

**THE
MACARONI
JOURNAL**

**Volume XVII
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**January 15,
1936**

The
Macaroni Journal

A circular logo with the words "NATIONAL" at the top and "ASSOCIATION" at the bottom, surrounding a central dark circle.

Minneapolis, Minn.

JANUARY 15, 1936

Vol. XVII No. 9

WISHING

- All Manufacturers,
- All Advertisers,
- All Allied Tradesmen,
- All Readers,

A

**Prosperous
New Year**

**National Macaroni
Manufacturers Association**

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

RENDERING A *National* PACKAGING SERVICE



★ Manufacturers of egg noodles and macaroni products in every part of our country depend upon us for sincere cooperation on their packaging problems. No plant is too far away... too large or small to get quick, efficient service from our national organization. Thirty-eight years of progress... years of specializing in the design and manufacture of macaroni and egg noodle packages that *do a real selling job* insures the success of the cartons and labels we make for you. Consult our nearest field man on your packaging problems. He is an expert in his line and can give you valuable aid. Suggestions, ideas and moderate prices are yours for the asking. Write or telephone TODAY!



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PACKAGING HEADQUARTERS FOR THE FOOD TRADE

Credit and Capital Available from Three Government Sources



Business men in need of credits for equipment or additional working capital have been confused in some instances and did not know where to apply for financing to cover their specific needs.

A recent investigation has shown that there are three government agencies from which it is possible to obtain either cash or credit, provided that the risk is one which can be given a reasonable degree of legitimacy and security.

Recent, modified regulations of the Federal Housing Administration covering amendments to the National Housing Act are reported to be working out in a quick and efficient manner in connection with the instalment buying of equipment as well as in other directions. In this case the government does not lend any money, but it does arrange for a Federal guarantee of 20% of the face value of any loan made under its provisions.

In general the seller of equipment carries the burden of all arrangements. The buyer merely fills out certain forms and signs one or more notes. These notes are then sold to a finance company by the original seller of the equipment, or the buyer may deal directly with a bank for his loan. The main benefits of this plan are that the buyer receives delivery of equipment with no down payment and the seller receives his cash in full. The cost of such arrangements is limited, as follows:

"The financial institution may not collect as interest and/or discount and/or fee of any kind a total charge in excess of an amount equivalent to \$5 discount per year per \$100 original face amount of note."

Although talked about in terms of "FHA loans," the official term refers to "modernization credits." Any property owner, individual, partnership or corporation with a regular income from salary, commissions, business or other assured source may apply. He is advised to go to his bank, building and loan association or finance company approved by the FHA.

The amount of money available is up to \$50,000, and the maximum period for repayment is five years. A 5-year period would be covered by 60 notes of equal amount. Considerable red tape has been removed from the handling of applications through the FHA.

When it is working capital that is needed for business, the Federal Reserve banks are ready to supply it. When Sec. 13b of the Federal Reserve Act was enacted June 19, 1934, about \$280,000,000 of Reserve bank money was made available for loans to established commercial and industrial enterprises for working capital, with maturities up to

five years. The Reserve banks have approved loans totaling nearly \$100,000,000 during the first year the law has been operating.

Certainly there are hundreds of concerns which need working capital today and do not know about the facilities offered by the Reserve banks. Or if they do know, they are not certain how to go about getting a loan.

The process is simple and not encumbered with red tape. First find out whether your own banker will make a loan on ordinary terms to meet your requirements. If not, suggest that the bank participate in a 13b loan from the Federal Reserve bank of the district. If your bank participates it will start negotiations with the Reserve bank. If not, go to the Reserve bank yourself, or write, and tell your story.

You will then find out whether you are an eligible borrower under Sec. 13b. If you are you will be asked to make out an application form, and the Reserve bank will undertake the necessary investigation to check up on your statements and to draw a complete picture of your business situation.

The case will be passed on first by the bank's advisory committee of business men, and then by officials of the bank. If they decide to recommend a loan and an agreement is readily reached regarding security, maturities and other details, the whole process should not take more than three or four weeks.

If you have any reason to think that your credit needs come under the intent of the industrial loan law, it would certainly pay you to see your banker and if necessary visit or write to the Federal Reserve bank.

In case of loss on any loan made with the participation of the Federal Reserve bank it may assume as much as 80 per cent of the total loss. So a local bank can make these 13b loans and have what amounts to an 80% insurance.

Interest rates vary in the different districts and with the terms of individual loans but, in general, they run from 5 to 6%.

When a Federal Reserve bank makes a commitment to take over a loan a charge is made to the bank thus accommodated. The rate is generally about 1%, which might be called an insurance charge or a charge for standing by. This gives the local bank a net profit of 5% with 80% of the risk taken off its hands.

Incidentally a number of banks, finding that the 13b loans are coming along so well, may become a little more willing to loan on their own account.

Individual loans have been handled by the Federal Reserve banks in amounts

as small as \$300 and in sums as large as 6 million dollars. The money is not intended for use in starting new business enterprises but to supply established business with cash in order to keep it functioning where personnel, business assets, and merchandising future provide a sound and reasonable basis for lending.

There is a third Federal agency which may be looked as a source of money for business. This is the Reconstruction Finance Corporation. It operates under a broader law than either the FHA or the FRB. Loans may possibly be obtained here that cannot be granted by either of the other two agencies.

Fundamentally RFC loans may be made "to any industrial or commercial business" . . . "for the purpose of maintaining and increasing employment of labor." Maturities are up to five years, with special provisions in some cases to extend the period to ten years. Applications for such loans go direct to the district office of the RFC and then pass through Washington for investigation and approval.

The distinction between these various agencies should be made clear. For cases involving the buying of equipment, applications should be made through agencies approved by the Federal Housing Administration.

When it is additional working capital that is needed the borrower will take advantage of the Federal Reserve bank system.

When neither of these agencies serves the particular purpose in mind the approach will be to the Reconstruction Finance Corporation.

Crop Prices Lower; Value Increased

Average farm prices of this year's principal crops will be 13% less than last year, but 9% more than for the 1933 crops, and 72% above prices for 1932 crops, according to the Bureau of Agricultural Economics. The reduced prices this year are attributed mainly to increased crop production. The bureau points out however, that the total value of this year's crops will be much more than in 1934 because prices have declined relatively less than production has increased.

Major crop price changes this year compared with last are: sugar crops, practically unchanged; fruit down 4%; miscellaneous commodities, including potatoes and tobacco, down 7%; cotton and cottonseed down 10%; grain down 18%; seeds down 39% and hay down 47%.



**QUALITY
IS
SUPREME**

**IN
TWO STAR
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN**

THE MACARONI JOURNAL

Volume XVI

JANUARY 15, 1936

Number 9

The New Year.

The Old Year of 1935 is now a matter of history. Insofar as the United States macaroni manufacturing industry is concerned very few of its operators have any reason to express regrets over its passing. The New Year of 1936 can hardly be as disastrous as was the old one that has just passed.

Broadly and truthfully speaking, the macaroni-noodle manufacturing business throughout 1935 was generally unsatisfactory, figured from any and all angles. True, some few did weather the stormy twelvemonth with some degree of success, but to the vast majority it was a year of great trials and many tribulations.

The macaroni manufacturing industry is comparatively new in this country having been in existence here only a generation or two. Yet never before have the members of this trade suffered from such extremes in price and quality competition. Seldom has there been recorded a greater disregard for even the most common rules governing fair trade practices, especially by a small group of so-called "trade breakers" who deliberately planned to demoralize a national trade for selfish reasons.

The end of Old Year 1935 finds very little accomplished in the way of progressive action and many problems left to be solved during the New Year. There are many things to be done during the next few months if 1936 is to record any substantial improvement in the status of the individual manufacturers and the general position of the industry as a whole.

While individual members of the industry are taking inventories of their respective stocks they should be interested in an inventory of the assets and liabilities of their trade in order that all may realize somewhat the gravity of the task that confronts them individually and collectively, if 1936 is to be for all a better business year.

On the "assets" side of the inventory can be set up among many others, the following: (a) a well established industry composed of more than 300 modern, clean and well equipped plants, mostly individually owned and operated; (b) a food surpassed by none of the grain products for its nutritiousness, its suitability for combinations with almost every other food consumed by mankind and for its economy, thus helping the distressed housewives to get the most out of their food dollars that are as yet none too plentiful.

As against these assets there must be set up some liabilities which individuals and the trade generally must frankly face during the New Year. Of the liabilities none is greater than the need of restoring the high quality basis for which macaroni was generally renowned prior to the business wrecking days of 1935.

The proper and complete liquidation of this liability is not the work or the duty of any trade association or group, but rather for individual action by all who have been guilty of practices that created that liability.

Therefore the biggest problem that confronts the macaroni-noodle industry as it enters the New Year, and the one that must have the undivided attention of every well meaning operator, is the immediate restoration of that major asset—the public acceptance of and renewed loyalty to this great good food solely on its merits. Each can do his share toward realization of that objective, by adopting and carrying out two simple rules. First,—determine to manufacture only quality products, and second,—sell them at prices that are profitable to you and reasonable to the consumer.

There is another serious liability to which many fail to give the attention due it. Outside of the macaroni industry, there are many powerful interests offering competitive foods that are slowly and surely winning too great a share of the part of the consumer's dollar that formerly belonged to the macaroni-noodle makers. Individually, some of the larger firms may fight this trend but to be effective action should be united and determined behind a campaign of education for which there is now greater need than ever.

During the Old Year of 1935 the Macaroni Industry as well as all business in this country experimented with governmental regulation. Even before the experiment was terminated by a decision of the Supreme Court many business leaders had become satisfied that the future success of all business lies in self help rather than outside regulation. The macaroni industry is now on its own. It is not unreasonable to believe that if the members of the trade show the proper spirit and put forth the necessary effort, greater progress will be made under self imposed regulations by a voluntary, co-operative organization similar to that under which the trade operated in the good old days.

It is in this spirit that the leading macaroni-noodle manufacturers of the country should enter the New Year. It will bring to them practically everything that is reasonable and which they determinedly desire. That will be the spirit behind the program being established by the unselfish and reliable National Macaroni Manufacturers Association for the New Year and for which that organization solicits the help and co-operation of every manufacturer who has his and the industry's future interests at heart.



Modernized Plant Gets Publicity



Female Group, Egg Noodle Packing Department, La Premiata Macaroni Corporation, Connellsville, Pennsylvania

News of a prosperous business is so rare nowadays it is of real interest to everybody. Under the heading "Macaroni and Prosperity" newspapers in western Pennsylvania told last month of the successful rejuvenation of the La Premiata Macaroni corporation, Connellsville, Pa. and of the high standing of the quality goods produced in the modernized plant.

"With the plant of the La Premiata Macaroni corporation running to its utmost capacity," says the leading paper of that prosperous city, "MACARONI spells PROSPERITY for Connellsville. Seventy persons are on the payroll, 30 more than were employed when the new owners took over the plant in 1933. At no time has the demand for the firm's products ever been so great; nor have they ever been excelled. La Premiata Products are now found in almost every first class store in Pennsylvania and surrounding states and many of the larger cities in the east."

Much credit for the revival of the macaroni industry in Connellsville is given to the production manager of the firm, Joseph J. Cuneo, who has spent many years in the macaroni manufacturing business, starting as a bookkeeper in 1912. In the interim he has studied thoroughly every phase of production and selling, so that when the opportunity presented itself for taking over the general management of the plant several years ago he was qualified by experience to do so successfully.

The newspaper articles referred to stress the radical changes made in the old plant, particularly in the production, drying and selling departments. Much is made of the fact that the firm is now supplying a growing list of satisfied and loyal distributors with high quality products that bring welcomed repeat orders.

Illustrative of the modernization of the plant is the packaging department.

(See cut.) In that department girls have replaced old men at labors for which the former are better fitted. They are all dressed in neat uniforms that give the general tone of extreme cleanliness, a necessary requisite in every food factory. The uniforms not only make a presentable appearance but enable them to work with greater freedom and safety. These uniforms are of a very light blue color with white collars. The men employees are urged to give preference to the same combination of colors, safety however, being always the first consideration.

Jesse C. Stewart is president of this successful firm and J. R. Davidson is vice president. The concern still believes as it did when it started business in 1933 that "business in any section of the country is always good under any circumstances, depending upon the degree and amount of effort placed behind the motive for success."

State License Law Explained

For the enlightenment of the members of the National Macaroni Manufacturers association, Benjamin R. Jacobs, the Washington representative of the organization has explained in detail the provisions of the license law of the state of Pennsylvania. The license fee is graduated according to the quantity of raw materials converted weekly into bakery goods, macaroni products coming under that classification.

Small firms are entirely exempt from the provisions of the act, as are some manufacturers in other states under certain conditions. Under the Pennsylvania law referred to, the following products are considered as bakery goods:

"Bakery products means and includes bread, rolls, cakes, cookies, crackers, ice cream cones, crullers, doughnuts, biscuits, pies, macaroni,

spaghetti, noodles, alimentary pastes, pretzels, potato chips and all other products whatever manufactured in a bakery and intended for human consumption, as well as the ingredients and materials entering into their manufacture."

Association members doing business in Pennsylvania will do well to consult this association official. Nonmembers should likewise watch their step if certain penalties are to be avoided.

October Foreign Trade

The foreign trade in macaroni products continued to increase during October 1935, according to report by the Bureau of Foreign and Domestic Commerce.

Imports

In October 1935 the quantity of this foodstuff imported was 127,469 lbs. worth \$10,082 as compared with the September imports of 109,695 lbs. valued at \$8,616.

For the first 10 months of 1935 the total of 1,145,968 lbs. of macaroni products was imported with a value of \$97,485.

Exports

The exports for this month amounted to 178,891 lbs. bringing to American manufacturers \$13,734 as compared with September 1935 exports amounting to 176,503 lbs. with a value of \$15,290.

The first ten months of 1935 the exports totaled 1,644,230 lbs. worth \$137,951.

Below is a list of the countries to which this foodstuff was exported during October 1935:

Countries	Pounds
Netherlands	14
United Kingdom	331
Canada	132
Br. Honduras	11
Guatemala	8
Honduras	14
Nicaragua	31
Panama	190
Mexico	253
Newfoundland & Labrador	40
Bermuda	1
Jamaica	1
Other Br. W. Indies	196
Cuba	153
Dom. Republic	149
Netherland West Indies	20
Haiti, Rep. of	20
Colombia	1
Ecuador	1
Surinam	1
Venezuela	1
Br. Malaya	1
Ceylon	1
China	1
Hong Kong	1
Japan	1
Palestine	1
Philippine Is.	1
Siam	1
Br. Oceania	1
Fr. Oceania	1
New Zealand	1
Union of So. Africa	1
Liberia	1
Mozambique	1
Total	178,891
Insular Possessions	45
Hawaii	110
Puerto Rico	2
Virgin Is.	1
Total	157,485

QUALITY? A Sackful!



Business Marriage and Divorce

A little scenario by C. Garvin, leading trade association executive, Washington, D. C., inspired by Coordinator George Berry's industry-labor-investor-consumer conference in Washington, Dec. 9, 1935 and the final passing of NRA by presidential decree later in the month.

Marriage and Divorce

You will all recall the wedding of Miss NIRA to Mr. Business. A large crowd attended the nuptials. While the honeymoon was on, the friends of the bride and groom tried to wash up the dishes and put Mr. Business' house in order. The marriage had not progressed very far when it became apparent that Miss NIRA had too many relatives. There was her daddy, U. S. Guff, her maiden aunt, Miss Connie Sumer, and the Kibitzer boys, Wm. G. Labor, Leon Research and several others, and they had as much private life as a goldfish. The couple got so much advice that after a while it began to dawn on them that too much advice will bust up any household and just at the time that things were getting a little bit muddled up, along comes old man Supreme Court and tells them that they are really not married at all—that the father-in-law, U. S. Guff, did not have a license to carry the shot gun that he had with him at the wedding. To save scandal, they went through the motions of a divorce.

In the meantime, some of Miss NIRA's cousins, namely, Miss Federal Trade Commission and Miss Department of Commerce, began to flirt with Mr. Business and so, on December 9, all the relatives gathered with Miss NIRA's new stepfather (who thinks perhaps something might be retrieved out of the marriage) in the pulpit.

Along toward the end of the wake, step-papa Berry made bold to enquire, by inference, "Now that you have listened to my sermon, is there any man among you who does not believe that this couple should be re-married?"

At this point, there should have been a short silence, but immediately men began popping up all over the hall like champagne corks, yelling loudly, "We object. We know things about this dame. We don't like her past life. We wouldn't trust her as far as you could throw an elephant, much less a donkey. We want the pulpit searched to see if the shot gun is still there."

O, di, di, me! What an unhappy ending for Miss NIRA. She's been supporting all her relatives during this time that she's been separated from Mr. Business and now Mr. Business doesn't want to marry her and she's got all the relatives on her hands and even her Uncle U. S. Guff does not seem disposed to carry the burden much longer. O, di, di, me! It's too bad, too. Mr. Business entered mar-

ried life with high hopes for the future. It wasn't his fault that the marriage went on the rocks and he is quite willing to be friendly with Miss NIRA and her Daddy U. S. Guff and her step-papa, George Berry, who is a good scout, but having tasted again the joys of bachelorhood and gotten out of the matrimonial fishbowl and having had time to attend to his own affairs, he seems to think that he can get along better on his own and, naturally, he is very apprehensive about again entering the matrimonial coma.

So that's about the way the thing stands, ladies and gentlemen. Mr. Business isn't going to marry anyone. He is willing to talk over the future and help every way he can, but he is too busy right now to spend time in Washington when he can do so much more with his time somewhere else.

In the meantime, it looks as if Washington had better clean up the old matrimonial mess, stop the fights among the would-be brides of Business and have someone announce a new breathing spell—without asthma.

◆ ◆ ◆
Giving in to discouragement too often is just a way of getting out of carrying on.

•
The fact of having had it in mind to do it for a long time, is in itself an indictment.

Appealing Macaroni Display



A very attractive, appealing and educational display of macaroni products is being used very effectively by the Milwaukee Macaroni company, Milwaukee, Wis. in its many exhibits in food shows in the central states.

Quite naturally it features the company's leading brand—"Pagliacci," meaning "Clown"; also another popular brand called "Red Arrow." Both these brands are sold in window cartons with just the necessary eye ap-

Recipe Service Tested

Many leading firms of the country have profitably supported the efforts of the National Macaroni Manufacturers association to popularize the use of macaroni as the principal ingredient for stuffing turkeys, ducks, chickens and other fowls. That the "Mary" Christmas release was quite popular with macaroni men is evidenced by the fact that numerous requests for mats of the release were received from manufacturers as far west as the state of Washington.

Many manufacturers have also assisted in checking the reception and use of the release by newspapers in their vicinity. While the smaller papers made use of the mat just as it was sent, some of the papers in the larger cities used excerpts from release, showing preference to the macaroni stuffing recipe therein. To date the paper with the largest circulation to use the new release was one that boasts a circulation of over 250,000. A particularly good break for this popular macaroni stuffing recipe was its use by a Pennsylvania paper of semination or national distribution with a circulation in excess of 388,000.

Three new macaroni recipes are being prepared for release on Valentine's Day, Saint Patrick's Day and Easter. Each will feature very simple recipes providing for a liberal use of macaroni products. One covers macaroni, another noodles and the third, spaghetti. Members of the National association will be supplied with copies of the new releases as soon as they are ready for distribution.

peal.

"While we feature the old fashioned American clown when exhibiting our products," says E. Conte, vice president of the company, "we do so with intention to 'clown' macaroni. We merely aim to visualize for the American housewives the excellence of American made macaroni and noodles. Good macaroni, well played and properly featured, is practically fully sold."

Women's Exposition Studies Food Distribution

Being engaged in the production and distribution of one of the world's best grain foods macaroni manufacturers will be interested in the findings of the special committee appointed by the Women's Exposition of Arts and Industries as gleaned from a forum on "Feeding The Family," recently held in New York and in which representatives of the various distribution groups presented their views.

Members of the summary and findings committee that conducted the forum include: Mrs. Harry Lilly, a former president of the New York City Federation of Women's Clubs, chairman; Dr. Helen Judy Bond, associate professor, Household Arts, Teachers' college, Columbia university; Miss Elizabeth A. Condit, member of the faculty of Pratt Institute and president of the Home Economics association of Greater New York and the southeastern district; Mrs. Frances Foley Gannon, deputy commissioner of markets, New York city; Mrs. Bert W. Hendrickson, chairman, the American Homes Department New York State Federation of Women's Clubs, and Mrs. Arthur LaHines, executive secretary New York State Federation of Women's Clubs.

The participating speakers in this forum on food distribution included representatives of the retail grocers association, the chain stores association and nonpartisan fact finders representing the research viewpoint, namely: Frank H. Foy, director of the National Association of Retail Grocers; John A. Logan, executive vice president of the Food and Grocery Chain Stores of America and C. H. Janssen, executive chairman of the National Food and Grocery Distributors Code Authority. The findings of the committee are as follows:

Introduction

The Food Industry is most important not alone because of the large number of people engaged in all its branches which averaged one out of every four persons gainfully employed in 1929, but because it provides the foundation for sustenance of life. The consumers of the country may well be interested in the policies and methods of the agencies engaged in the distribution of the necessities of life. Grocery distribution problems were relatively simple when 80% of our population was on farms and only 20% was engaged in industrial pursuits. They have become highly complex and of great economic and social importance as we have reversed this to where approximately only 20% is on farms and 80% engaged in industrial pursuits. These problems as well as the trade practices in the industry have a very



reference to wholesaling are unnecessarily high. Improved marketing facilities and processes are everywhere urgently needed. Consumers through organization and press have demanded that the system of food distribution be simplified and the movement of food be made direct from field and factory to table."

Retail Agencies of Distribution

The retail grocer is the last link in the chain of action which brings the food and grocery product into the possession of the consumer. At the present time, the trade classification of the type and method of retail food and grocery stores is: (1) Voluntary Cooperative or the Voluntary Chain, an individually owned retail store affiliated with other individually owned retail stores and an independent wholesale grocer, on an agreement through which that wholesale grocer undertakes to render certain services for the members of that group. (2) The Retailer Owned Cooperative where the wholesale establishment is owned and controlled and operated by the retail members, largely on a share or stockownership plan, all profits above operating costs being returnable to the retail members in patronage dividends. (The facilities of these cooperative associations are available to all progressive independent merchants who desire to share the advantages of mass buying power.) (3) The Independent, meaning that store which is unaffiliated with any buying or merchandising group. This type is now largely confined to either the small establishment or the very large market. (4) The Proprietary Chain, which has become synonymous in the public mind with "Cash and Carry," "Self-Service," and lower prices. The principle which is operative in Chain Store management has been employed in both buying and selling from time immemorial.

Independent Store Distributor

The Independent store invites approval of its business status in the community on a social as well as an economic basis. It was stated that the owner of a store has greater social and civic responsibility than a nonowner. His business may be passed on from generation to generation of local owners, thus assuring friendly interest of the owner in the welfare of the community. Ability to render assistance by way of credit is provided by this type of store. The individual store generally offers credit, telephone and delivery service to customers. Independent storekeepers are of service to purchasers to the extent that they remember the quantity, quality, type, etc., of goods usually purchased by the

definite relation to the ultimate price which the consumer pays. It is essential to understand these and cultivate intelligent consumer cooperation with the Food Industry.

Power of Distribution

Distribution is the force which delivers the products of farm and factory to the consumer. Any defect or maladjustment in distribution cannot fail to affect the sources of supply in an injurious way and to exert a demoralizing influence on the basic industries which it serves, as well as result in added cost to the consumer. Maladjustment may occur because of uneconomic and unfair trade practices which destroy orderly and economic competition. To illustrate: Wholesalers and manufacturers, eager for volume, may offer inducements to a distributor who is thereby enabled to reflect his advantage in lower prices to consumers. This results in interference with free and open economic competition wherever it appears to further one's interest. The consumer may say "the keener the competition, the better for us," but, in fact there is a point where competition ceases to have constructive benefits and becomes destructive. Such results may occur when merchants resort to sale of merchandise below its cost to them. The losses of every failure and bankruptcy are ultimately collected from the consumer.

Cost of Distribution

The high cost of food distribution reached alarming proportions following the World War Conservation program. In 1920, the Federal Trade Commission published a report of a survey made at the request of President Wilson. The report stated in parts: "The commission found it quite as important from the consumers' standpoint that costs of technical production be lowered and that costs of so-called distribution be reduced. . . . The costs of distribution . . . form no inconsiderable part of the final price which the consumer has to pay for the foods he purchases and these costs together with attending wastes of food—with

WHO SELLS IT

BUYER'S GUIDE

WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina
Barozzi Drying Machine Co.
Macaroni Noodle Dryers
Baur Flour Mills Co.
Flour

Capital Flour Mills, Inc.
Flour and Semolina

John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners,
Folders, Kneaders, Mixers, Presses and
Pumps

Champion Machinery Co.
Brakes, Flour Blenders, Sifters and
Weighers, Mixers



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

Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamp-
ing Machines

Commander Milling Co.
Flour and Semolina

Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps

Creditors Service Trust Co.
Mercantile Collections

Crookston Milling Co.
Flour and Semolina

Duluth-Superior Milling Co.
Flour and Semolina

Charles F. Elmes Engineering Works
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps

King Midas Mill Co.
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Frank Lombardi
Dies

F. Maldari & Bros. Inc.
Dies

Midland Chemical Laboratories, Inc.
Insecticides



Minneapolis Milling Co.
Flour and Semolina
National Carton Co.
Cartons

Frederick Penza
Bronze and Copper Dies

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.
Dies

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

customer, which makes a visit to the store unnecessary. The United States Census of Distribution for the year 1933 reported that there were 200,000 more privately owned food stores than chain food stores.

Chain Store Distributor

The chain store solicits patronage on the ground that quantity distribution, systematizing and elimination of waste reduce the cost of distribution, that the price for the same goods is the same to all customers and is plainly indicated for the purchaser's attention; that although price may be the initial appeal it is not the sustaining one, quality standards alone in the long run will maintain good will. Further, no charge is imposed upon customers for unused services, such as credit and in many cases delivery. Expert buying on established quality standards insures careful selection of quality merchandise. Rapid turnover of stocks with frequent replacement of perishables and staples further insures maintenance of standards. Timely advertising keeps the customer informed. Modern refrigerating methods have been adopted and modern equipment installed. Savings to the consumer have been variously estimated (Federal Trade Commission, Harvard Bureau of Business Research) at from six to

fourteen per cent; this savings permits workers with small incomes to enjoy some luxuries or to purchase more or better quality necessities. Scientific merchandising has encouraged producers to raise better products, improving quality. Widening of markets because of an ever widening consumer demand has made fresh fruits and vegetables available in thousands of stores at moderate cost. Improved distribution has not only varied the diet of the people but has provided a real outlet for many of the previously limited products of the farm. Trained well paid employes serve the customers.

Cost Responsibility in Distribution

The Retail Grocer, whether Chain or Independent, is responsible for the spread between what he pays for the merchandise and what he charges the customer. He is often the victim of events preceding his possession of the goods and over which he has no more control than the consumer. The chief product competition is among manufacturers and the cost of product promotion such as advertising, etc., is fixed in the cost of merchandise which the retailer has to pay. This fact everyone should know. Studies by competent authorities establish the fact that the increased price to the consumer does not necessarily contain any

increased cost of retail distribution. The effective competitive system of food and grocery distribution now operative precludes any consumer advantage through consumer cooperatives but this will hold true only as long as we preserve a condition wherein individuals, cooperatives, and all other types of distributors may demonstrate their worth in friendly and open competition for public favor restrained by certain standards of fair competition.

Summary

In spite of the growth of Chain Stores, the individual retailer is still the dominating factor in retail distribution and will continue to be so. The United States Department of Commerce 1933 census of American Business shows that the independent retailers own about 88% of all retail outlets. Comparative figures follow:

	1929	1933
No. of Independent Stores	1,375,909	1,349,337
No. of Chain Stores	148,037	141,603

According to Dun and Bradstreet retailer mortality due to competition has not varied widely for the past years and is a negligible factor.

Each of these various types of distribution now has its particular appeal to its own public and the consumer

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served according to her means and desires whether it be chain or independent. Those who are charged with the task of feeding the family are vested with and do exercise their purchasing power to reward or punish anyone who seeks to win their patronage. An intelligently directed exercise of this power should be furthered and whether in the case of a chain or independent merchant the consumer may direct the success of whatever type best serves her interest.

Recommendations of the Committee

1. That Independent stores use as accurate and complete an accounting system as do the multiple unit stores.
2. That Independent Stores provide training in sales service for their employes.
3. That all stores employ members of the community in which they operate in so far as possible.
4. That all stores use local facilities such as banks, laundries, etc.
5. That a study of trade practices affecting food costs be made.
6. That a study of pending legislation affecting food distribution be made.
7. That study groups be formed to promote intelligent consumer education, with special attention directed to the study of problems concerned with local distribution and consumption.

Knocking Stuffing Into Business

The timely economic move to suggest new and varied uses for macaroni products as recommended in the Macaroni Stuffing Recipe released by the National Macaroni Manufacturers association during the preholiday season struck a most responsive chord not only among manufacturers but among new users of macaroni products.

Copies of the release were sent to all leading manufacturers of the country with the suggestion, 1—that they make every possible use of it in publicizing a new way to use macaroni products in an appetizing and economical way, and 2—that they watch the woman's page of newspapers in their communities and report on the appearance of the release in the news columns to association headquarters.

The interest of the manufacturers was manifested in various ways. Several asked for additional copies of the Macaroni Stuffing release; others made mimeographed copies of it for general distribution. Some referred to it in

A successful career is one that was decided upon.

We get our share most surely by sharing with others.

their bulletins and house organs. One of this group admonished his salesmen to check up on the public's reaction to the suggested stuffing for the popular holiday bird, adding "One of the best ways to increase macaroni consumption is to show additional uses for it."

One manufacturer writes—"It strikes me that any work the association does along this line is very valuable. We should make a note of this and along about next fall start to 'propaganda' such recipes for the holidays."

Another says—"On receipt of your Macaroni Stuffing Recipe release and your request to aid in checking its use in the food news sections of newspapers, I recall the splendid reception by my customers of the macaroni recipe couplet released by the National Macaroni Manufacturers association last fall. For this very good reason our salesmen are instructed to keep a close watch, as you suggest, and you may expect a report in due time."

There are now under preparation several recipes that will be released before and during the Lenten season. Manufacturers who have any suggestions to make that would improve this service being rendered the entire industry by the National association should feel free to make them. Constructive criticism of any activity of the organization will ever be welcomed by those supervising these voluntary services.

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



MACARONI... The Ideal Grain Food

Californians are rightfully proud of the success attained by a goodly number of their progressive macaroni manufacturers in the development of that industry within the borders of their state and in the quality of their macaroni which is now exported not only to neighboring states but to many foreign countries.

Evidence of this pride is seen in an interesting article printed in the "Central Manufacturing District Magazine" published by Boyd Company, Inc., Los Angeles, Cal. While it stresses the progress of the industry in that state it treats of the American industry as a whole. It is based on an article especially prepared for the publishing company by the Secretary of the National Macaroni Manufacturers association. All who are interested in the industrial progress of this country, particularly food manufacturers, will find delight in reading what Californians think of their part in the development of this adopted food. The well illustrated article reads in part as follows:

WHEAT, because it was considered as the staff of life was described by the ancients as the gift of the gods. Today, despite the fact that diets include a much wider variety of food products than they did a few centuries ago, wheat is one of the few universal foods consumed in one or more forms or combinations by practically every progressive nation in the world.

In this country wheat is eaten in the form of bread in much larger quantities than in any other. Many food authorities aver it is in another common form that wheat really reaches its ultimate value as a grain food. This form is covered by the name "macaroni products" in America, and by the family name "pasta" in Italy.

Macaroni products, which include macaroni, spaghetti, vermicelli, and egg noodles, were introduced here several generations ago by Italian immigrants. From its humble origin as a home activity macaroni making has developed in the United States into one of the nation's leading food industries. There are nearly 400 commercialized plants which produce in excess of a half billion pounds annually. This is in addition to thousands of smaller producers who also may grow into large concerns as the American public is educated to recognize macaroni as a healthful and tasty food.

The New York metropolitan area is now the world's largest center of macaroni production, followed by Illinois, Pennsylvania, Missouri and California.

Because of its mixed population, including many whose ancestors originated in countries where macaroni's real merits as an economical, nutritious food are appreciated properly, California has devel-

oped the macaroni industry most rapidly within the last two generations. This state now boasts nearly 50 macaroni and noodle food factories, some of which vie in size with the large plants of the east. Their products not only supply the demand in California but are shipped to all states west of the Rockies, to Canada, Mexico and oriental countries.

Approximately 600 workers are employed in California macaroni plants. They produce in excess of 70,000,000 lbs. annually whose estimated value is nearly \$4,000,000. The exportation of California macaroni and noodles is estimated at 5,000,000 lbs.

Semolina Macaroni Best

Macaroni products are made preferably from a certain hard and flinty variety of glutinous wheat cultivated especially and almost exclusively for macaroni making. In this country this special macaroni wheat is known as "durum," in Italy it is termed "grano duro."

The yellow, granular, meal-like flour made by grinding the hard, glutinous durum or macaroni wheat, is known as semolina. The same form of flour or meal made from other grades or hard wheat is termed "farina," while that made from soft wheat is known as "flour."

The manufacture of macaroni products is a very simple process. The semolina, farina or flour is mixed with water, kneaded into a stiff dough, which is then pressed through forming dies into any desired shape or size. The process is completed by scientific drying to remove excess moisture. Other special treatments have been introduced by enterprising manufacturers to include additional vitamins in the product and to protect it from deterioration as a result of heat treatments. It is marketed in bulk in suitable wood or paper containers and in handy packages whereby it is properly protected and fully preserved.

Egg noodles and egg macaroni differ little from ordinary macaroni. Besides semolina, farina or flour and water, a stipulated quantity of eggs or egg yolks is added to the mix. The legal ratio is not less than 5½ lbs. of egg solids in a mix of 100 lbs.

War Spurred Domestic Production

Up to the time of the World war the macaroni industry in this country had developed slowly. Italy was America's chief source of supply for good macaroni. In 1913 this country imported more than 110,000,000 lbs. of macaroni, spaghetti, vermicelli and egg noodles from that country.

To supply the macaroni demands of

◆ ◆ ◆

He is free from danger who, even when safe, is on his guard.

You're right about the sun not shining but not about it being a gloomy day.

this country when the Italian and French supplies were cut short in 1914 old plants here were enlarged and new ones erected. By the end of the war domestic production had become not only ample to supply home needs but the United States had become a macaroni exporting country, and began to fill the macaroni demands of peoples in the western hemisphere.

Approximately 11,000,000 lbs. were exported in 1929. Though that business, like all others, had fallen off somewhat in recent years, considerable American-made macaroni still finds its way to foreign markets.

American Quality Ranks With Best

The United States now makes macaroni unsurpassed in quality by similar foods in foreign countries, where the industry has flourished for centuries. The superiority of American made macaroni is attributed to three factors. First is a plentiful supply of good, high-gluten durum wheat. Second, has been the development of superior machinery for manufacturing and controlled drying apparatus; and finally, a modern method of marketing the product in sealed and protective packages. The United States unquestionably leads the world in the production and distribution of packaged macaroni and spaghetti, including egg noodles in transparent wrappers.

Macaroni consumption in this country is estimated at approximately five pounds per capita, though urban centers enjoy a slightly higher rate. These figures are far below the consumption rate in Italy, where more than fifty pounds are eaten annually by each inhabitant. In Europe as a whole the per capita is 38 pounds.

Food Use On Increase

Macaroni consumption is ever on the increase in this country, however, as Americans become more appreciative of this whole wheat food. First of all it is truly a pure and simple grain food which readily combines with almost every known food product. It contributes to the human body many minerals not to be found in other foods, especially when made from the fine semolina flour, possesses a valuable amount of iron, phosphorus, calcium, magnesium, and sulphur. All of these elements are essential in the development and stimulation of the digestive organs, and are contained in many high-priced tonics.

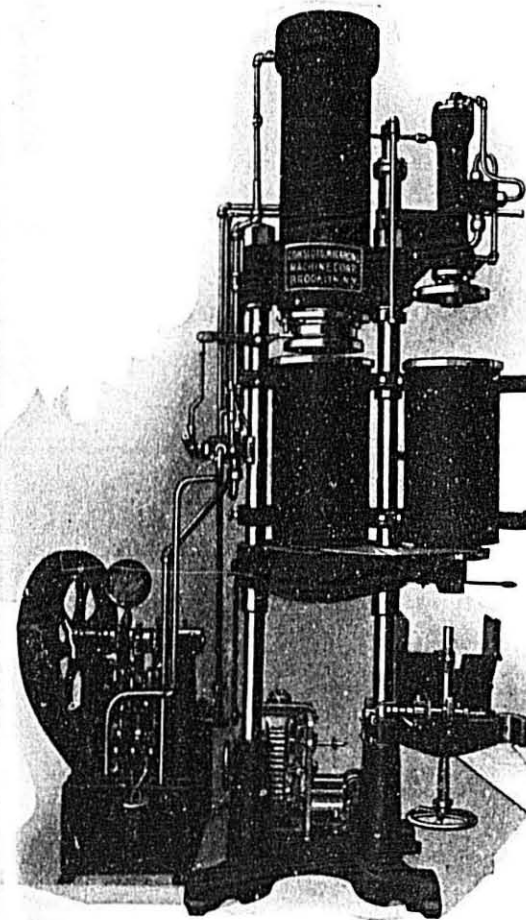
Much additional nourishment can be added to the plain macaroni products by preparing or serving it with tomatoes and cheese. All the vitamins known to scientists today can be found in a plate of properly cooked, carefully prepared macaroni in combination with meats and vegetables. In any well balanced diet macaroni products have earned and deserve first place by virtue of their substantial food values.

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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.

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PRESSES**

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DRYING MACHINES
MACARONI CUTTERS**

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

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

Address all communications to 156 Sixth Street



HOW GOOD IS YOUR MEMORY?

It occurred to us that some of the "Old Macaroni" might be interested in this picture of the Macaroni Manufacturers' Convention, which we ran across in our files.

TAL FLOUR MILLS, INC.

Secrets of Successful Trade Marking

A Label Won't Serve as a Brand Pack Horse

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

If there is nothing like actual experience to point a moral, bystanders on the macaroni sidelines may well give heed to an object lesson just staged in Washington. It matters not a whit of course, that the example set is not within the macaroni boundaries. It is the principle involved which is of interest. The principle, too little understood or too often overlooked, that a trade mark cannot slip into sanctuary disguised as a label.

The notion that a label may substitute for a trade mark or take a brand under its wing when seeking legal shelter is perhaps due to the confusion that exists in many quarters as to what are in reality separate and distinct mediums of goods-identification. Some of us are always mixing up trade marks and labels. Or treating them as though they were one and the same thing. Hence the talk about "copyrighting a trade mark" and "registering a label," neither of which can be, strictly speaking,

Apart from the muddle of the folks who scramble trade marks and labels, there are the fond hopes of tradesmen in the various food lines who have cuddled themselves with the notion that they

may pedigree as label designations words or names or phrases that have failed to pass muster as full fledged, technical, registrable trade marks. It is on this latter slant that the current episode is most illuminating. But let's get on to the informative facts.

Earnest Irish, a business man in Detroit sought entry at the U. S. Patent Office for a label bearing the notation "May—A—Tone" together with text giving directions for its use, the names of the manufacturer and distributor, etc. This label when submitted for enrolment at Washington immediately came under the suspicion of the Federal censors, just as certain parallel examples have in the past because of their plainness of appearance—lack of distinction. The brand name on the label was printed in plain block type. And all the other copy was in conventional type and arrangement and inclosed in a routine black line border.

Now it is always a fair assumption when a marketer pays the official fee and the lawyer's retainer in order to obtain a copyright on a label that he has something which he wants to protect and something that it should be possible to protect because it is novel, or unique or different from others of its kind. In short he is supposedly putting a padlock on the originality in his printed matter. But here was a sticker that offered nothing to tempt thieves insofar as the nature of the typographical display was concerned. It was a layout such as any small printer might turn out for any workaday job.

Given then, a label that in its general getup had nothing to place it apart from others, fashioned on a standard pattern, would it be strange if experienced gatekeepers thought that they smelled a rat? Having sniffed rats in the past—having less but futile rats. What a keen guesser was bound to surmise under the circumstances, was that here was a case where an applicant had one thought for the responsibility of protecting his label in its entirety and two thoughts for the greater responsibility of safeguarding the trade mark name which was the dom-

inant feature but not the only feature of the label.

But Federal administrators cannot jump to conclusions or go on thin circumstantial evidence in disposing of bona fide applications. So behold the careful manner in which this doubtful case was disposed of—the program by which, that is apt to be followed in any dilemma of the same kind. The examiners could not and did not try to directly challenge the M—A—Tone nameplate as being a trade mark and not a label. The specimen before them carried descriptive matter, which is the prime requisite of a label. And so it could not be denounced as a bald trade mark which must be arbitrary and fanciful, or, at least, not be descriptive. So the writers at the Department of Commerce gave their none-the-less fatal verdict on the other count. Merely remarking that as an aside, that if the applicant sought to monopolize the term "May—A—Tone" as a trade mark the copyright law is not applicable.

What the Commissioner of Patents did when this snarl was appealed to him was to refuse a diploma, not on the ground of disguised trade mark status but on the equally serious ground of lack of "originality and intellectual effort." That slammed a door the very existence of which is too often forgotten by the business men who want Uncle Sam to write birth certificates for their commodity-clues. Here's how—the Federal law which provides for

the copyrighting at the Patent Office of labels and prints (particularly advertising prints) says in so many words that a label to gain entry must be either an intellectual or artistic production. In other words it shall not be a commonplace composition of words displayed in conventional typography. And that was what the May—A—Tone label was, to its undoing. There was no style or distinction to the placard. Hence it was given the gate on that shortcoming alone.

Let no reader get the idea that it slams such as this the officials resort to hair splitting expedients. Whatever be the off the record reasons for refusing to admit a trade mark carrier, the officials cannot consistently demand a high order of ornamental value or artistic merit in a label that is essentially utilitarian in purpose. But they can and do insist that under the terms of the law a label must be something more than a matter of fact announcement, with no frills or flourishes, and showing no ingenuity nor execution that might not be expected of any journeyman in the most sparsely equipped print shop. No, the label need not have class but it must have some looks that give it an individuality of appearance.

In making the vital point that a non-registrable trade mark cannot hitch like a label bound for the copyright goal, I must not be understood as saying that the presence of a trade mark (regular or irregular) is any impediment to the

label, if said label makes the grade in artistic qualifications. Let's get this straight. There is absolutely no objection to the presence of a trade mark in a label layout, provided the label is easy to look at, and provided furthermore that there is descriptive matter in the text aside from or in addition to the trade mark. Or, to put this last differently, we will say that no trade mark standing alone can comprise a label. But a trade mark accompanied only by descriptive pictures may get by.

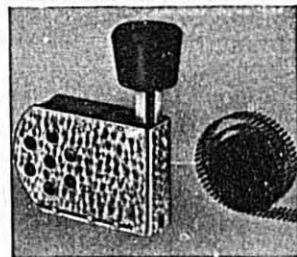
The crux of the matter is however, that trade mark inclusion in label copy is not an obstacle to label copyright, be the trade mark pedigreed or unpedigreed. In scanning a properly artistic and duly descriptive label the censors at the Patent Office are not prone to pry into the standing of the trade mark embodied as a part of the label. The trade mark may not have been registered because the owner does not believe in registration. Or it may be unregistered because its character barred it from the holy of holies. But it is a case of no-questions-asked, so long as the mark is but one part of the label medley.

It all boils down then to the fact that a label is all right and a trade mark is all right but don't try to snitch legal insurance by making the one serve as the other. The label has a man size job of its own, anyway, particularly in these days when the trend is to demand more and more facts on the label—name and address of actual producer; disclosure

of ingredients if not full formula; etc., etc. Just on the score of liabilities it isn't fair to expect the label to "double" as a trade mark. But fair or otherwise, Uncle Sam simply won't stand for admission of a trade mark on a label's ticket. Frankly, if a trade mark cannot get full protection on its own account there would seem to be all the more reason for devising a label that will enjoy all the security that is obtainable for its case.

New Tacker Holds 1000 Staples

A new vest pocket size stapler with a magazine which carries 1000 staples in a single load and which, therefore, eliminates the inconvenience and time waste



of stopping to load after only a few staples have been applied, has been announced by the Paslode Company, 287 North Bank Drive, Merchandise Mart, Chicago, Ill.

The small compact size of this Tacker makes it extremely convenient to use where the Tacker has to be carried around by the operator. It greatly increases the speed of attaching staples and makes its more constant use possible because of the infrequent necessity for reloading.

This Tacker has proved ideal for the great proportions of stapling uses, special attachments being available for shade and screen tacking, etc.

The machine is known as the Paslode Palmgren Thousand Load Tacker. The staples are furnished in a compact roll of 1000, which are easily inserted in the Tacker magazine.

Ease of operation is another outstanding feature of this new Tacker. A light blow drives the staple securely into position. Unique features of mechanical construction eliminate the possibility of clogging. The large number of staples placed in the magazine at one loading marks one of the most revolutionary changes in Tacker design for a generation. The cost of the staple is thus reduced and since time is saved in operation and loading, the total cost of stapling is reduced materially.

If we're easily troubled let's suspect it's because we're shallow. It takes a gale to disturb deep water.

Federal Specifications Changed

In a circular to the trade dated Jan. 7, 1936, the Washington office of the National Macaroni Manufacturers association through Benjamin R. Jacobs, macaroni manufacturers are advised of a radical change in the Federal specifications governing the ash content in No. 1 semolina used in the manufactured products. While heretofore the minimum ash permitted was 65 hundredths per cent, the Federal Specifications Board has seen fit to raise the minimum to 80 hundredths per cent due to the higher ash qualities of the 1935 wheat crop. The article in part is:

"On Nov. 9, 1935 the Washington laboratory of the association issued a circular concerning the quality of the new crop of durum wheat products. In that circular reference was made to the higher ash content of semolina No. 1 of that crop.

"As you are aware, the Federal specifications under which all Federal Government agencies purchase macaroni products set up certain standards concerning ash limits for the various types of macaroni products purchased.

"Under these specifications Type I of

macaroni, spaghetti and vermicelli is required to be made from semolina No. 1 having an ash content of not more than 65 hundredths per cent, exclusive of added salt, and it has been found impossible by some manufacturers to fulfill these requirements because of the higher ash content of the crop. Therefore, after conference with Capt. L. C. Webster, Chairman, Division Committee, Federal Specifications Board, and officials of the Department of Agriculture, it has been decided to increase the requirements of Type I macaroni products from 65 hundredths per cent to 80 hundredths per cent.

"The Federal Government Purchasing Agencies have been advised of this change in Type I products. This circular is being sent to you for your information and also in order that you may advise state, county and other subdivision of Government Purchasing Agencies and if there is any question concerning the authenticity of this change, the proper information may be obtained by addressing Capt. L. C. Webster, Chairman, Division Committee, Federal Specifications Board, War Department, Washington, D. C."

Macaroni...An Important Item in Diet

In a release quite generally reprinted on the women's pages of the leading papers of the country, the King Feature Syndicate lauds the food value of the American made macaroni products because macaroni, spaghetti and noodles have most of the elements needed in a well balanced diet.

The article tells of the origin and development of this leading grain food, crediting China as the land of origin and Italy as the country of development. "However, we now know that macaroni and similar products manufactured in the United States are of unrivaled grade and quality."

Respecting the health value of this food, this authoritative article says: "The health value of macaroni and similar cereal products cannot be overestimated. These foods contain body building elements necessary for good health and long life. Their value as a source of energy makes them important foods

♦ ♦ ♦

Maud—"So Jack said that I had a skin one loves to touch."

Marie—"Not exactly, dear; he said you had a skin you love to retouch."

When life seems hard maybe it is only crushing the matrix of us to get at the gold of us.

in the diet of active and energetic individuals. The school child as well as the adult engaged in physical labor will benefit by the frequent eating of macaroni, spaghetti and noodles. These foods are easily digested and well assimilated by the body. They are healthful foods for every member of the family."

"Macaroni, spaghetti, vermicelli and noodles are known as 'alimentary' pastes. They are right fully named as the word 'alimentary' is derived from the Latin word 'alo' which means nourish. These pastes are nutritious and wholesome. They are made from a macaroni flour known as 'semolina.'

"Macaroni, spaghetti, vermicelli, etc. are made from 'semolina,' while noodles are made from wheat flour to which eggs have been added. The U. S. government regulations require that 5% of egg solids be used in the manufacture of noodles. The nourishment found in noodles is as great as found in the other alimentary pastes. They are cooked in the same way.

"Housewives who would never consider buying noodles now realize that it is cheaper and easier to buy them than to make them at home. The manufactured noodle products are pure. The best grades are made from fresh eggs and the finest flours. They are excellent when served in soups, with meat, fish or baked with cheese or stewed with tomatoes and butter."

Notes of the Industry

Macaroni Salesman Heads Manufacturers Representatives

K. R. Keam, manager of the Cincinnati division of the F. Mueller company, Jersey City, N. J. was elected president of the Cincinnati Association of Manufacturers Representatives for 1936 at the annual election last month. Members of the organization sell over \$150,000,000 of food and grocery specialties in the territory supplied by Cincinnati distributors. President Keam will assume his duties at the January meeting of the association.

Another Cigaret Fire

A carelessly tossed lighted cigaret caused a fire that damaged the flooring in a small section of the large plant of the F. Mueller company, Jersey City, N. J. early this month. Firemen easily overcame the flames, before more damage was done.

Installs Continuous Noodle Dryer

The Clermont Machine Company, Inc., of Brooklyn, N. Y. has announced completion of the installation of a new Automatic Continuous Noodle Dryer in the A. Zerega's Sons, Inc. plant in that city. "This machine," says C. Surico, president of the Clermont Machine company "is a new development that completes the drying process in two hours or less. It is fully automatic, requires no trucks, no trays, no handling. It is equipped with an automatic heat and moisture control for perfect operation, under any weather conditions."

The firm reports further that five of these new noodle dryers have already been installed in that number of plants throughout the country.

Sues Former Partner

Last month Superior Judge Peter J. Shields of Sacramento, Cal. heard evidence in the suit brought by J. P. Scarpino, proprietor of the Coliseum Macaroni Factory at 329 Y st. of that city against Nello Solari and Ernest Mattos, operators of a factory at 1811 6th st. under the name of Lucca Macaroni company. In the complaint it is charged that Nello Solari, one of the two, is operating in competition with the complainant in violation of an agreement entered into at the time that Solari withdrew from the Coliseum company. The agreement which is the basis of the suit was allegedly entered into in December 1933, was charged to have been violated when the defendant entered into a partnership with Ernest Mattos to operate the plant on 6th st.

In addition to seeking \$2000 damages Scarpino asks the court to restrain Solari and Mattos from engaging further in the macaroni manufacturing business. A decision is soon expected.

Cereal Chemists Elect

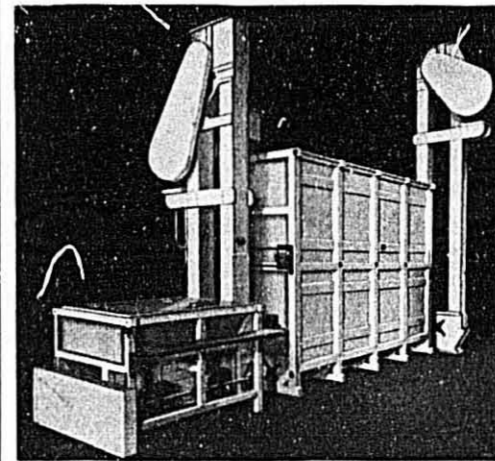
At a meeting of the northwest section of the American Association of Cereal Chemists held in the club room of the Northwestern Miller, Minneapolis last month, the following officers were elected for 1936:
Chairman—Dr. F. A. Gollatz, General Mills, Inc.; vice chairman—Dr. Alan Trelear, University of Minnesota; secretary—C. L. Brooks, Pillsbury Flour Mills Co.; treasurer—T. Bohn, Great Atlantic and Pacific Tea Co.

Chicago Firm Incorporated

The state of Illinois has issued an incorporation certificate for a new Chicago firm authorized to manufacture and sell macaroni, spaghetti and noodles under the name Costa Macaroni Company, Inc. The new firm has issued 1000 shares of value common stock to stockholders who are represented by Salvatore Costa, Charles M. D. Verni and Rose Viviano as incorporators. Attorney, P. D. Giachini.

A macaroni plant at 1042 W. Grand st. Chicago has been in operation several years under the name of Vito Costa and Sons. Last year a member of the firm met death in some mysterious manner.

Sift and Save



with CHAMPION Flour Handling Outfits

Champion equipment is specially designed to provide lower production costs in the average plant of macaroni and noodle manufacturers. Flour outfits, blending bins, automatic weighing hoppers, weighing and tempering tanks, mixers and accessories, are priced within the reach of every plant owner—and sold on easy terms, with no carrying charges or outside financing.

Faster

These modern flour handling outfits and blending bins save time, lighten the work and speed up your production—and they quickly pay for themselves out of the extra profits.

Cheaper

By cleaning your flour of all impurities, you prevent injury to your expensive dies. The saving on die repair bills alone will more than justify the purchase of a Champion outfit.

Better

The man who makes the best products these days, is the man who gets the most business. The sanitary handling of your flour through a Champion outfit insures a clean, wholesome product of superfine quality, which will command a premium in the macaroni market.

Write for complete information on this popular priced equipment.

Champion Machinery Co.

JOLIET ILLINOIS
Sales Service Agents and Distributors for Greater New York

JABURG BROS., Inc.

Hudson and Leonard Streets New York, N. Y.

MACARONI-GRAMS

By Spag MacNoodle

Presidential Year

All through 1936 there will be many who will excuse lack of action by croaking, "It's a Presidential year."

If business men connected with important affairs are not careful about their use of this hoary alibi, they will hamper business recovery and development. They will permit this harmless bogey to become a serious threat.

1936, in fact, is not Presidential year. There will be no new President until 1937, and perhaps not then. There will be changes but the only thing of which we can be certain in the future of our business and our country is that there will be continued change, no matter who may be President.



We must look forward to change. We must constantly be prepared for change. We really want change. Nothing could be more dreadful than the monotony of no change in personal or public affairs. If we are ready to match change with

Minimum Wage for Fideo Workers

The question of wages is controversial the world over. Whether it be in the Italian plants that make "Pasta," the French factories that make "Pates Alimentaires," the Spanish establishments that make "Pasta Alimenticia" or "Pastas-para-Sopa," the German shops that make "nudlin," the South American manufactory that makes "Fideos" or in the highly modernized American concerns that make "Macaroni Products,"—different names by different nationalities for the one and same food, the question of proper wages to be paid the different workers therein has always been a problem. The Cuban government is attempting to settle the labor problems in the "Fideo" factories by establishing minimum wages for the various classes of workers, as reported by Howard H. Tewksbury, Commercial Attache of the United States Department of Commerce, Dec. 30, 1935, as follows:

Minimum Wages Established

The National Commission of Minimum Wages has established minimum wages to be paid to workers in "Fideo" (macaroni, spaghetti, vermicelli, etc.) factories throughout Cuba, as follows:

Habana	*Pesos per Day
Masters	3.25
Pressmen	2.75
Hangers	2.50
Wrappers	2.50
Machinery Assistants	2.25
Firemen and Peons	2.00
Boxers	1.50
Apprentices	1.00

(*A Cuban Peso is normally \$1 in U. S. money.)

The minimum wage for workers in factories established in any of the capi-

itals of the other five provinces is subject to a reduction in the above scale of not greater than 15% and in other cities and towns of the Island, a reduction in the scale shown of not more than 20% is permitted.

In cases where three workers are engaged to do the work of two, each is paid 66% of the total payment due two workers, provided that the resulting amount exceeds the minimum daily wage established.

The rates established take effect on the date of publication in the *Official Gazette* (Dec. 17, 1935), and are to be in effect up to March 31, 1936.

Apparently the commission has failed to differentiate between wages paid male and female help, for the good reason that very few women are employed in the "fideo" establishments in that country.

Protein... Body Building Food

Macaroni products being made from macaroni wheat that are renowned for their protein contents are generally recognized among the best protein foods.

"What is protein?" asks the bureau of home economics, U. S. Department of Agriculture in a recent release. This authority defines it: "The word is from a Greek verb meaning 'to be first.' Nearly a hundred years ago, writes one of the authorities on nutrition, a scientist gave the name protein to what he believed to be the main substance of the body. The plural form 'proteins,' has come to mean a large number of related chemical com-

change in the ordering of our business we shall be able to take advantage of change when it comes.

The political excitement and the hullabaloo of this 1936 will be produced in the main, by a relatively small number of people, by the professional politicians. Business men may as well keep it in mind that the great mass of the people will be going about their normal affairs, buying what they need and what they are urged to buy, consuming the customary amount of food and wearing out the usual number of tires.

Some business men will wag their heads dubiously, withhold their advertising and selling efforts and talk pessimistically of Presidential year. These men will find 1936 as bad a year as the fear—worse! Others will say, "Presidential grandmother! Election takes only one day and not more than 25 per cent of the people vote then, and the result don't come till next year." These men will progress in business and go in 1937 a year ahead of the Presidential year 'fraid cats.

pounds which are essential to the formation of all plant and animal tissues. Plants manufacture their protein from materials they get from the soil and animals must get theirs more or less ready made in their food. Chemical proteins are composed of substances called AMINO ACIDS which also contain nitrogen, in addition to carbon, hydrogen, and oxygen, which are the elements occurring in carbohydrates and fats. There are 18 or more amino acids and they form different combinations of compounds, each of which is called protein.

"There are so many combinations of amino acids, so many proteins, that no one food contains them all, nor does the body need to get them all in its food. But some of the amino acids are essential, and when they are present in proper proportions the proteins are said to be 'efficient,' or high quality proteins. Foods where only some of the essential amino acids are present, or are there very small quantities, the protein is of good quality, or is 'inefficient'; it is inadequate for the body needs."

Man depends mostly on foods to furnish the materials of which the body is made and the energy to keep alive and active. Naturally some are more important for some purposes than others. For energy one eats what nutritionists distinguish as energy food and for body growth and development "body building foods" are consumed. The latter are rich in substances that make muscles, bones and other tissues. They are the "protein foods" of which macaroni products are recognized as among the best for young and old.

Here's a fact it is important to know as a fact in every crisis—it is easier to lose faith than to carry on.

ORIGIN OF MACARONI PRODUCTS

Many Nations Lay Claim to Fostering Famous Food

IRELAND As the Irish Would Have It

By JOSEPH J. CUNEO
of
La Premiata Macaroni Corporation
Connellsville, Pennsylvania

On any multicolored map of the world, or any colored map of Ireland alone, you will notice that a rich, deep color of pure green portrays this island in the Atlantic ocean and the Irish sea. The color signifies the verdure of that land, nourished by the beautiful lakes of Killarney and the famous Shannon river in the south, and lakes Neagh, Lame, Rea and the Boyne rivers in the north.

All wheat ever raised in Ireland has been used for domestic purposes. In 1651 when the English Parliament passed the famous Navigation Act in order to permit only English vessels to bring food into England and Ireland, which traffic before this time only Dutch vessels controlled—Ireland utilized her lands which the ground produced in all available manner to protect herself against any possible famine. The large wooden bins afforded a good storage place for the wheat, which also kept it separated from the "spuds," corn, cabbage, etc. which were stored together.

This last mixture was called "MACARONIC," which means "a confused mixture of things."—(Ref: Prof. C. M. Stevans, Ph.D., dictionary).

The hamlet Caroon near the lakes of Killarney, in 1651 harbored three Irish shipwrecked sailors who tried in vain to obtain enough of the Macaronic substances to keep alive; but the only thing that they could obtain in any quantities was the wheat. Using rocks to smash

the wheat they mixed it with water, intending to boil it so that they might have warm broth and food. Finding their mixture too pasty they exposed it to the air and cutting it in strips, boiled it again with most favorable results. The sailor who conceived the idea of cutting the paste in strips and boiling it again prevailed on the ship's steward, when they had reembarked, to polish up his recipe. The steward was an Irishman, named McAroon. With his practiced hands he brought forth a dish—sprinkled with cheese and gravy—which was to be turned down by no man. But herein lies a diversity of opinion regarding the original source—although it is proved that the dish is purely of Irish ingenuity—it is impossible to state whether it received the name from the hamlet, Caroon, from the so-called Macaronic substances (which is doubtful), or from the steward, Michael McAroon, who brought forth the first plate of real nourishing food, which is now commonly called—MACARONI.

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Macaroni-Noodles Trade Mark Bureau

A review of Macaroni-Noodles 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 application for and registration of trade marks applying to macaroni products. In December 1935 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

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

Gioia

The trade mark of A. Gioia & Bro., Rochester, N. Y. was registered for use on macaroni, noodles, egg noodles and other groceries. Application was filed June 19, 1935, published by the Patent Office Sept. 24, 1935 and in the Oct. 15, 1935 issue of THE MACARONI JOURNAL. Owner claims use since 1910. The trade name is in large black letters.

F & G

The trade mark of Fraterrigo & Gullo Macaroni Co., Tampa, Fla. was registered for use on alimentary pastes. Application was filed March 30, 1935, published Sept. 24, 1935 by the Patent Office and in the Oct. 15, 1935 issue of THE MACARONI JOURNAL. Owner claims use since Aug. 1, 1934. The trade name is in black letters above which appears the firm's name.

TRADE MARKS APPLIED FOR

Four applications for registrations of macaroni trade marks were made in December 1935 and published by the Patent Office to permit objections thereto within 30 days of publication.

King

The trade mark of Kurtz Brothers Corp., Philadelphia, Pa. for use on spaghetti, macaroni, noodles and spaghetti dinner. Application was filed July 24, 1934 and published Dec. 10, 1935. Owner claims use since March 15, 1928. The trade name is in black letters.

Sun-Glow

The trade mark of San Diego Macaroni Mfg. Co., San Diego, Cal. for use on spaghetti, macaroni and noodles. Application was filed Aug. 12, 1935 and

published Dec. 10, 1935. Owner claims use since December 1934. The trade mark is the trade name in black outlined type back of which is the sun and its rays.

Ronco

The trade mark of Robilio & Cuneo, Memphis, Tenn. for use on macaroni, noodles and spaghetti. Application was

Fight Chiseling Minority

The better element in the food trades is called upon to unite in a fight to the finish against "the chiseling minority," the small group of manufacturers and distributors who are concerned "only in the few paltry dollars that they see in front of their noses." The call to arms is made by Howard L. Scott, president of the National Food Brokers association in a letter addressed to officials of the several food groups. His statement in part, is as follows:

"The question of the hour seems to be 'WHERE DO WE GO FROM HERE?' For the last six months we have been milling around in the food industry *chiseling and discussing* the unfair trade practices that have sprung up in the grocery industry.

"This discussion has been constructive. Recent meetings of manufacturers and distributors have all indicated a widespread interest in the problem and in its solution, but in the final analysis, gentlemen, unless something constructive is done about it all the talking in the world will not change the picture. To date there seem to be two solutions offered, viz:

1—to try to find some way, through trade agreement, to bring an end to these unfair trade practices, and

2—to have declared illegal those practices which we all agree are morally, ethically and economically wrong.

"I am convinced that the answer lies partly in both directions. Legislation without trade agreement and acceptance may prove as ineffective as the Eighteenth amendment but on the other hand

filed Oct. 14, 1935 and published Dec. 10, 1935. Owner claims use since March 1, 1934. The trade name is written in large black type.

Sol

The private brand trade mark of Galban Lobo Company Importing & Exporting Assn., S.A., Habana, Cuba for use on spaghetti, noodles, alimentary pastes and other groceries. Application was filed June 26, 1933 and published Dec. 24, 1935. Owner claims use since May 27, 1927. The trade mark is a circle in the center of which is the picture of the sun and the trade name is outlined type beneath the sun.

PRINTS

Caruso

The title "Caruso" was registered Dec. 10, 1935 by The Atlantic Macaroni Co., Inc., Long Island City, N. Y. for use on spaghetti and egg noodles. Application was published Oct. 26, 1935 and given registration number 15497.

trade agreement without proper legislation will control only those men and institutions who have a high regard for their honor and for their pledge, and will leave these honorable men vulnerable to the attack of those who are not interested in the future welfare of the food industry, but only in the few paltry dollars that they see in front of their noses.

"In a few weeks there will be conventions held in Chicago of many of the outstanding trade associations. Chicago will be host to what might be termed a tremendous Food Congress. Is it beyond the realms of reason to hope that out of Chicago will go a cry to Washington—'WE DESIRE TO RID OUR INDUSTRY OF THOSE UNFAIR TRADE PRACTICES WHICH ARE SO DESTRUCTIVE TO OUR INDUSTRY' and earnestly request that you place in the statute books a law which will protect us, the majority, against the inroads of the chiseling minority."

The author has fairly well sized up the situation in the macaroni manufacturing industry. The honest well meaning macaroni-noodle maker will always be in favor of the abolition of the many trade practices that have been and are causing demoralization and ruin. He will never stoop to the practices that many others, unfortunately, have resorted to in the past and as a result the honest stand penalized. Should the matter be considered at the January meeting of the Macaroni Industry, and there is good reason why it should not be, the better element in the industry will be found staunchly supporting elimination of ruinous practices by law or any other legal and effective means.

Midyear Meeting January 21

Joining practically every other organization interested in food manufacture and distribution, the National Macaroni Manufacturers association will sponsor a conference of the macaroni-noodle industry at a midyear meeting in Chicago, Tuesday, Jan. 21, 1936 as part of the national food congress held that week. A score or more of other associations have arranged similar conferences of their groups and there is a great possibility that out of a community of interest there may emerge some recommended legislation to control extreme violations of fair trade practice rules. The official call to the Industry's Midyear conference sent the leading macaroni firms early in January is, in part, as follows:

Since so many of the leading Macaroni-Noodle manufacturers regularly attend the CANNERS and GROCERY TRADES conventions in Chicago this month, the Directors of this Association are sponsoring a call for the usual MID-YEAR CONFERENCE of the Macaroni Industry at that time.

This Midyear Conference, open to all Manufacturers and Allied will be held at THE PALMER HOUSE, CHICAGO, JAN. 21, 1936, at 1:30 p. m.

The program is as follows.

1. Meeting of Board of Directors starting at 9:30 a. m.

Firm Grows Steadily

Newspapers in New England have been carrying a business revival story concerning one of the largest macaroni manufacturing plants in that region, that of the Prince Macaroni Manufacturing company at 207 Commercial st. Boston, Mass.

"Steady growth has been achieved by the Prince Macaroni Manufacturing company, Boston which now occupies the entire building at 207 Commercial st. Starting a comparatively few years ago, in 1913 to be exact, when it used only a portion of one floor its business has slowly expanded so that the entire space in the 8-story building is needed to take care of its manufacturing, drying, packing and shipping requirements. Gaetano LaMarca, president of the successful macaroni firm is a leader in the trade and a member of the board of directors of the National Macaroni Manufacturers association. While the firm's products are particularly well known throughout New England, they were recently introduced into the large New York market with considerable success."

Some make a serious try; some make a series of tries. What counts is a series of serious tries.

Belief in self calls fundamentally for giving one's self something to believe.

2. Luncheon at 12:30 p. m. to which ALL are invited.

3. Industry's Midyear Conference starting at 1:30 a. m.

There is such a great, urgent need for a general conference at this time, so much need for better understanding between members under existing conditions, to make it unnecessary to state any specific purposes of the meeting.

The Supreme Court AAA decision and its effect on Processing Taxes, Social Security laws, pending legislation and closer coordination of trade activities,—all are so important as to require the attention of every one in the trade.

At the Directors Meeting in the morning, the business of the National Association will be considered; at the Mid-year Conference in the afternoon, the affairs of the whole industry will get special attention. We hope that you can arrange your affairs so as to be present for this very important conference which will wrestle with serious industry problems on which the advice of every progressive manufacturer and all friends of the trade will be welcome.

Respectfully,

M. J. DONNA, Secretary.

Approved: L. S. VAGNINO, President.

PREDICTION AND TIMELY HINT FOR 1936

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Oranges vs. Macaroni

Oranges are by no means direct competitors of macaroni, only in that the two foods have their respective appetite appeals. Rarely are recipes found recommending a combination of this fruit and grain product, except perhaps in rare salads.

However there is one leading macaroni manufacturer who has found it quite profitable to combine oranges and macaroni. That is the basis of an interesting business story that broke in the newspapers of the country just as the Old Year 1935 was ending its troublesome days. The news dealt with a record shipment of oranges from Florida to Leon G. Tujague of New Orleans, La., president of National Food Products company of that city and director of the National Macaroni Manufacturers association.

When asked to comment on the story Director Tujague tersely stated that, "I am only sorry that I cannot speak with similar enthusiasm for the macaroni business. Insofar as the macaroni business is concerned, the manufacturers in our part of the country will probably be glad to see 1935 end, for it has been a rather unsatisfactory and unprofitable year."

The orange story reads in part—"What is said to be the largest shipment of citrus fruits ever made out of Florida at one time and to one consignee came

to the firm of Leon G. Tujague here (New Orleans) this week, shipped by the Florida Citrus Exchange, Tampa, Fla. It consisted of 10,000 boxes of oranges mostly, but included grapefruit and tangerines and came by boat. The general salesmanager of the Florida Citrus Exchange took much interest in the big shipment, for the principal reason that the Tujague organization has this season given distribution of its fruits in the Gulf states of five times the normal quota. The record shipment created much interest in the buying trade of the south. Leon G. Tujague said the shipment would have been even bigger but a part of his firm's Christmas requirements had been satisfied in a cargo that arrived the previous week."

Wonderful, Inexpensive Spaghetti Sauce

Given a quantity of good macaroni,—that made from the best grades of semolina for instance, and the knowledge of the few very simple cooking rules, the



A bore is a man who talks so much about himself that you don't get a chance to talk about yourself.

Let's be less polite to defeat. We're too ready to recognize it and how to it.

only other requisite for that dish—macaroni or spaghetti is the sauce. A good sauce adds zest to a simple one, made of butter and a few condiments it may be as elaborate as the housewife desires it or the housewife can do without.

Here is an economical meat spaghetti—made from leftover roast,—so delicious it will be famous!

Prepare it before starting to cook the spaghetti, then let it simmer slowly for as long a time as possible. The longer the cooking the more perfect the blending of rich flavor.

Leftover Meat Sauce: Melt in a large deep frying pan 4 tablespoons of drippings with 2 tablespoons of prepared mustard. Add 1 onion, finely chopped and 1 1/2 cups of leftover cold roast finely or and the same quantity of leftover cold roast finely ground.

Brown slowly, stirring occasionally. Then add a small can of tomato paste with sufficient water to make 3 cups of liquid in all. Stir in 1/2 cup of celery leaves cut fine, and a 1/2 cup of any leftover vegetables you may have (peas, green beans, etc.), though these may be omitted. Simmer slowly until all ingredients are cooked into a well blended sauce of unforgettable flavor.

Pour over the properly cooked spaghetti, sprinkle with grated cheese and your guests will praise your culinary abilities!

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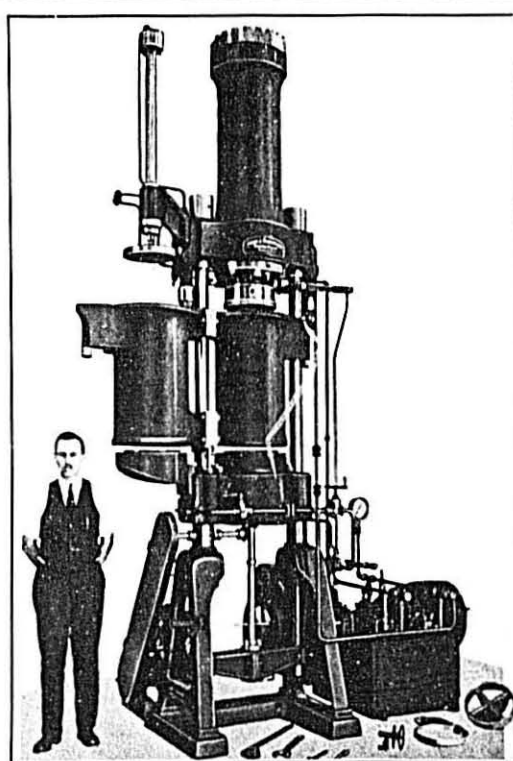
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M. J. DONNA.....Editor

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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.

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ADVERTISING RATES

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Vol. XVI January 15, 1936 No. 9

AAA Processing Tax Held Illegal

The macaroni markets of the country responded irregularly to the sweeping decision of the United States Supreme Court which held the Agricultural Adjustment Act to be illegal, by a vote of six of the nine. The immediate effect in many macaroni quotations was to drop them to a slightly lower level, many quoting prices eliminating the processing tax of approximately 3/4c per lb.

The decision was so sweeping, so definite, that even those most bitterly opposed to the AAA program and of the processing taxes in particular, were astonished. President Franklin D. Roosevelt is reported to have expressed surprise since in his message to Congress given the day before he had stressed the need of continuing the operations of the AAA under the emergency that existed.

The Supreme Court held not only the processing taxes but the whole program of crop control to be unconstitutional. The immediate effect was to stop the payment of all taxes, but the question was immediately raised as to who will be entitled to tax refunds if any are available for refunding.

Leaders in the macaroni manufacturing trade have long contended that the processing tax on wheat was discriminatory and that it put this group of food manufacturers in an unfavorable position as competitors of foods on which no processing taxes were assessed. This disparity is now eliminated and adjust-

ments in competitive prices will develop naturally.

The whole industry is anxiously awaiting the government's next move. It is obligated to the farmers who have contracts under the AAA 1936 crop control program and had planned on the payment of processing taxes to pay those obligations.

Fire Destroys Noodle Plant

Fire virtually destroyed the 6-story noodle and matzoth plant at 179-183 Lewis st., New York city last month, causing damage to building, stock and equipment estimated at from \$75,000 to \$100,000. The plant was operated by Horowitz Brothers & Margareten whose offices are at 369 E. 4th st., one of the largest and oldest noodle manufacturers in the east and one of the world's best known bakers of matzoths, Jewish unleavened bread, consumed chiefly during the Jewish Passover season.

The fire was discovered by a former

♦ ♦ ♦

The very fact that it slipped through our fingers indicates that it was loosely held.

♦

Showing mettle too often takes the form of being meddlesome.

employee who spread the alarm. Thirty-six employes rushed to safety while the fire that started on the sixth floor made speedy headway to the other parts of the plant. While most of the fire damage was confined to the upper three stories, the entire building suffered from the effects of smoke and water. It was estimated that about 400,000 lbs. of noodles were in the plant at the time of the fire, about 1500 lbs. of eggs, a quantity of flour and tons of matzoths, practically all of which were destroyed or damaged so as to make their sale impossible.

Mrs. Regina Margareten, 73 years old, who is treasurer of Horowitz Brothers & Margareten, and matriarch of the family, now 300 strong, which founded the concern 51 years ago, was at work as usual the morning following the fire. She stated that plans for repairing the damaged noodle plant were already drawn but that it would take about two months to put that department in shape to start production on a large scale. In the conference to draw up the rebuilding plans in addition to Mrs. Margareten were her four brothers, who make up the board of directors.

The noodle end of the business was started in 1925 by Mrs. Margareten herself and has grown to about a third of the company's total sales. Frederick Margareten and Samuel I. Horowitz are the executives of the firm directly interested in the noodle end of the business.

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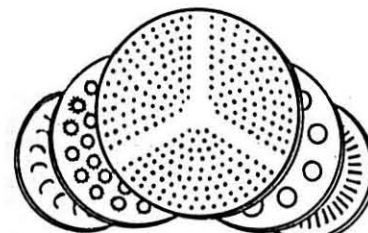
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The President's New Year's Message

As we enter 1936 the thoughts of all Macaroni Manufacturers are focused upon economic conditions of our industry and of the country as a whole. Will 1936 be a better year than that which has just passed into history? No one knows, but certainly there are illuminating signs on the horizon which point definitely to a clearer outlook for continued business improvement and increased business stability. Nevertheless during the next few months we shall be told over and over by various groups of people, that the country either will be ruined if President Roosevelt is reelected, or ruined if he is defeated. Yet it is probable that if any of these confident predictors had positive advance knowledge of the election's outcome, he wouldn't know what to do with that knowledge. The explanation of this is undoubtedly, the fact that *economic recovery is in progress, driven by forces which cannot easily be overcome by any counterforces, political or otherwise.* During the immediate future therefore, the business level will rise in response to long-delayed and piled-up demand for goods and services. So there is real reason for good cheer on the threshold of 1936.

At no time since the inception of this industry is Association Membership more vital or necessary to every macaroni manufacturer than at this moment. As one prominent trade executive recently put it, "Every trade must support its organization in a way that it can and will conduct a certain measure of self government or administration of the industry as a whole, either with or without government help." The National Macaroni Manufacturers Association for over 31 years has served the Macaroni Industry competently and faithfully. It solicits the continued confidence of macaroni-noodle manufacturers and allied tradesmen. With their support and confidence it will carry on for the welfare of the industry.

Among our New Year's resolutions therefore, let us pledge greater cooperation and loyalty to our Association and its personnel who have worked faithfully for the welfare of our industry.

It is the fervent hope of your President that with the New Year will come greater understanding and better feeling of fellowship between the manufacturers of this industry. In that spirit—*May 1936 be to the industry and its component manufacturers a prosperous year.*

L. S. VAGNINO.

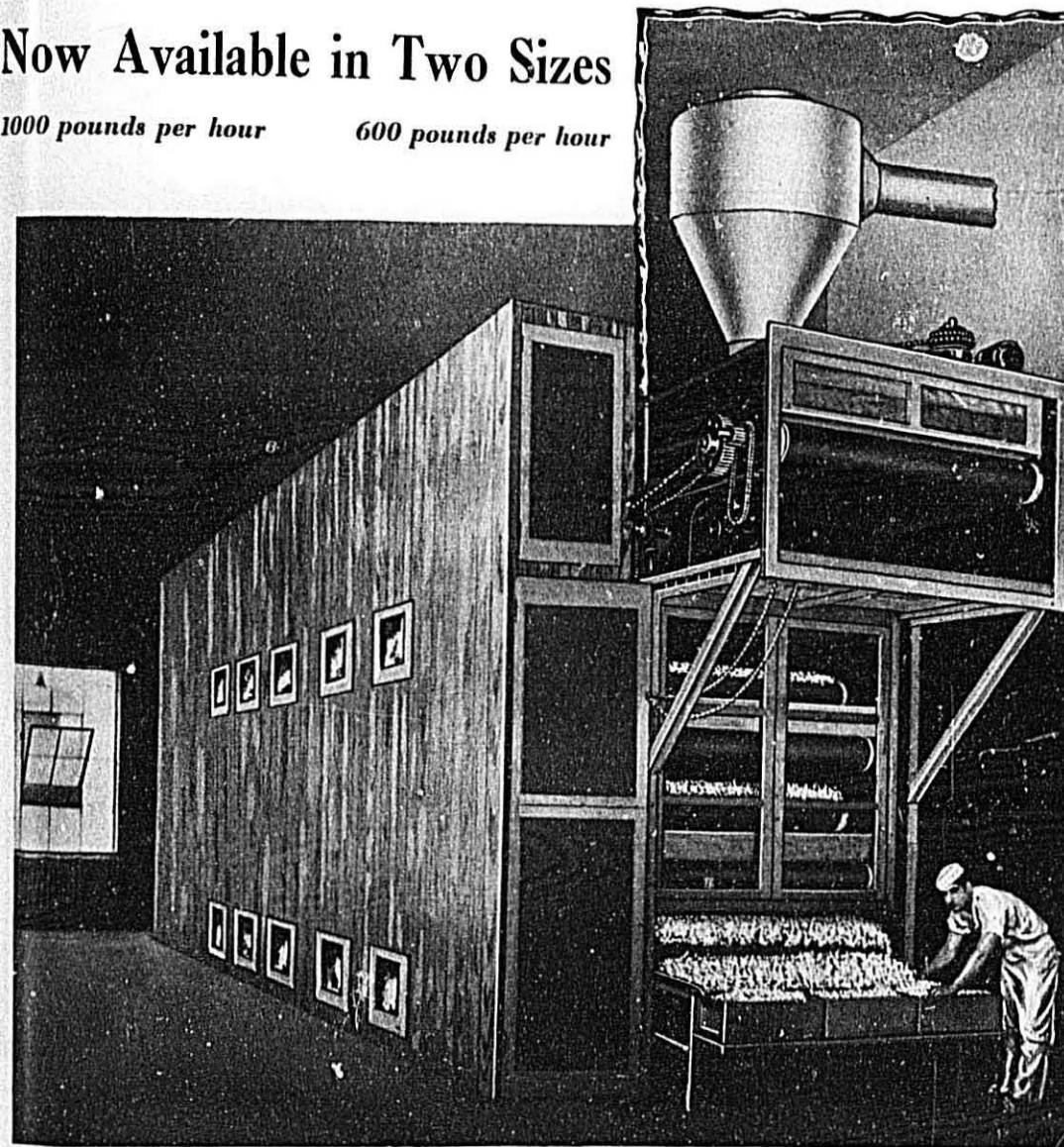


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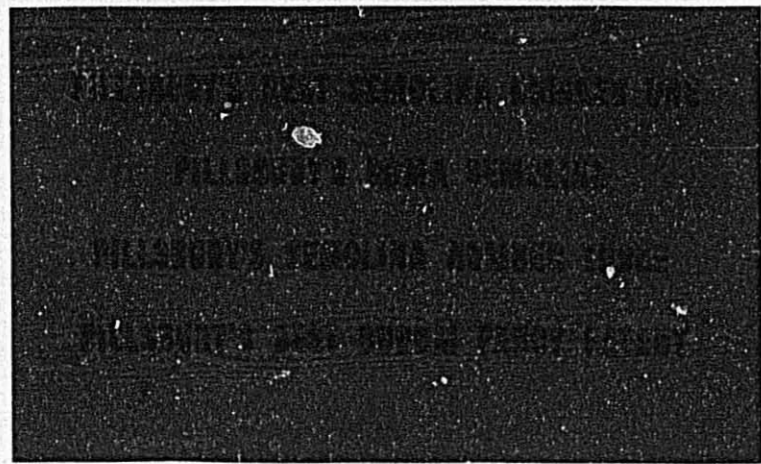
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