLD?

It is all very well for us to claim that we are fully sold on our propositions, but the claim that we are does not hold water if there is definite evidence to the contrary.

Surely no salesman can claim to be fully sold on his proposition if his expectancy is that prospects will not buy rather than that they will buy. A salesman who gets discouraged will contend that he does so because sales are not forthcoming as readily and as abundantly as he feels they should be, but isn't it more likely that his discouragement has its inception in the fact that he is not sufficiently sold on his proposition?

We need to be so fully sold on our proposition that nothing can unsell us. The fully sold salesman doesn't decide that the prospect he has been trying to sell for fifteen minutes can't be sold. He goes on confident that the prospect who isn't sold in the first fifteen minutes will be sold in a second fifteen minutes. He isn't impressed by a series of turndowns. He stays sold in spite of them, and therefore makes as good a presentation after a number of such turndowns as he does after having the exhilaration of having made a sale.

Love and Honour Bread: Despise and Waste Not

The statement of "Il Duce" Mussolini, premier of Italy, first made on the occasion of the International Exhibition of Bread Making Machinery and Accessories held several years ago, is still timely and surely interesting enough to bear repetition. It reads:

ITALIANS!
LOVE BREAD—(the term BREAD is meant to include Italy's famous favorite—Alimentary Pastes)—love bread, for 'tis the heart of the home, breath of the board and joy of the hearth.

HONOUR BREAD, for 'tis the glory of the field, the fragrance of the earth and a feast of life.

DESPISE NOT BREAD, for 'tis the sweat of the brow, the husbandman's pride, a poem of self offering.

WASTE NOT BREAD, for 'tis the Country's wealth, God's sweetest gift and highest gerdon of man's toil.

MUSSOLINI.

There is your answer to the oft asked question of "How it is that Italy consumes fifty pounds of macaroni products per capita per year while in the United States the consumption does not exceed five pounds per person annually?"—Editor.

Spaghetti Great Success or Messy Mess

About every so often we must refresh our memories on the subject of spaghetti. Of course, if we are of Italian parentage, that is no problem. We do it rather naturally. But if we are Swedish or English or what not in the matter of ancestry, we much re-educate ourselves. Spaghetti is either a great success or it is a "messy mess." But there is no reason why spaghetti should be short of perfect every time. Here are the simple rules:

Don't stint on the quality. Tell your grocer to see to it that you get the finest obtainable. For four servings, you will need about a pound to a pound and a half.

Cook spaghetti in a large kettle, using plenty of water. For enough for four or five people an 8 to 12 quart kettle is fine. Fill it with water and bring the water to a boil, adding a heaping teaspoon of salt. When the water is boiling, put the spaghetti in, but do not break it up. Let it boil rapidly for 15 to 20 minutes. It should be tender but not "mushy." Italians tell by pinching a bit of it, when it is done. Most Italians like it some what firm—"a dente"—so that it must be bitten through with the teeth. When done, drain well. Place the spaghetti in a large bowl and add plenty of good butter—a quarter to a half pound is not too much. Parmesan cheese may be grated over now or when serving. It may be eaten only with butter and cheese or any one of the well known Italian sauces may be added when serving.

International Trade in Macaroni Products

According to the Monthly Summary of Foreign Commerce published by the Bureau of Foreign & Domestic Commerce for March 1936, both the importation and exportation of macaroni products showed increases.

Imports

Imports increased during March 1936 to 99,062 lbs. valued at \$8,050 as compared with 68,285 lbs. worth \$5,452 for February 1936.

During the first three months of 1936 there was a total importation of 297,026 lbs. worth \$24,849.

Exports

For the month of March 1936 the exports totaled 172,953 lbs. bringing American exporters \$14,455 as compared with the total exported in February to 151,999 lbs. worth \$12,298.

For the first three months of 1936 the exports amounted to 524,996 lbs. of American made macaroni products with a value of \$43,817.

Below is a list of the countries to which this foodstuff was exported during March 1936; also the quantity shipped.

Countries	Pounds
Azores and Madeira Islands.....	80
Netherlands.....	5,038
United Kingdom.....	6,600
Canada.....	50,577
British Honduras.....	1,448
Costa Rica.....	516
Guatemala.....	436
Honduras.....	1,504
Nicaragua.....	778
Panama.....	22,861
Salvador.....	96
Mexico.....	20,752
Newfoundland and Labrador.....	1,956
Bermuda.....	185
Barbados.....	96
Jamaica.....	51
Other British West Indies.....	564
Cuba.....	19,006
Dominican Republic.....	3,520
Netherland West Indies.....	4,948
Haiti, Republic of.....	3,872
Ecuador.....	80
British Guiana.....	200
Venezuela.....	172
British Malaya.....	416
Ceylon.....	12
China.....	1,344
Netherland India.....	615
Hong Kong.....	676
Japan.....	600
Philippine Islands.....	21,198
Siam.....	36
Other Asia.....	702
Australia.....	90
French Oceania.....	1,446
Union of South Africa.....	382
Total.....	172,953
Insular Possessions	
Hawaii.....	87,293
Puerto Rico.....	44,346
Virgin Islands.....	1,848
Total.....	133,487

Oregon Proud of Its Macaroni Industry

It may be that westerners are more proud of their industries than are people in other sections where macaroni-noodle plants are more numerous, or it may be that they have learned to appreciate the value of publicity. Whatever the reason Oregon papers are not stingy in their praises of their food factories. Here's evidence in the form of an article that was carried by the *Trade News* of Portland, Ore. last month:

Porter-Scarpelli Factory Largest of Kind on Coast

Few people realize the scope of a macaroni factory, particularly Porter-Scarpelli, 3510 N.E. Broadway, Portland, Or. The history of the Porter-Scarpelli company's progress proves very interesting. Beginning from a very small factory employing but a handful of people and distributing its products themselves to a very small number of outlets, Porter-Scarpelli has grown to the largest macaroni factory of its kind on the Pacific coast, whose products are now sold not only on the coast but in the entire Pacific north-west.

The various steps in the improved packaging of macaroni have been led by Porter. The use of cellophane and individual package insert labels was innovated for macaroni products by Porter's. The introduction of Porter's Fril-lets with the wavy edges that prevent this product from "slipping off the fork" was the result of careful study and experimentation by Porter-Scarpelli. Everywhere throughout the large territory that it covers almost 100 per cent distribution is found.

Porter's products in the main are made from 100 per cent Grade A-1 durum semolina. To the layman this perhaps needs explanation. Durum semolina is the heart of the finest wheat grown. There are many different grades of this product, comparable to the grades of milk. Grade A-1 durum semolina means that there is no finer product of this kind produced. Many of Porter's products contain nothing but this premium ingredient. Others have special blends depending upon the use to which the product is put.

The Porter factory has been enlarged several times in recent years to care for the increased volume which this business has enjoyed even during the depression. The interior of the plant is sparklingly clean. Every attendant is neatly uniformed, and each process amazingly sanitary. Porter-Scarpelli employs an average of over 50 persons regularly, and the plant is open for inspection at any time.

We'd have less mournful afterthoughts if we had more zestful getting after ourselves thoughts.

Macaroni - Noodles Trade Mark Bureau

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

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

TRADE MARK REGISTRATIONS RENEWED

The trade mark registered by A. Goodman & Sons, Inc., New York, N. Y. was granted renewal privileges effective April 18, 1936.

TRADE MARKS APPLIED FOR

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

Phillips

The private brand trade mark of Phillips Packing Co., Inc., Cambridge, Md. for use on canned spaghetti and other groceries. Application was filed Jan. 13, 1936 and published May 12, 1936. Owner claims use since 1925. The trade name is in shaded outlined type.

Broadway Special

The private brand trade mark of Saleme's Grocery Corporation, Buffalo, N. Y. for use on macaroni and other groceries. Application was filed Sept. 21, 1935 and published May 12, 1936. Owner claims use since Sept. 16, 1921. The trade name is written in heavy type.

Kingan's Reliable

The private brand trade mark of Kingan Co., Inc., Indianapolis, Ind. for use on macaroni with cheese, macaroni and pimiento. Application was filed Aug. 8, 1934 and published May 26, 1936. Owner claims use since April 17, 1934. The trade mark is in black letters.

Beech-Nut

The title "Beech-Nut" was registered May 12, 1936 by Beech-Nut Packing Company, Canajoharie, N. Y. for use on spaghetti. Application was published March 30, 1936 and given registration number 47474.

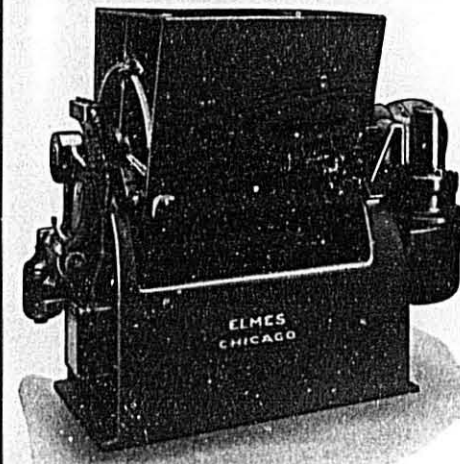
Beech-Nut

The title "Beech-Nut" was registered May 12, 1936 by Beech-Nut Packing Company, Canajoharie, N. Y. for use on macaroni. Application was published Feb. 18, 1936 and given registration number 47475.

Let's keep our biblical quotations straight. The bible doesn't say that money is the root of evil. It says "Love of money is the root of evil."

Est. 1851 **ELMES** Inc. 1895

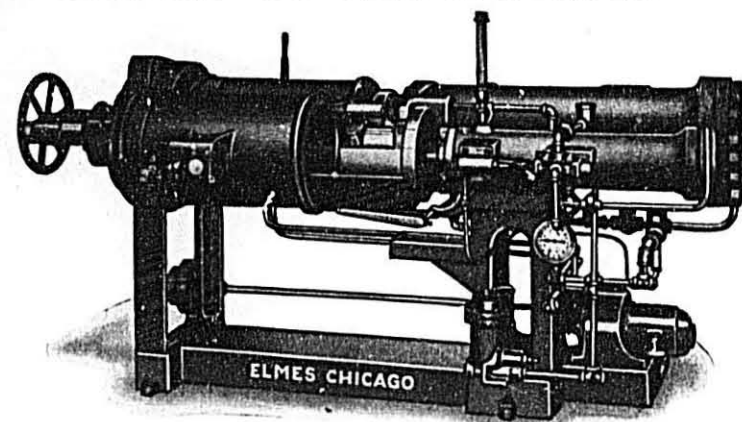
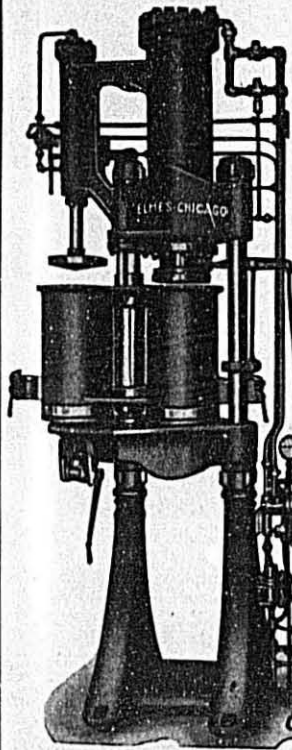
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Quiet Running Compact Designs, Motor Driven Long Life and Less Floor Space



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NOTES OF THE INDUSTRY

Kept Macaroni a Secret

"Believe it or not"—here's another macaroni origin story. The proper word might be "development" rather than origin, but the story is interesting reading to both manufacturers and consumers.

"Naples was the center of macaroni manufacture for so many years that the Pompeian road leading into it was broken to bits by the continuous procession of wagons and trucks hauling in hard wheat and flour, says the European Cookbook for American Homes. The process for making macaroni was kept secret until the 14th century, when a Frenchman got hold of it and took it back to France with him."

Macaroni in House of Health

Selected as one of the best of health foods, macaroni products were used in the construction of a miniature house of health in connection with the preliminary events of the Texas Centennial which opened this month. Here's a news item which was illustrated with a cut of the "Health Food House":

"A House of Health," made by the East Texas group of the Lehigh county rural women, formed one of the many attractive exhibits at the group's spring rally in the Y. M. C. A. assembly hall recently. Stuccoed in oatmeal, the house with its chimney of dates, porch roof edged in halved carrots, with quartered oranges as window awnings, boasted even of window drapes formed of lettuce leaves and a shredded wheat door mat. A potted green plant of spinach, a 'cobble' walk of carrot slices edged with raisins, a pond banked with grape-nuts and raisins, with almond fish and date-raisin turtle, and a flower bed of grape-nuts with greens of asparagus, parsley, curly celery, complete the masterpiece. The lettering, 'A House of Health,' is done with alphabet macaroni."

Install High-Speed Presses

The Minnesota Macaroni company, St. Paul, Minn. has recently installed two high-speed macaroni presses according to information in the press of the state capital. The new presses will have a capacity of six times that of the presses displaced by this modern machinery.

Overlook Macaroni

Early last month thieves entered a warehouse owned by the Kansas City Macaroni and Importing company at 562 Campbell st., Kansas City, Mo., and stole over 400 pounds of imported cheese and

50 cases of olive oil, estimated at nearly \$1000 in value, reports the *Kansas City Star* of May 2, 1936. Entrance was gained by breaking two locks off a rear window. No macaroni was stolen.

Routine Macaroni Prices Prevail

The large macaroni market of Greater New York showed little activity during May and prices remained quite level throughout the month.

The average prices were as follows:

On 20-lb. boxes, Italian style—\$1.30 to \$1.35.

On flour goods of 20-lb. boxes—\$1.00 to \$1.10.

Fancy egg noodles in bulk, about 9½¢ a lb.

Macaroni Firms Are Creditors

In the voluntary petition in bankruptcy filed last month in the Federal Court of New York by Morris Loew, a grocer at 2059 First av., New York, two Mount Vernon macaroni firms were named as creditors. They are: Westchester Macaroni Company, Inc. of Mac-Questen parkway, amount \$195.05 and the United Macaroni Company, Inc. of 202 West Third st., amount \$100.80.

Form Credit Union

Thomas J. Viviano, treasurer of the Kentucky Macaroni company, Louisville, Ky. was elected president of the Ken-Mac Credit Union formed last month. Other officers elected were Edward Hinton, vice president; Tom Giardina, treasurer; Mary E. Lynch, secretary and Vincent Bundschu, member of the board of directors.

Members of the credit committee of the union were elected as follows: A. J. Palazzolo, Marvin Bolling and Margaret French; of the supervisory committee, B. M. Costigan, Albert Likens and Frank Granada.

Judgment Against Noodle Firm

The *New York Journal of Commerce* of May 16, 1936 lists among other judgments entered May 15, 1936 the following news of interest to the macaroni manufacturing trade:

Judgment against the Dock Chong Noodle Manufacturing company, Eldridge st., New York city of \$7,673.00 in favor of J. Chillingier of the same city.

Form New Cicero Firm

The press of Chicago reports the formation of a new macaroni manufacturing firm in the village of Cicero, a suburb of Chicago. The organizers are Egisto Miangiattini, C. Pucci and A. J. Gagliardo, with offices at 4820 West 16th st. It will be operated under the

name of the Cicero Macaroni Manufacturing company. Its capital stock consists of 500 common shares of non par value, mostly owned by the incorporators. It will operate the plant long used by the Bologna Macaroni company at the same address.

Opens Small Plant

A small macaroni and noodle manufacturing plant is being opened in Jamestown, Ohio by C. P. Snyder of Dayton, Ohio. Equipment is being established to manufacture not only a small quantity of macaroni products daily but also sorghum molasses, and to take care of the canning needs of that vegetable and fruit growing locality. About 20 persons will be employed during the busy seasons.

Italia Plans Annex

To meet the growing needs for more production and drying space to more readily and regularly supply an ever increasing demand for its products, the Italia Macaroni company, or the Bianchi Macaroni company as it is sometimes called, of 53 Norfolk st., Worcester, Mass. is planning an addition, one story brick, 60 by 104 feet, with concrete foundation. This firm's products enjoy a fine reputation and a wide sale throughout Massachusetts, Rhode Island and Connecticut.

Cinelli Macaroni—Tacoma

It is not often that a macaroni plant or even macaroni products are made subjects of editorials in newspapers. An example of this form of good will is that given the Cinelli Macaroni company of Tacoma, Wash. by the *West Coast Trade* of that city of May 1, 1936. Its editorial follows:

Cinelli Macaroni a Product of Quality

Tacoma-made food products have long been known for quality, excellence of manufacture and true value. The products of the Cinelli company are notable examples of the well earned regard Tacoma has gained for quality food products.

The modern factory of the Cinelli company, at 2132 Pacific av. turns out vast quantities of macaroni products in all the wanted varieties, the different kinds of macaroni, vermicelli and its famous egg noodles being now packed in cellophane and of a quality second to none on the market.

The company headed by G. Cinelli direct importer of Italian olive oils of highest grades, Italian anchovies, and pasta and other fine foods and delicacies from southern Europe; also Norwegian sardines and snacks. Mr. Cinelli reports business excellent and steadily growing more extensive in scope and territory covered.

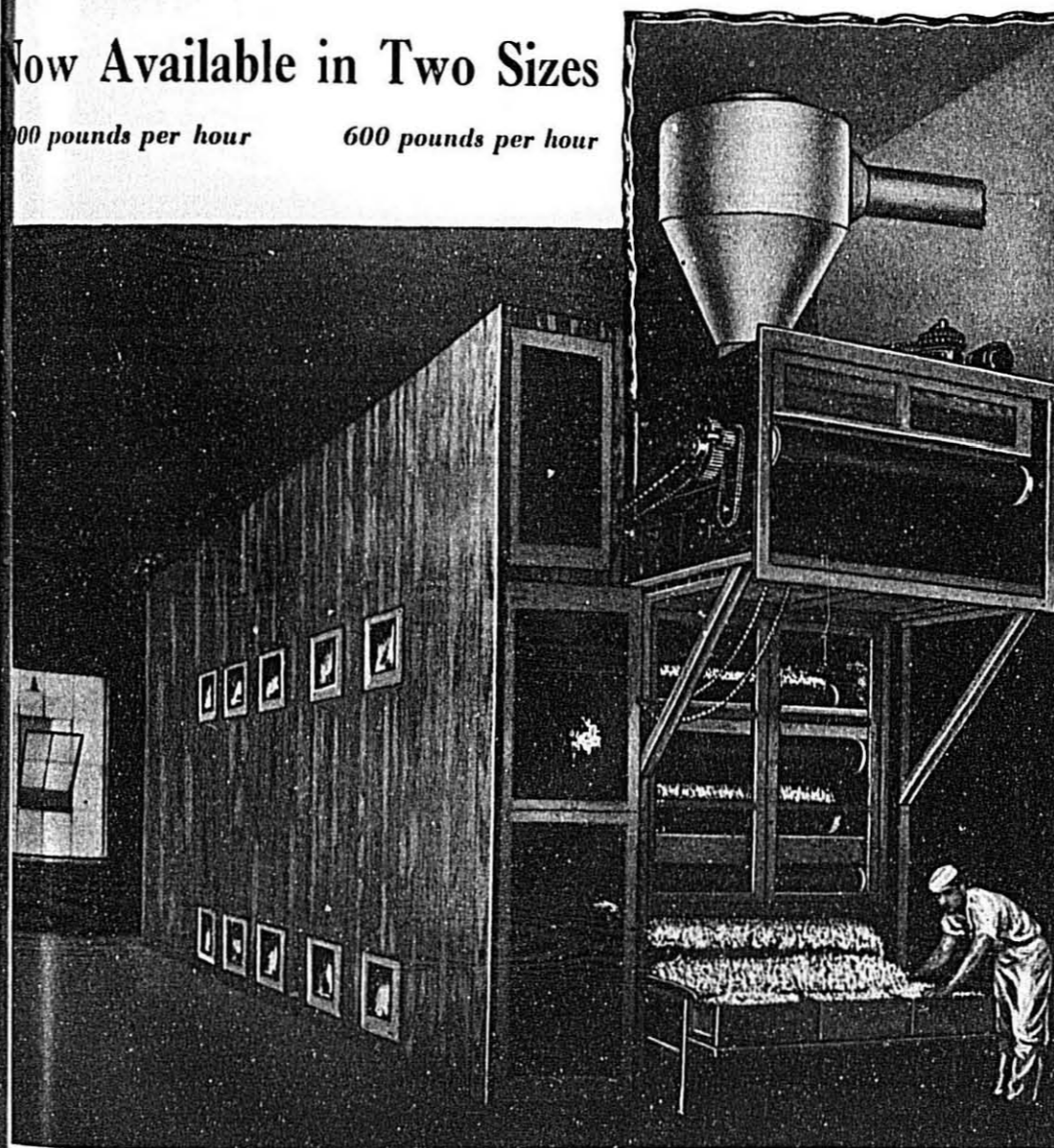
Complete Drying Process in Two Hours

Clermont Automatic Continuous Noodle Dryer

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600 pounds per hour



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Secrets of Successful Trade Marking

New Pattern of Design Protection Spells Security for Trade Marks

By WALDON FAWCETT
Written Expressly for
the Macaroni Journal

Perhaps not all members of the macaroni-noodle circle have noticed that since last we wrote things have been happening at Washington in respect to the legal protection of designs in industry. The whole subject has been opened with a vengeance in hearings before the Committee on Patents of the U. S. House of Representatives. Hearings inspired chiefly by the arrival in the lower House of Congress of the Duffy bill which slipped through the Senate before business forces awoke to realization that this General Copyright Revision Bill has a string to it in the form of the Vandenberg amendment which opens a wide door for monopolies of original ornamental designs.

Even if he heard this shooting and shouting at the capitol the average macaroni-noodle marketer might be inclined to let it pass in one ear and out the other. The news that the if-when-what of design protection has suddenly become a fiery controversial issue may have left cold the bystander in this trade. Just as a macaroni-noodle partisan may have seen nothing to get excited over in the concurrent news of a sudden increase—amounting to a boost of 25 per cent—in the number of applications for patents on design. Unless the macaroni-noodle packer looks to design certification to entrench him in possession of unique packages, or styles and shapes of his product, he may not have sensed the fact that he holds a hand in this design game, like it or not.

The contact is indirect rather than direct. Straightaway the sole approach of the macaroni-noodle interest is via the jurisdiction of design protective machinery over distinctive forms or outlines of goods, or the molds or models of the consumer-containers in which the goods are packed. But roundabout, there is an unproclaimed community of interest, owing to the influence upon brands or trade marks of any change in the mediums and methods of design protection. And that, if you please, is the nub of the spot news at Washington. Out of the lively debate over ways and means of establishing private property rights in new or novel designs has emerged, with formidable endorsement, a formula of design protection that seems bound to have important reaction upon the twin responsibility of finding sustained security for trade marks—whether or not said trade marks are part of distinctive package designs.

Industry-by-industry regulation of designs is the unofficial designation for this new pattern that bids fair to affect the whole structure of industrial property protection. There is no pretense, mind you, that this recipe is a wholly new con-

ception of policing power, picked out of thin air. For several years past groups here and there on the industrial map have been feeling their way in experiments with mutual insurance schemes for industrial designs. Dissatisfied for one reason or another with the facilities afforded by the United States system of Design Patents these revolutionists have been endeavoring to work out some honor system whereby all hands in a given trade or line, would bind themselves to mutually respect each other's designs.

The change that is now on the horizon as a result of the showdown at Washington is one of scope and volume of support rather than of inception of a stunt heretofore unknown. In the beginning the first or emergency version of the scheme of design-zoning was an escape induced by despair. In certain branches of the textile industry—notably in the silk branch,—and later in sections of the ready-to-wear apparel trade, the users of creative designs were driven to distraction by the manner in which their hard-won innovations in design were pirated by unscrupulous copy cats. Impatient of the costs and delays of patenting, the victims in desperation gradually worked out within-the-family devices for enforcement of codes of ethics with respect to priorities in design. When NRA came along it took this ritual to itself and improved upon it. But even before code authorities were thought of a few groups were operating private registration bureaus for designs.

All this spotty regimentation made scarcely a ripple on the broad surface of business, albeit the pattern employed was in many respects reminiscent of what various progressive trade associations had already accomplished by means of cooperative trade mark registration bureaus. Granted then, that the fundamental idea of an intraindustrial registration bureau is no spring chicken, what is the fresh thrill in the present experience? Well there are several. Concerned more with the acceptance of the principle of decentralization-in-registration than with any modification or elaboration of the pattern of procedure.

The sharpest surprise comes from the sudden surrender to the theory of industry-by-industry regulation by trade groups that have not yet been converted to allotment of exclusive rights in de-

signs. There are quite a few industrial groups in this category. The glass container clan for example. Affecting few if no need in their own environment for hoarding pet designs, they have ever cottoned to the idea of regional class registration bureaus. And they want none of that medicine today,—themselves. But confronted by a disquisition in Congress to invoke for all industry a system of design segregation this opposition has suddenly switched an endorsement of the industry-by-industry discipline, for the other fellow.

Another radical new aspect of the present picture is supplied by the circumstance that it is now proposed at Washington that the machinery of industry-by-industry registration shall be standardized, and that the machinery of administration shall have the Federal Government behind it. With sanction or pervision by Uncle Sam, if not actual operation, Governmental backing would of course add tremendously to the prestige of any registration bureau for designs or any other species of industrial property. More than that, the authoritative note in the setup (even with actual compulsion from Washington) would tend to cause a much larger proportion of an industry to comply in good faith with a voluntary gentlemen's agreement for observance of industrial property rights. Indeed the brief experience of the NRA interlude was revelation of the pressure is conducted to a 100 per cent lineup.

Here's hoping that the reader has found already in this brief survey certain suggestions of how the new design protection is calculated to act in behalf of trade marks, especially unregistered trade marks. More than all else though, the cultivation of a sensitive design protective conscience may awaken solicitude for trade marks emphasizing what might be termed design-value. By and large the plot of industry-by-industry delegation of design contemplates short-term franchises. To be sure each industry can do as it sees fit in putting time limits on franchises. But for the most part the position is that accredited designs will be fenced off for, say one, two or three years. Acquaintance with this prescription for brief monopoly is all but certain to impress every trade mark owner with the importance of his brand identity which, unlike a fleeting style or fashion design is for time and eternity. It merits appropriate permanent fortifications against invasion.

Even as the new pattern of protection for intangible assets is sprinting to

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MACARONI VIEW

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

Noodles and Spaghetti Are Energy Foods With Many Possible Dish Combinations

By PRUDENCE PENNY in *Omaha Bee-News*, May 19, 1936

Spaghetti, macaroni and egg noodles have been fitly termed the energy trio, for all of them are economical, delicious and healthful sources of energy and should be used frequently in our spring menus.

Each one of these pastes, as they are called, is most versatile and may be used in many food combinations, but egg noodles are the most outstanding, for they may be used for main course dishes, soups and salads as are the others, but they also may be used as a breakfast dish and in the making of puddings.

Noodles have an individuality of their own. They contain eggs as well as flour

and water, while the other products are not. They are definitely a nourishing food and a fair supply kept on the kitchen shelf at all times will be a great help in planning the daily family menu and also quickly prepared dishes for unexpected guests.

Fried noodles are first cooked in a tender in boiling salted water then drained, first using a strainer, then a soft cloth. Melt all-purpose vegetable margarine in a frying pan, add the drained noodles and fry slowly until a light brown. Then they may be served plain or seasoned with salt and pepper as an accompaniment to meats of various kinds, or creamed foods may be served over them.

Then followed four appropriate recipes featuring noodles. Among the recipes especially recommended are: "Noodle Recept," "Spinach With Noodles," "Ham Noodles" and "Cabbage With Noodles."

Spaghetti Cooking Important

Many a dish of what should be good spaghetti is spoiled by improper cooking, and more often by using inferior grades of so-called macaroni products. That is the opinion of Jacqueline Frost, domestic science expert of a chain of newspapers. It is a timely warning in this day of many low grade products being offered "at a price."

Macaroni products are cheap, even at the highest price asked for them. Housewives should not be fooled by the small differential in the price of good and inferior spaghetti, which is never more than a few cents per pound. Buy from a reputable manufacturer. Insist on recognized brands of standard quality and you will have solved the big problem in the successful serving of this economical, nutritious food. But let's go on with Miss Frost's recommendations that might profitably be passed on to old and prospective consumers:

Spaghetti yardage has been increasing of late if numerous telephone calls and letters clamoring for new recipes for this splendid, inexpensive food are any criterion.

The quality of spaghetti, like that of macaroni and noodles, depends primarily upon the wheat used rather than upon the country where the products are manufactured. Pastes made from durum wheat break sharply without splintering when snapped between the fingers. These keep their shape during the cooking.

Spaghetti is often cooled in the European way—in long, unbroken lengths. If the ends are dipped in the water in

which it is to cook, they will soften or bend so that the entire mass may be submerged gradually and coiled under the boiling water to which two teaspoons salt are added for each quart. Boil rapidly until tender—usually not more than 15 minutes. Avoid overcooking especially if spaghetti is to be reheated in a sauce.

For spaghetti, Italian style, buy pasta made by a reliable Italian manufacturer. About 1 1/4 pounds to 1 1/2 pounds will be sufficient for four persons. Use a large kettle—8 to 10 quart size—for the water used, the better the spaghetti. Drain over colander but do not rinse with cold water.

Turn into a large bowl and add a generous quantity of butter (almost a pound) and 2 or 3 handfuls grated parmesan cheese. Mix well. This may be seasoned only with cheese and butter or Italian sauces may be added. Serve with additional parmesan cheese.

General Mills Announce Promotions

Mr. James F. Bell, Chairman of the Board, has announced the election of Mr. J. S. Hargett of Oklahoma City, Oklahoma, to the directorate of General Mills, Inc.

Mr. Bell further announced the election of Mr. Arthur M. Hartwell of Minneapolis, Walter R. Barry of Minneapolis, and L. N. Perrin of Chicago, the office of vice president of General Mills, Inc., and the election of Mr. Walter Mills of Minneapolis, as a member of the Operating Board of General Mills, Inc.

THE CONVENTION A BEACON

May it guide the Macaroni Industry to solve its problems and may all the members and their families attending find enjoyment.

With sincere best wishes

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IT HAS

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Crookston, Minn.

ularity there comes one admonition against excess of enthusiasm. The Federal Trade Commission has just served warning that collaborators for protection of industrial property must not enforce their demands by means of boycotts or black lists. Making a test case of its challenge to the Fashion Originators Guild of America the Trade Commission has let it be known that it will construe as "conspiracy" in restraint of trade any coercion or compulsion to shut off supplies of goods to interests that do not play cricket in respect to proprietary rights in designs, etc. This interference by the Trade Commission is already quickening the demand that Uncle Sam shall join up for active partnerships with the individual industries that seek an ideal of live-and-let-live protection by common consent and concert of action.

Rossotti Planning Exhibit

The Rossotti Lithographing Company, Inc., New York city, one of the well known designers and manufacturers of macaroni labels and folding cartons will have a most elaborate display of macaroni and egg noodle cartons and labels at the Macaroni Manufacturers Convention at the Edgewater Beach hotel, Chicago, June 14-16, 1936.

The exhibit will be set up in the West Lounge of the popular hotel, available alike to the manufacturers who will be interested in the packaging suggestions and to the public that will appreciate the many forms of macaroni products and their careful packaging. This particular exhibit will be in direct charge of Charles Rossotti, vice president of the company and he will be assisted by D. W. Killip, the firm's Chicago district manager. They also plan to have with them a member of the Packaging Jury and a renowned designer with whom manufacturers may discuss their packaging problems.

"Because of the ever increasing interest in modern packaging of macaroni and egg noodle products," says Charles Rossotti, "our firm has done everything possible to make the display not only the most complete and the most elaborate but also educational. Packages of macaroni manufacturers, of wholesalers and of distributors from coast to coast will be on display, giving macaroni-noodle manufacturers who attend the convention a birdseye view of the trend in the macaroni and egg noodle packages and labels as they are being adopted throughout the United States."

The Rossotti Lithographing Company, Inc. invites visiting macaroni and noodle manufacturers to make their downtown headquarters at the Chicago offices at 620 N. Michigan av. while in the convention city.

What is desirable is quite generally longed for, but not so generally worked for.

Business Men Fight and Win a Point

By J. E. Jones

Washington, D. C.—The first 105 business men who appeared as witnesses before the Senate finance committee were all opposed to the plan to impose a tax on undistributed earnings.

Business men have been active and outspoken at conventions, conferences, and at public hearings before Congress, commissions and bureaus in Washington. The nation's local and metropolitan newspapers have backed up the business men of the country in denouncing the latest fantastic scheme of Federal taxation. A few special guests at the White House were among those who expressed opposition to the messy provisions of the tax bill that had been jammed through the lower House. Public opinion was aroused against more political "cracking down" on industry.

The Senate had not gone far in trying to revise the hodgepodge House bill before its members became convinced that the whole country was tired of this unjust war against every business man or corporation, that has succeeded in putting aside a few dollars for improvements through which more persons might be employed.

Senator Pat Harrison led the retreat after Chairman Jesse H. Jones of the RFC took a positive stand against the tax plan that threatened to drain the life blood from prosperous firms and corporations. Senator Byrd, democrat of Virginia, indicated that members of his party would join the republicans and independents who oppose some features of the administration bill. After that the President began to wear that knowing smile of his and no one was surprised when he sidestepped and told Congress to write its own bill.

A month ago the pleadings of business men for more common sense in government were rebuffed in Capitol Hill by politicians who talked in riddles that "we are putting human rights first." "Okeh," replied the business men, "and so are we." These thousands of business men have convinced everybody that in reflecting the viewpoints of a million other honest busi-

ness men in every part of the nation they are right. The business men have put up a good fight and won an important point. It is only the beginning!

John G. Elbs Dies

John G. Elbs, aged 70 years, and for many years a manufacturer of macaroni products died at his home in Rochester, N. Y. after a long illness, April 29, 1936. He was long a member of the National Macaroni Manufacturers association while operating the Woodcock Macaroni company of his home city, which he purchased in 1919.

Mr. Elbs was a native of Austria, coming to this country with his parents as a baby. He was educated in the Rochester schools but early entered on a business career, first as a helper of his father and later in the wholesale paper business before entering the macaroni manufacturing business.

He sold out his plant during the boom years, confining his efforts to the realty business which demanded practically all his time in recent years. At his death he owned much valuable real estate in the business section and in the suburbs of Rochester.

He was a member of the Knights of Columbus, former director of the Rochester Club, a member of the Oak Hill Country Club, the Chamber of Commerce and the Community Chest Board.

He is survived by his wife, Elizabeth Zweigle Elbs, two sisters, Mrs. William A. Grott of Rochester and Mrs. Anna Dean of New York, several nieces and nephews.

Fire Damages Dallas Plant

The plant of the National Macaroni company at 2616 Main st., Dallas, Texas was damaged by a small fire last month. The loss is estimated at about \$5000. This plant has long been operated by Frank S. Bonno, a director of the National Macaroni Manufacturers association.

Fight Margarine Tax

Primarily in self protection but urged by interest in all foods that may be subject to similar excessive taxation, the National Association of Margarine Manufacturers is fighting enactment of the Culkins bill now before Congress which would lay a tax of 10¢ a pound on margarine. Likewise, the organization is fighting two similar bills proposed in the New York Assembly, one in New Jersey and two in Kentucky.

The objectors reason that at the present rate of consumption of their product, a tax of more than \$38,000,000 a year would be paid if the national tax bill were enacted. The passage of the New York measure would add \$2,000,000 in taxes on those who use margarine, which is a pure food product and which is used as a spread for bread and for cooking in millions of homes. American homes of the lower income brackets, including an untold number on relief rolls, would pay this more than \$40,000,000 a year in dinner table taxes by the enactment of the four proposed laws.

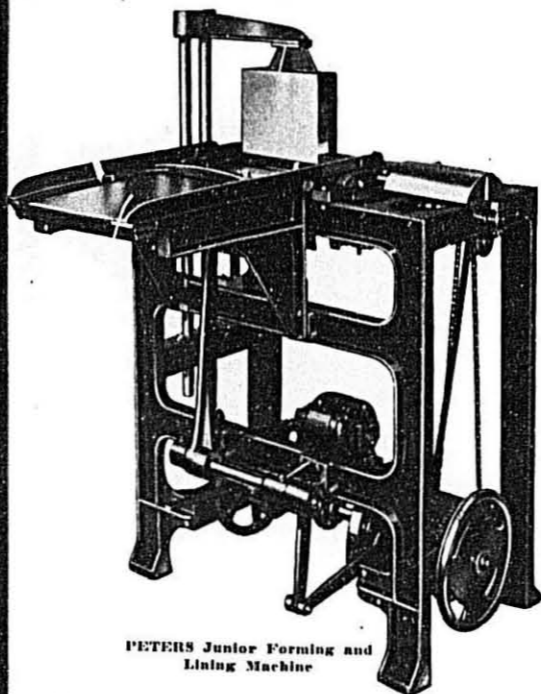
"If this type of legislation is sustained," argues Charles H. Janssen, secretary-manager of the association, "no industry and no product is safe from attack. Agriculture with its great variety of products and dependence upon the stability of many industries as well as every product industry, is at the mercy of every power that can build and finance an influential and successful lobby. The consuming public becomes the prey of every special interest in power. I do not believe that the members of the food and grocery trades, or the public, who have a vital interest in keeping open the avenues of distribution to the consumer, will hesitate to condemn and oppose legislation of this type if correctly informed as to regard thereto."

Macaroni Products

Both Hot and Cold Dishes Possible On Most Economical Basis

The great variety of macaroni products, especially those made from the best grades of durum wheat which is commonly called Macaroni Wheat, offer in a convenient form and at a surprisingly modest cost a never ending array of delightfully, distinctive, tasty, healthful and economical hot and cold dishes, suitable to every household purse and in every kind of weather. That is the expert opinion of L. B. Conrad, a Pacific coast authority on food: "Macaroni, spaghetti and egg noodles are nature's nearly perfect foods, for they bring to you in appetizing form the substances necessary to build and sustain the human body. Protein, carbohydrates and mineral salts are all balanced by nature in proportions most acceptable as a food, and the value of Macaroni products in planning meals for children and adults should be recognized by everybody."

Peters Packaging Equipment Costs Nothing To Use

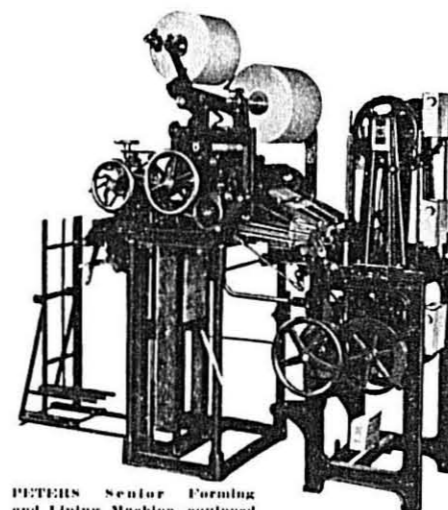


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(Refinery, Warren, Pa.---Stocks carried in principal cities)

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For
Convention
Program
See
Page
21
♦

Adulterated Macaroni for Italy

Il Duce orders mixture of semolina and ground rice or ground beans to conserve wheat supply.

The people of Italy have made willingly many sacrifices in order to help Il Duce Mussolini to win his war of conquest in Ethiopia, but owing to the continuance of the sanctions against Italy restricting the importation of needed foods for home and army consumption, they are being asked to make a supreme sacrifice, to agree to an adulterated spaghetti. The consumption of macaroni products in Italy surpasses all nations of the world figured on a per capita basis, and that is undoubtedly due to the fact that these "macaroni pioneers" know good macaroni and demand only the best quality available.

The plight of these "spaghetti-lovers" is depicted by a reporter of the Chicago Tribune Press Service in the following message from Rome in May 13, 1936:

Precautionary Measures

Premier Mussolini has realized his long cherished dream of an African empire. But that has not prevented sanctions from battering with telling effect on Italy's internal economic life.

The nation has put forth a brave front before the world for the last six months, even with serious indications that the throttling grip was beginning to make itself felt.

With more than 500,000 solders and workers in east Africa whom Il Duce

will have to continue feeding for some time to come, he is preoccupied over his sources of food supplies. Consequently he is taking precautionary measures. These are designed to enable him to hold out either until sanctions are called off or until such time as he can begin exploiting Ethiopia's reputed wealth and thus place his colonial forces on a nearly self supporting basis.

Decrees "Famine" Macaroni

Most significant of these measures is that affecting the Italian laborer's national dish—macaroni. This measure indicates that Italy's present wheat supply is inadequate to feed both the population at home and the forces in Africa as well.

Under a decree which fixes the maximum pure wheat content of macaroni at 60 per cent, Italians will soon have to give up their customary spaghetti. They will have to become accustomed to the new brownish colored variety which is to be placed on the market as soon as laboratory experiments are completed to the satisfaction of the government.

The new "famine" spaghetti must by law be adulterated with 40 per cent of anything from ground beans to rice. The government's only requirement is that the new concoction shall taste as nearly like regular macaroni as possible and that it must be capable of being cooked without becoming a soggy mess. So far no manufacturer has submitted a type that will stand up to these requirements.

Bag Filling Units Str Trade Interest

Macaroni products, particularly egg noodles are being sold in ever increasing quantities in handy bags, either opaque or transparent. This form of packaging is most popular with the small quantity buyers and with those who are susceptible to impulse buying.

To supply this growing demand macaroni manufacturers have sought and are seeking handier and more economical methods of filling bags and already several machinery firms have developed automatic filling devices that are attracting more than ordinary attention in the trade. Several recent installations have been made, the different makes have distinct patented features to which the producers point with pride and from which so much is expected.

The Beech-Nut Package company of Canajoharie, N. Y. recently installed a bag filling unit manufactured by the Carton Machinery company of Newport, R. I. It is an improved type for extracting fabricated bags in the flat from a magazine, opening and forming them, and then transferring them along underneath a number of chutes, from which a pre-determined quantity of macaroni is discharged from each chute into the bag until it is filled to the exact amount required.

After being properly filled the top of the bag is folded twice to exclude air and moisture. Adhesive is then automatically applied after which the closed bag is discharged into a conveyor, which completes the operation by carrying the closed package along until the adhesive is dried and the fold securely set.

This filling unit packages macaroni

elbows, macaroni rings, short cut spaghetti and all other smaller forms of macaroni products and can be operated at a speed varied to suit each product. Of these small shapes, the unit is capable of filling in double-walled cellophane one-pound bags about 45 complete packages per minute.

Unique features of this particular machine are the methods of extracting the bags from the machine and opening them by means of a combination of the use of vacuum and a controlled volume of air under a constant pressure. The method of handling the product in the volume hopper is also worthy of mention. The macaroni is so carefully handled in the stroking of the measuring device that little or no breakage results. The method of discharging a fixed amount at a number of filling stations obviates clogging the bag and breaking down its resistance, allowing the contents to settle properly after each discharge.

The trend in plant equipment is more and more to automatic control of various operations that were formerly so tedious. This trend is particularly noticeable in the improved flour handling and flour blending outfits, in new packaging and conveying units being installed in both old and new plants.

New Brush Charting Service

With a view to simplifying the correct selection of replacement brushes for motors and generators in industrial plants, mills, commercial buildings, etc., The Ohio Carbon Company, 12508 Berea road, Lakewood, Ohio has worked out a "Brush Charting Service" which is available free on request. On analysis of past sales the company found that 91% of all replacement orders for "Ohio" carbon, graphite, electro-graphitic and metal-graphite brushes can be covered by about one quarter of the grades generally considered necessary—the remaining three quarters being used mainly for special and unusual applications. It therefore prepared a set of charts showing the wide range of uses to which these few grades were suited, with the result that an ample stock of emergency replacements can now be carried at a fraction of the former expense.

The charts themselves are so made that they can be used either in a ring binder or as separate folders in the usual letter size filing drawer. As an additional feature of this free charting service the company offers, also without charge, a "Motor Record Book" in which a complete record of brush sizes, rewinding jobs, etc., of each machine may be entered. A cross indexing system, maintained by the company, further enables brush replacements to be ordered by merely giving the page number of the particular motor record.

GREETINGS

AND BEST WISHES FOR A SUCCESSFUL CONVENTION JUNE 15-16, 1936, CHICAGO

AMBER-BRIGHT



UNIFORM

HOURGLASS

SEMOLINA

a Duluth-SUPERIOR Product

Duluth-Superior Milling Division OF STANDARD MILLING CO.

Executive Office

MINNEAPOLIS, MINN.

DULUTH - SUPERIOR - CHICAGO - PITTSBURGH - NEW YORK - BOSTON

HECK THE STICKY GUY

THEY WERE SO THICK I COULD HARDLY SWIM AN OAR IN THE WATER.

I SAVE ONE OF THE SMALL ONES I LANDED TO A POOR FAMILY, NOW THEY'LL HAVE MEAT ON THE TABLE FOR A WEEK.

MY WIFE IS BAKING THE BREAD FOR DINNER TONIGHT IF YOU COULD TELL ME TO ENJOY IT.

YOUR WIFE SAID THE SMALLER YOU EAT THE BREAD, THE MORE SHE'LL TELL ME TO ENJOY IT.

PASTES GLUES GUMS

for every purpose

THE F. G. FINLEY COMPANY

Modernizes Ravioli Equipment

The manufacture of Ravioli, long a home or kitchen process is being commercialized on a mass production basis like all other good things, principally through the ingenuity of a food production engineer, Aurelio Tanzi of New York city who specializes on the invention and development of labor saving food machines.

WHAT IS RAVIOLI? How does its production and development concern the macaroni-noodle industry?

Like macaroni and noodles, ravioli is a flour product but differs from either in that it is made with two sheets of egg dough, stuffed and sealed. The stuffing may be a choice of cooked meat or eggs well mixed with spinach, grated parmesan cheese, olive oil, parsley, nutmeg flavoring, eventually mushroom sauce and other ingredients to suit individual taste. Ravioli is then cooked, dressed, with suitable sauce and served as is macaroni, spaghetti or noodles.

Inventor Tanzi referring to this newly commercialized food says—"RAVIOLI! That exquisite delicacy so long listed as the 'forgotten food' due to the antiquated, slow and unsanitary method of production now steps forth into its own and on a par with other excellent grain foods."

The newly invented machine for mass production of ravioli consists of a dough brake and a forming unit. It is a com-

compact little outfit capable of being installed in limited space and suitable for display in store or plant windows, with its accompanying public interest.

The new machines are available in two sizes—one, a hand operated mechanism, producing perfect raviolis in three sizes and a larger, motor driven machine for capacity production. They are being marketed by the Aurelio Tanzi Engineering Company, New York, N. Y.

The ATECO Ravioli machine produces ravioli at the rate of 15,000 per hour, each ravioli being uniformly filled and finished. It is expected that this machine will revolutionize the business inasmuch as it will produce quantity and quality at a fraction of the former cost over the old fashioned hand made method, with its waste, lack of uniformity and generally unappetizing appearance.

Illinois Macaroni Company Incorporated

The Illinois Macaroni company of Lockport, Ill. was incorporated last month under the laws of Illinois to manufacture and distribute macaroni products. Its capital structure consists of 5000 shares of non par value preferred stock and 7500 shares of non par value common stock. The incorporators were Frank F. Ladd, George D. Ladd and B. F. Ryden of Lockport.

The company will operate a modern plant that has been in the process of

construction and equipment for the year.

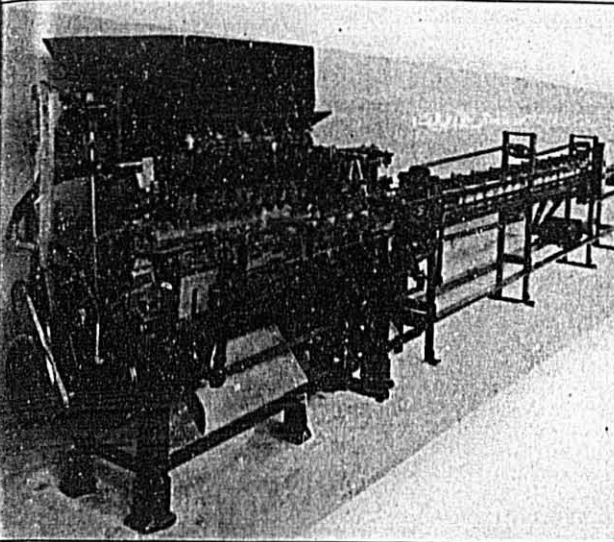
Miss Harriet Rossi Weds

Miss Harriet Rossi, only daughter of Mr. and Mrs. Henry D. Rossi, Brookwood, Ill. and Dr. Charles Allison Kankakee, Ill., son of Dr. and Mrs. C. Allison, Gardner, Ill. were married Saturday afternoon May 16, 1936 at the Methodist Episcopal church, Brookwood. Rev. E. E. Hastings of the Central Presbyterian church of Joliet officiated.

The bride is well known to macaroni-noodle manufacturers who attend the annual conventions of the industry having frequently accompanied her parents to these gatherings and being once appeared on a banquet program as an elocutionist. She is a graduate of Northwestern university, Evanston, Ill. The bridegroom is a well known young physician with very good practice in Kankakee.

A reception at the home of the bride followed the marriage ceremony which was witnessed by several hundred invited guests. After a short honeymoon to Washington and the Eastern seaboard, Dr. and Mrs. Allison will reside in Kankakee.

If we had no difficulties we would have no overcome difficulties to brag about.



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

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

Phone, wire or write

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90 West Street, New York City

Newport, Rhode Island

Electric Eye

CONTROLLED PACKAGING Surer THAN HUMAN HANDLING

Automatic Bag Filling

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

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

Protecting the Product

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

J. F. DIEFENBACH
President

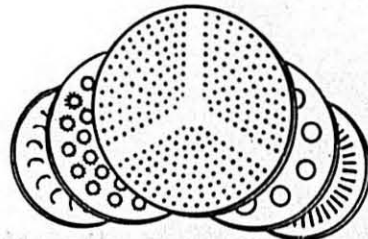
E. J. THOMAS
Vice Pres. & Gen'l Mgr.

The entire staff of AMBER MILLING COMPANY expresses the hope that your Chicago convention will bring to you and the industry constructive suggestions and material improvements.

AMBER MILLING CO.
MINNEAPOLIS

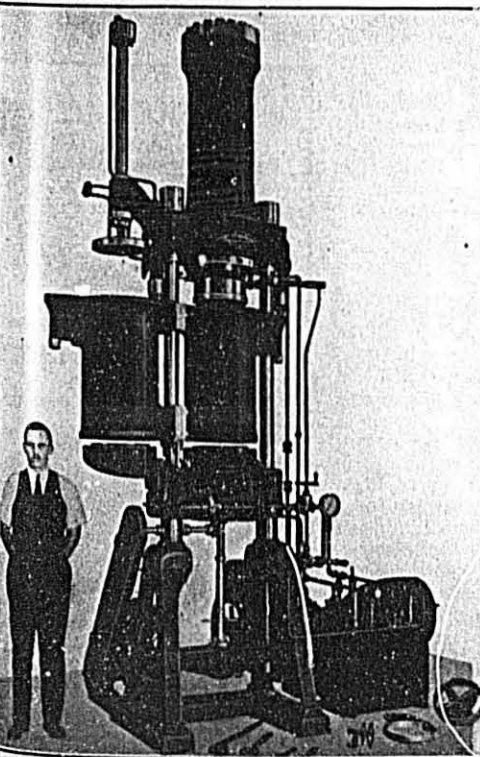
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Trade Mark Registered U. S. Patent Office
 Founded in 1903
 A Publication to Advance the American Macaroni Industry
 Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
 Edited by the Secretary-Treasurer, P. O.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

PUBLICATION COMMITTEE
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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.
THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.
 The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.
REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

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 Want Ads.....50 Cents Per Line

Vol. XVIII June 15, 1936 No. 2

Advertising Is Good Literature

Publication advertising is good literature from a number of different angles. It is good literature in the first place because it is concisely written. It yields more information per word than any other form of writing. It is inspiring because it tells about the many things that go to make life easier to live.

It is worth while literature. It repays reading in dollars and cents. In fact it is the only literature we know of that pays the reader so much a minute for his time and attention. It does that, and it pays a very high rate—dollars a minute at times. Guided aright through publication advertising we all repeatedly save many dollars as a reward for one minute's reading of a business announcement.

We all are familiar with the fact that advertising pays the advertiser. The fact that so many of the most successful firms in the country are advertisers fully persuades us that it is good business to advertise. But we who read advertising are not so continually mindful of the fact that reading advertising pays us greater dividends on what we put into it than almost any investment we make. It keeps us informed on everything that affects our interests. Because of the information that is dispensed through advertising buyers are as well informed on goods as are the makers and sellers of them. They know what makes for service and satisfaction in goods quite as well as do the manufacturers. It makes it possible for the reliable makers and sell-

ers of goods to get together with careful buyers to mutual advantage.

Our advertisers give you information, not so much on the particular products they manufacture and sell but in the spirit of enabling you to know what goes to make up merit in their lines. As creators and dispensers of the best they know that their interests are best served by inspiring an appreciation of merit. You'll find that your interests as a buyer will be splendidly safeguarded by reading the sales messages of our advertisers and getting in touch with them or their accredited representatives on your requirements.

Many of our subscribers compliment us on the fact that they find our news and editorial sections good reading. We believe that all will find our advertising section equally good and profitable reading. Why not make it a point to give these advertising messages your attention? You'll probably be moved to get in touch with one or more of our advertisers, and if you do, we further request that you make it a point to mention that you were interested through our publication.—The Editor.

Hopes It Rains Like ---

A statement sometimes has more meaning than a lengthy article. That may be the proper classification of a little anonymous note sent to the secretary of the National Macaroni Manufacturers association by a durum miller, evidently a friend of the organization. Referring to the "Umbrella Cartoon" used by the National association to visualize the duty of every member of the industry toward its protective refuge, the terse note says:

"Dear Donna: Believe I recognize a couple of Durum Millers holding the umbrella? Hope it rains like h—l, if that would help conditions!!!!!!
 A Sympathizer."

What more need be said? Thanks, Mr. Miller.—(Editor)

Send It In

The editor of the *National Food Distributors Journal* must be having the same difficulty getting news items of general interest for publication in his trade paper as does the editor of the *MACARONI JOURNAL*.

However he has a very nice way of inviting that kind of cooperation. He says it poetically, where others might be inclined to say it more vehemently. In case there are macaroni and noodle manufacturers who are poetically inclined, the poetic appeal of the fellow editor is reproduced herewith.

Send It In

If you have a bit of news,
 Send it in.
 Or a joke that will amuse,
 Send it in.
 A story that is true,
 An incident that's new,
 Never mind the style,
 If the story is worth while,
 It may help or cause a smile,
 Send it in.

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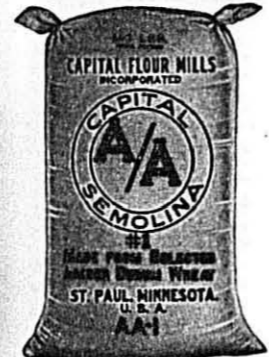
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ORGANIZE
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OUR OWN PAGE
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First--
INDUSTRY

Then--
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THE SECRETARY'S MESSAGE



Pre-Convention Thoughts

The movement toward a friendly industry conference in Chicago this month is on in real earnest. Leading macaroni-noodle manufacturers are either on their way or are attending last minute duties before dashing away by automobile, train or plane to be a part and parcel of this annual get-together of the leadings minds in the trade.

The Edgewater Beach Hotel will be the "mecca" of all the trade-minded and the association-minded manufacturers and allies. How many will gather there for the 33rd annual convention of the National Macaroni Manufacturers Association only the registration records will tell. That the list will not include the names of some who should be there is taken for granted. There is always the possibility that some well intentioned, industry-minded manufacturer will find it absolutely impossible to be present, but the big majority of the absentees will be that group in the trade that has always been content "to let George do it."

Despite the gloomy opinions of the confirmed pessimists in the trade—and there are altogether too many of these in the macaroni business for its general good—the leading macaroni-noodle manufacturers, the progressive business men in the trade, will see much good that can come out of such friendly meetings of competitors. They will not expect conditions to be revolutionized overnight or by anything that a convention can do, because the causes of the conditions complained of are beyond their reach.

For a whole year manufacturers, large and small have

been undergoing trying experiences. They have been fighting for the very existence against conditions, mostly of their own creation, though actually brought on by general causes that affect all business. Some of them will come to the convention brimful of fight. They are anxious for the opportunity of "opening up" against this fellow or that thing, but alas they will lose most of their courage on seeing the smiling faces of competitors and on hearing the honeyed words of supply men against whom they felt they had a personal grudge.

They will soon realize that they are not the special victims of any diabolical plot to cause them personal misery and ruin but that they are merely one of the many "casualties" of general trade wars from which no one profits.

Never has there been any assembly of macaroni-noodle manufacturers that did not produce some beneficial results. That will be true of the 33rd annual convention of the National Macaroni Manufacturers Association this month in Chicago. Everyone will be there ready to talk shop and will find willing listeners. All will be on pleasure and business bent. They will discuss the ideal situation that must ever remain a fond hope, but out of the little talks with competitors, interviews with supply men and suggestions by scheduled speakers who are leaders in their line of business will come much that will be of great value to all who will compose the memorable gathering of macaroni-noodle makers June 15 and 16, 1936 at the Edgewater Beach Hotel, Chicago.

Welcome, progressive Manufacturers and friendly Allied

FINE FOOD in the MAKING



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**ARE YOU PROTECTING
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INFESTATION
?**

Spray
MILL-O-CIDE
A Little, Often

Finished food products and raw materials can be kept free from infestation by spraying Mill-O-Cide systematically. It is non-poisonous to humans and perfectly safe to spray on Macaroni and other foodstuffs. Insects in all stages of their development, egg, larva and adult, are destroyed by this powerful food insecticide.

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for further information

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1903



1936

MIDLAND
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A toast for the Convention Banquet



Here's to the new friendships that have
been formed since last year's N.M.M.A.
Convention and to all the old
friendships that have been strengthened.

PILLSBURY FLOUR MILLS COMPANY

GENERAL OFFICES, MINNEAPOLIS, MINN