

**THE
MACARONI
JOURNAL**

**Volume XVIII
Number 8**

**December 15,
1936**

The Macaroni Journal



Minneapolis, Minn.

DECEMBER 15, 1936

Vol. XVIII No. 8

The Season's Greetings

To all our Friends:

Sincere wishes for—

- Christmas Cheer,
- New Year Joy,
- Better Understanding
- Joy and Profitable Business



*National Macaroni Manufacturers
Association*

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

Greetings and Thanks

FROM ROSSOTTI



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The past year has been one of the most successful in the long history of our business. The only worth while success in business is permanent success . . . and permanent success rests on the bed rock of mutual confidence. We believe that our relations with our customers rest on the bed rock of confidence. We rejoice in their success as we do in our own. The suggestions, ideas, and the cooperation we have rendered on cartons and labels have been sincere efforts to lend every possible aid towards raising the standard of your products . . . improve their merchandising effectiveness . . . increase your sales and profits.

Therefore, at this holiday season, it is fitting that we extend the right hand of fellowship to our customers, whom we regard as our friends. We greatly appreciate the business given us during the past year, and would like you to consider this, figuratively speaking, as a hearty handclasp while we wish you, in all sincerity, a truly Merry Christmas, and a happy, prosperous New Year!

ROSSOTTI LITHOGRAPHING CO. INC.
Main Office and Plant
121 VARICK STREET, NEW YORK, N. Y.



Call to Midyear Conference

All Business Men find it a paying proposition both socially and financially to get together occasionally to exchange views and to talk over in a general way the problems that confront their particular line of business.

As progressive Business Men, the Macaroni-Noodle Manufacturers of the United States should likewise find such occasional open conferences both enlightening and generally helpful.

In a national way, the members who compose the Macaroni Industry have open to them two annual meetings for friendly get-togethers, namely—

- (1) The Annual Conventions in the summer time.
- (2) The Mid-Year Conference usually held in connection with the Cannery Convention and the Grocery Men's annual conferences.

Both are sponsored and supervised by the National Macaroni Manufacturers Association and both are open to every man or woman interested in the general welfare of the Macaroni Industry and particularly concerned in the successful operation of his own firm.

The call for the Mid-Year Conference has been made. For the benefit of any Macaroni-Noodle manufacturer who may have not or should not receive an official notice, the following facts are presented:

- (1) The Mid-Year Meeting this winter will be held at The Palmer House, Chicago, Illinois in connection with the Cannery Convention.
- (2) It will be a one-day affair on Monday, January 25, 1937.
- (3) The morning session will start promptly at 10 o'clock with an adjournment for lunch and an afternoon meeting to conclude all matters of business scheduled.
- (4) The Mid-Year is open to all Macaroni-Noodle manufacturers who care, and who should,—attend.
- (5) There will be no set program, but naturally all matters concerning the Industry will be open for discussion by those directly interested therein. Among things that will naturally present themselves for consideration are:
 - a—What has the Macaroni Industry's Protective Committee accomplished to date?
 - b—What are the prospects of return of processing taxes impounded by injunction suits and held by the Durum Millers for legal distribution to proper owners?
 - c—Is there a legal way in which members of this industry can get credit for taxes paid on floor stocks under the present law that overlooks a matter that means thousands of dollars to members of the Macaroni Industry?
 - e—How does the "Price and Market Trend" in macaroni compare with those in competitive food lines?
 - f—What is being done to relieve the macaroni market of ruinous competition from misbranded and mislabeled goods?
 - g—What is the trade doing to bring about a wider and more ready acceptance of macaroni foods in American homes?
 - h—What is the Industry's thinking as to the proper time and place for holding the Annual Convention of the Industry next summer?

Many macaroni-noodle firms annually send representatives to the January meeting of the Grocery Trades and Cannery. Others find it beneficial to send representatives especially for the Macaroni Men's Mid-Year meeting, and incidentally attending the other affairs scheduled for the same week. Among these are usually found representatives of the most successful firms in the macaroni business.

If these progressive, money making firms find it profitable to attend these Mid-Year Conferences, how much more profitable should similar action be to the struggling, regular run of manufacturers in our Industry?

PLAY SAFE! Follow the good example set by the leaders in the trade. Heed this call to conference as a personal duty and an industry obligation. While it is being sponsored by the National Macaroni Manufacturers Association, because that is the only existing organization of a national character capable of promoting such national meetings, one should not overlook the true fact that this is a meeting of the entire industry and that the attendance of representatives of every and all Macaroni-Noodle firms doing business in the country will be welcome and expected.

The affair—The Mid-Year Conference of the Industry.

The place—The Palmer House, Chicago, Illinois

The date—Monday, January 25, 1937 at 10:00 a. m.





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THE MACARONI JOURNAL

Volume XVIII

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A Fine Cooperative Job

To the credit of the rank and file, it must be said that the Macaroni-Noodle Manufacturers of the country are doing a fine job of effective cooperation through the good offices of the National Macaroni Manufacturers Association. The case in reference merely adds one more proof to the many previously noted, that an industry of the importance of the macaroni manufacturing business in the United States needs a national organization ready to lend its services in any emergency.

When the Supreme Court in its momentous decision last January declared the Agricultural Adjustment Act to be illegal, it not only brought about a cessation of the collection of illegal processing taxes imposed on the macaroni industry, but it released moneys impounded in the many injunction suits then pending. With the joy that the decision brought, there came much confusion and many perplexing problems. Nobody knew immediately just what should be done to protect the individual's and the trade's rights under the act then declared defunct.

Leaders in the trade, officials of the National Macaroni Manufacturers Association and others outside its fold were of the general agreement that the occasion called for united and determined action; that the manufacturers should have dependable legal representation to point the right way out of the tax-refund jungle into which all macaroni men and other processing tax payers had been plunged by the annulment of the illegal Act.

Through the efforts of President P. R. Winebrenner, supported by Directors and other members of the National Association and many very responsible nonmember manufacturers there was formed a Macaroni Industry's Protective Committee whose objective was the full and final conservation of every right of every individual manufacturer under the law, irrespective of association membership. The committee was wisely chosen. It is chairmaned, as it naturally should be, by President Winebrenner. Regional Director Joseph J. Cuneo of Conellsville, Pa. represents thereon the Italian element in the business and former President Henry Mueller of Jersey City, N. J. is the member thereof who speaks for the present nonmember firms in the trade.

As its first act the Macaroni Industry's Protective Committee wisely selected a legal firm of wide tax experience and of high standing in the legal ranks to represent it in dealings with Government Tax Bureaus and with the Durum Millers who were interested in the proper and legal distribution of impounded funds to manufacturers rightfully entitled to refunds. That the Committee was fortunate in selecting the firm of Saylor, Slocum and Ferguson to represent the industry under the circumstances is proven by events that followed.

Through the helpful advice of these experienced attorneys the Protective Committee has not only been able to throw light on the tax problems tackled, but has succeeded to date in pro-

tecting the rights of all firms that have up to this time consented to retain this legal firm as their representatives in straightening out this tax-refund muddle, getting such legal service at a cost commensurably much cheaper than each could hire individual and perhaps less competent counsel for.

While the chief objective of this editorial is not to review the work of the Protective Committee or of its attorneys, but to call attention to the part taken in the activity by the National Macaroni Manufacturers Association as a continuing organization, a brief reference to the work done is timely and proper. The Committee members at their own expense, and the attorneys who are hoping for fees later to reimburse them for their efforts, have attended meetings in New York, Philadelphia, Minneapolis, Pittsburgh and Chicago. Typical of these meetings is the Chicago conference of December 8, 1936. Nearly 25 of the leading manufacturers of the North Central States heard from the lips of President Winebrenner and two members of the legal staff, the plan being followed to protect the rights of the industry in its present dilemma.

The Committee's work was commended and manufacturers present almost unanimously agreed to place their claims in the hands of the attorneys who will not only advise and assist in filing all the complicated returns required to protect their rights, but who will suggest a legal procedure whereby macaroni manufacturers will obtain just refunds of floor stock taxes though the present law makes no direct provision for such recovery.

Once more the National Macaroni Manufacturers Association is doing a worthwhile job, this time through its very competent and most efficient Macaroni Industry's Protective Committee. This proves for the 'steenth time that an industry as great as the macaroni manufacturing business in this country needs and must have a continuing organization through which it can act promptly whenever an emergency presents itself. While it is true that in this tax refund action men not listed as regular members of the Association are actively and willingly supporting this movement that means the saving of many dollars, and that in any emergency the industry can be depended upon to act unitedly, why should not all progressive manufacturers always be found enrolled in the National Association to keep it in a position to act when any emergency arises?

It is not true that the macaroni industry has more than its just share of the "Let-George-Do-It" type, but too many who thoughtlessly overlook a duty they owe to themselves and to the trade to loyally support the National Association as full-time members at the very reasonable cost involved. It is hoped that 1937 will find supporters in greatly increased numbers, manifesting in the proper way the appreciation of such splendid service as that now being rendered by the Macaroni Industry's Protective Committee.



A Timely Discussion of An Alarming Condition

Parole Chiare Ai Manifatturieri Italiani Di Maccheroni E Paste Affini

By Managing Editor
ALFREDO VERRICO
"Il Commercio Italiano"
New York, N. Y. Nov. 14, 1936

"Ma che si sono messo in testa i fabbricanti di maccheroni di New York e dintorni, di volerci imporre a furia di chiacchiere dei maccheroni di farina per maccheroni di pura semolina?"

Così ci scrive in una lunga lettera un amico, commerciante all'ingrosso ed al minuto di generi alimentari. La lettera è una requisitoria giustificatissima, di cui ci serviremo perché mette in luce molti dietroscena del commercio delle paste alimentari nel mercato italiano.

Non c'è industria più dilaniata da una spietata concorrenza di quella delle paste alimentari, specialmente fra italiani—una cosa deleteria, deprecata ripetutamente dalla Associazione Nazionale dei Produttori di Maccheroni, che ne fece il soggetto di una esauriente discussione alla recente convenzione annuale. Naturalmente ben poche ditte italiane produttrici di maccheroni appartengono all'associazione nazionale e si disinteressano con indifferenza mussulmana di acquistare una perspicua comprensione dei problemi dell'industria.

Questa ottusità d'intuito commerciale, che è molto diffusa fra i nostri manifatturieri di maccheroni, deve necessariamente determinare una situazione caotica e dannosa per tutti. Messi sul declivio della concorrenza si sa di dove si comincia, ma non si sa dove si va a finire. Intanto, i nostri manifatturieri di maccheroni sono già finiti in una guerra di prezzi sostenuta con evidente danno della qualità della merce. Essi, tutti coloro che si sono cacciati in questo labirinto, producono maccheroni scadenti, la zavorra delle paste alimentari americane. Essi lo sanno, i fatti sono noti, però credono di poterli imporre al pubblico con grossolani raggiri pubblicitari.

Intonate una radio ad una stazione radiofonica italiana e vi sentirete sfilare la réclame di sette od otto marche di maccheroni, i quali "hanno" tutti le stesse virtù meravigliose, declamate con più o meno enfasi e condite di salsa politica, ma, in fondo, sono identici. Colui che ascolta, se non è un asino calzato e vestito, deve concludere: questi maccheroni sono tutti egualmente buoni, di pura semolina, gustosi e leggeri. E se ci crede è fregato. Difatti basta fare un piccolo calcolo per convincersi che, per il prezzo che si vendono, quei maccheroni non possono essere di pura semolina. La concorrenza è fatta sulla base della pubblicità e qualità scadente. La faccenda per il momento va, lo sappiamo; però, continuando di questa passo, si può essere certi che parecchi produttori di macche-

roni dovranno scomparire e altre ditte più intelligenti e oneste conquisteranno definitivamente il mercato.

Il commercio delle paste alimentari, eminentemente italiano, e diffuso su vasta scala negli Stati Uniti dagli emigrati italiani dovrebbe rappresentare un primato industriale delle nostre comunità, invece esso viene conquistato da altra gente che vi ha trovato un campo d'investimento profittevole e senza seri ostacoli di competizione. Quale resistenza possono offrire i nostri manifatturieri disorganizzati ed in lotta fra loro.

Più volte abbiamo sostenuto la necessità di una seria intesa fra i nostri produttori di maccheroni, ed oggi diamo ancora una volta l'allarme. La nostra parola non è alettatrice, è piuttosto aspra, ma dice delle verità ed indica una meta. Si addivenga ad un'intesa leale e duratura.

Si elimini la concorrenza disonesta. Si fabbrichino maccheroni realmente buoni.

La cooperazione dell'industria e la bontà della merce costituiscono la leva di un sicuro ed onesto successo.

Per altre vie si va in malora.

Plain Words to Italian Manufacturers of Macaroni Products

Translation by
ALFREDO VERRICO
Managing Editor
"Il Commercio Italiano"
New York, N. Y. Nov. 14, 1936

"What's the matter with the manufacturers of macaroni in New York and neighboring towns? Do they want to impose upon us, by their loud talks, their macaroni of flour and pass it off as a product composed of pure semolina?"

This is the gist of a long letter from a friend, a wholesale and retail grocer. The letter is a wholly substantiated indictment and we shall make use of it because it brings to light many hidden points in the trade of alimentary paste in the Italian market.

There is no industry so torn by ruthless competition as that of alimentary pastes, especially among Italians—a most harmful thing, deplored time and again by the National Association of Macaroni Manufacturers, which discussed the subject thoroughly at its recent annual convention. Of course, very few Italian manufacturers are members of the National Association, which shows that they are not at all desirous of acquiring a thorough knowledge of the problems connected with the industry.

This lack of comprehension, peculiar to many of our macaroni manufacturers, must necessarily create a chaotic situation which is bound to be detrimental to all. Once embarked in ruinous competition, nobody can foretell how the thing is

going to end. Meantime, the macaroni manufacturers are already engaged in a cut-price war, which is evidently prejudicial to the quality of the goods. They, we mean those who have thrown themselves headlong into this maze, produce macaroni of inferior quality, the worst, in fact, of all American alimentary pastes. They are fully aware of this, the facts being well known, but they think they can foist their products on the public by coarse misrepresentations practiced in their advertisements.

Tune in on any Italian radio station and you will hear speeches on the merits of six or seven different brands of macaroni, all of which are described as "possessing" the same wonderful virtues. The fact is, however, that although their qualities may be extolled with varying emphasis and flavored with political sauce, they are, nevertheless, identical. The listener, unless he is a jackass, must reach the conclusion that the macaroni so advertised are all equally good, of pure semolina, tasty and light. But if he believes what he hears, he is cheated out of his money. In effect, a little calculation is sufficient to convince anybody that for the price at which they are sold, those brands cannot be composed of pure semolina. The competition among manufacturers is carried on by advertising and by offering to the public goods of inferior quality. This method has, so far, brought results, and we know it; but if kept up, it will cause several more macaroni manufacturers to retire and leave the field entirely to more intelligent and honest firms.

The manufacture of alimentary pastes, a distinctive Italian product whose consumption has been widely spread in the United States by our immigrants, is an industry in which our people should be supreme. Its market is being conquered, instead, by people of other races who have found it a profitable field of investment, devoid of serious competition. What resistance can be opposed by our manufacturers warring against one another?

Many a time have we insisted on the necessity of a serious understanding among our manufacturers of macaroni, and today we sound once more the alarm. We do not resort to blarney; our word is rather harsh, but it tells some truths and points to a goal.

Let a loyal and lasting understanding be reached.

Let unfair competition be eliminated. Let pastes be manufactured that are really good.

Cooperation within the industry and the intrinsic merits of the products are sure guarantees of an honest success.

Any other way cannot but lead to ruin.

There is so much of looking out at the horizon of business, and so little of going down the next street for it.

Trade Expects Macaroni Price Rise

Higher Production Costs Seen Affecting Qualities

With the spread between the raw material cost and the price being obtained for the manufactured product the narrowest in years, macaroni prices will move to higher levels in the very near future, reports in trade circles here yesterday indicated. It is freely predicted that fancy durum macaroni in the standard 20-pound container will move fully 10 to 20 cents per case higher on or before January 1.

Price and quality competition has prevented macaroni from reflecting the steadily advancing cost of semolina, so that it has been virtually impossible for manufacturers to sell first class durum macaroni at a profit unless the product was made of semolina contracted for months ago at advantageous prices. It has been ascertained that this has not been the case in many instances.

To meet cut price competition macaroni makers have been faced with one of two alternatives. They could either sell top grade goods at a loss to retain their trade, or they could produce an inferior product that could, however, still go under the name durum macaroni.

Question Quality

Leading manufacturers have been free in their criticism of the quality of much of the so-called semolina macaroni that has been coming onto the market. Just as there are grades of wheat varying widely in quality, so are there numerous classifications of semolina that show a wide variation, it was pointed out.

It is reported in trade circles here that there has been macaroni on the market that could hardly stand up under microscopic inspection and yet may still go under the banner of "durum macaroni," which has long been a hallmark of superior quality. There has even been blending of hard wheat flour with durum to cheapen the cost of the product and along with it the quality, according to trade interests.

Narrowed Margins

A glance at wholesale macaroni prices and semolina costs for a few years back seems to accord with the picture being painted of current market conditions. Fancy durum macaroni, Italian style, in twenty-pound boxes is bringing \$1.40 per box, 7c per pound, while No. 1 semolina costs \$10.60 per 196-pound barrel in jute sacks, or 5½ to 5½ cents per pound, leaving a profit of 1½ cents to cover freight charges, production costs, and profit margin.

In July of this year manufacturers were getting a shade less than 7 cents per pound for macaroni, while semolina was \$9.05, or about 4½ cents per pound, or a spread between raw material cost

and the price of the new product of 2¼ to 2½ cents. At the end of 1935 the spread was also 2½ cents. At the close of 1934 manufacturers were getting \$1.60, 8 cents per pound, while paying \$9.75 per barrel, or 5 cents per pound for semolina, a 3 cent spread. At the end of 1933 and 1932 the spread was between 2¼ and 2½ cents.

Thus it can be seen that the margin of difference between the raw material cost and the price of the product today is the smallest in the past five years, and, of course, less than in the pre-depression period. The result has been the production of macaroni of widely varying quality in an attempt somehow to balance the unprofitable situation, which in turn has tended to keep prices for the top quality product down.

From the Grocery Section,
The Journal of Commerce and
Commercial, New York City,
December 7, 1936.

A Spaghetti Supper for Little Money

"Let's eat spaghetti! It's good (when made right); it's nutritious and a real supper party can be had for very little money," says a writer in a recent issue of the Brooklyn, N. Y. *Times-Union*.

Spaghetti made with a meat sauce is a one-dish meal and so satisfying! Here's a fine winter suggestion:

If you have pottery plates, a large platter, a wooden bowl; checked cotton table cloth and an old fruit bowl; now is the time to use them. The more informal, the more delightful will be this Italian dinner. Cover the table with the checked table cloth; use a centerpiece of a bowl of fruit. The fruit also serves as the dessert course. Plates should be ample in size; and coffee cups in the same style.

The spaghetti may be served on the individual plates or it may be served on a large platter and covered with the sauce. Under no conditions should the spaghetti and sauce be cooked together.

For a supper of six, purchase two pounds of spaghetti. Bring a gallon of water in a preserving kettle to a boil. Add one tablespoon of salt. Dip the ends of the spaghetti in boiling water and as it softens, it will bend easily and may be coiled down under the water. Cook 15 to 20 minutes or until tender but not soft. Drain in a colander and pour over it one quart of hot water. Remove to a hot platter just at serving. It takes a large meat fork and large spoon to serve the spaghetti.

The meat sauce must be cooked slowly

at least two hours. This may be made well ahead of time and reheated.

Parmesan cheese, grated, is the choice of the Italians. One wonders though if given some mellow, grated American cheese, if they would not come over to the American side. Try snappy, grated American cheese with this supper. The cheese is placed in a bowl and passed for the guests to help themselves.

Italian Meat Sauce

Four strips of bacon; two medium sized onions; two stalks of celery; one green pepper; small can of mushrooms (optional); one pound ground beef; one large can concentrated soup; salt and pepper to taste; two tablespoons worcestershire sauce.

Fry the bacon and remove the strips. Brown the onions, diced celery and chopped green pepper in the bacon fat and when yellow, sprinkle in the ground beef; sear well, then add a can of tomatoes and worcestershire sauce. Simmer slowly for an hour. Add the tomato soup and cook for another hour. If this sauce is cooked slowly, no other liquid is necessary and the sauce will be sufficiently thick.

October Foreign Trade in Food Products Higher

Exports of food products from the United States during Oct. 1936 were valued at \$24,870,000 as compared with \$23,560,000 during Oct. 1935 according to the foodstuffs division, Department of Commerce. The cumulative total for the first 10 months of 1936 was also larger than the total for the comparable period of 1935, exports for the current 10 month period amounting to \$174,830,000 as compared with \$169,316,000. Expressed in percentages, Oct. 1936 foodstuffs exports increased 5% compared with Oct. 1935 while the exports advanced 3%, it was stated.

Imports of food products during October were valued at \$61,278,000 compared with \$51,748,000 during Oct. 1935, an increase of 18%. During the first 10 months of this year food imports totaled \$606,000,000, and advance of 9% over the 10 months 1935 figure of \$552,473,000, statistics show.

One of the most significant features of the October export movement in food products was the shipment abroad of nearly 1,000,000 bushels of wheat, an amount larger than the entire export movement during the first 9 months of the year. The October shipment brought the wheat export figure for the 10 months of 1936 to 1,800,000 bu., more than 10 times the amount exported during the same period of 1935. Although this figure is small compared with our former export trade or with present wheat imports, it is noteworthy that wheat exports have gone steadily upward for three months, according to the foodstuffs division, Bureau of Foreign and Domestic Commerce.

Those who love the best must not be above hustling.

Report of Activities of Washington Office for November 1936

By B. R. Jacobs
Washington Representative

During November a call was made at Boston, Region No. 1 because there were numerous complaints concerning the sale of artificially colored and otherwise adulterated macaroni products. An interview was had with Dr. H. C. Lythgoe, Director, Division of Food and Drugs, Department of Public Health, Boston, Mass., concerning this matter. The Massachusetts State Laboratories have no means at hand of determining carotene in macaroni products. The problem, however, is being given consideration and as soon as methods are perfected action will be taken against products which contain added carotene for the purpose of concealing inferiority. A complaint was also made to that office concerning low grade macaroni products and in this respect nothing can be done except when the products are labeled as being made from high grade farinaceous ingredients. However, many times there is no statement on the label concerning the grade of raw material used and in these cases no action can be taken unless the grade of the farinaceous ingredients is so low that it is not entitled to be designated as a flour.

A call was also made in Boston on the State Purchasing Department concerning specifications used for macaroni products. It was found that although the state specified that macaroni products must be made from durum wheat semolina No. 1 they had no means of determining this and depend entirely upon matching samples submitted with the deliveries made. If the sample submitted with bids were found to be of a satisfactory grade the deliveries were accepted if they matched these samples.

Region No. 2 submitted a number of samples of macaroni products which were manufactured in Region No. 11. All of these samples consisted of egg noodles which contained added carotene and were labeled as containing Vitamin A. These samples with a copy of the analytical data were submitted to the California State Food and Drug Inspection Bureau at San Francisco, Cal. An acknowledgment was received from the Food Law Enforcing body with the statement that the use of carotene was not permitted in macaroni products in California when it was used for concealing inferiority. The analyses are being repeated on samples taken by their own inspectors and I am advised that if these are found to conflict with the California State Food Law that the manufacturers will be prosecuted.

Region No. 3 submitted no samples. Region No. 4 submitted a number of samples among them one which was found to be adulterated as it was labeled as containing 15% eggs and the best of wheat flour. Examination of this pro-

duct showed that it contained approximately 3.5% egg solids. These facts together with the samples were submitted to the State Board of Health of West Virginia and I am advised by this Law Enforcing body that the case has been investigated and the product seized and impounded until the manufacturer changes the composition to conform with the label.

Region No. 5 submitted no samples. Region No. 6 submitted no samples. Region No. 7 submitted a number of samples of egg noodles, practically all of which were found to contain added carotene. The manufacturer submitting them, however, did not indicate whether or not they were interstate shipments and until this can be determined no action can be taken against these samples as the state from which they were shipped has no means of determining added carotene.

Region No. 8 submitted no samples. Region No. 9 submitted no samples. Region No. 10 submitted no samples. Region No. 11 submitted no samples but samples from this Region have been discussed under the heading of Region No. 2.

Region No. 12 submitted no samples. During the month the Department of Agriculture issued the following approved definitions for eggs and egg products:

1. LIQUID EGGS, MIXED EGGS. The product obtained by separating the edible portion of eggs from the shells. It is an intimate mixture of the whites and yolks in their natural proportions.

2. FROZEN EGGS. The solidified product obtained by quickly and completely freezing liquid eggs.

3. DRIED EGGS. The product obtained by evaporating the water from liquid eggs. It contains not more than 7% of moisture.

4. EGG YOLK. The product obtained by removing the whites from the yolks in the commercial process of egg-breaking. It contains not more than 12% by weight of adhering white.

5. FROZEN EGG YOLK. The solidified product obtained by quickly and completely freezing egg yolk.

6. DRIED EGG YOLK. The product obtained by evaporating the water from egg yolk. It contains not more than 5% of moisture.

In paragraph 4 it will be noted that egg yolks are defined as a product obtained by removing the whites from the yolks and that it should contain not more

than 12% by weight of adhering whites. This, therefore, means that the product should consist of not less than 88% yolk and not more than 12% whites. On the basis of average moisture content of whites and yolks this means that the product should contain not less than 45.56% egg solids. This is considerably above the old tentative standard for commercial egg yolks which required them to have not less than 38% egg solids.

Another NRA or What?

Armed with an almost overwhelming mandate from the people at the November election, business leaders are generally of the opinion that some legislation akin to the National Recovery Act of fond memory will be recommended by President F. D. Roosevelt. Just what form the new law will take nobody seems to know. Perhaps even the president has not fully decided the matter as yet.

The opinion very generally prevails that there will be some attempt to pass a law that will retain all the good features of the NRA without the illegal and obnoxious ones. It may be done through a licensing law whereby child labor will be abolished and legal provisions made for collective bargaining maximum hours and minimum wages.

Some macaroni manufacturers in such states as California and Wisconsin have expressed themselves as favoring a revival of the NRA as a means for eradicating some of the trade evils that have grown most harmful in recent years. Manufacturers in other states are strongly opposed to any form of government intervention, believing that unrestricted business will and a prosperous level much quicker and more permanent than it would under governmental guidance, however mild.

At any rate macaroni makers can be expected to be more than ever interested in legislation that may be proposed to be enacted by Congress at its coming session next January, especially laws dealing with trade or taxes.

No Sales Tax on Spaghetti

Ohio macaroni manufacturers, jobbers and retailers who sell macaroni, spaghetti and egg noodles will not be required to pay the Ohio state food tax of 3% on those who consume this product as all other foods will not be so fortunate.

In a recent referendum the people voted to amend the state's sales tax law to exempt the tax on all foods, except when sold at meals.

December 15, 1936

THE MACARONI JOURNAL

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Reproduction of mailing piece sent to manufacturers

LUMBERJACK MACARONI NEWS FOR 19,000,000 WOMEN POTENTIAL MACARONI BUYERS

INTRODUCING LUMBERJACK MACARONI—a sensational new macaroni dish that looks like a coming favorite! LUMBERJACK MACARONI—a tasty, appetizing dish concocted by cooks in the Northwoods lumber camps—a dish that gets men, the real macaroni eaters.

Introduced by Betty Crocker to a potential audience of 19,000,000 women via radio November 27. Imagine this tremendous army hearing news of LUMBERJACK MACARONI! Listening to a boost for macaroni made of extra quality Durum semolina. In a sparkling broadcast carried over 70 of America's most popular, most power-

ful radio stations—at least one in your community.

A broadcast which was sponsored for you by General Mills without favor or obligation—merely to interest women more thoroughly in products made by you and others in the industry.

Here's further news: Betty Crocker will be on the air again with another sensational salesmaking recipe sometime in January, boosting products made of extra quality Durum Semolina. Better find out now from your Gold Medal salesman why women will more and more favor products made with this type of semolina—the Gold Medal kind.

GOLD MEDAL SEMOLINA

"Press-tested"

The Federal Old Age Security Program

By J. A. Altmeyer
Acting Chairman Social Security Board

The National Broadcasting company has been kind enough to invite me to make a short talk on how the Social Security Act affects the man in the street. As a matter of fact the Social Security Act affects all of us regardless of what our station in life may be. There has been a great deal of discussion of the act during the last two weeks, but most of it has dealt with only one section, namely the Federal old age benefits section which is in the nature of insurance annuities. However there are 11 sections of the act altogether. These sections may be classified into three groups. One group provides financial assistance to the states to carry on health and welfare activities, including assistance to needy aged, needy blind, and dependent children. Another group provides a method under which each state with the aid of the Federal government may enact an unemployment compensation law without placing its employers at a competitive disadvantage with employers in other states. The third group covers the Federal old age benefits plan. It is this plan providing benefits comparable to annuities paid by insurance companies that I wish to discuss.

This part of the act is sometimes confused with the section providing relief for needy aged people, many of whom would otherwise be destitute or in the poorhouse. Assistance is given to needy old people through county or state authorities with the aid of money received from the Federal government. This sort of assistance is commonly referred to as state old age pensions. In this way men and women who are now old and without means of their own are helped in a humane and orderly manner. But the Federal old age benefits plan looks to the future.

These Federal old age benefits are best understood if we compare them to insurance. They apply to wage and salary earners who are now young or middle aged—men and women who work in industry, in business offices, in commercial enterprises of all kinds—about 26 million workers in all. Under the Federal old age benefits provisions of the act these men and women will be assured an income for life after age 65 when they are no longer at work. This income will be paid to them by the United States government in monthly checks—like the instalments on annuities from an insurance company. Or the cash value will be paid to the worker's family if he dies. Whatever happens, the worker or his family gets back more money than he pays in.

Like an insurance company policy the worker's old age benefit from the government must be paid for in advance. However instead of weekly, monthly, quarterly or yearly premiums the government will collect through the employer weekly or monthly payments which are called taxes. But these payments

will be shared by the employers and the workers equally and will be used only to pay cash benefits to the workers.

The size of the benefits will depend entirely upon how much the worker earns between Jan. 1, 1937 and his 65th birthday. A man or woman who gets good pay and has a steady job most of his or her life can get as much as \$85 a month for life after age 65. The smallest monthly benefit any worker can get who comes under these provisions is \$10. Let me give you some concrete examples of the benefits which will be received by those of you who work for wages or salary in the employments covered.

Take the case of a worker 35 years of age who is making \$25 a week. When he is 65 years old and retires he will receive a check for \$45 a month from the Federal government for the rest of his life. If he should die at age 65 his family would receive \$1,365.

Now let us take the case of an older person who is 60 years of age and who earns \$25 a week. When he retires in five years he will receive approximately \$18 a month for the rest of his life.

So much for the worker's benefits. Now what about the costs? The worker pays one-half and the employer pays one-half. During the next three years each will pay at the rate of 1c on each dollar of the worker's earnings up to earnings of \$3000 a year. That will mean for the next three years 15c, 20c, 30c or more a week according to what the worker earns. After the first three years the worker and the employer will each pay 1/2c more every three years until finally beginning in 1949, 12 years from now, each will invest for old age security 3c on each dollar the worker earns up to \$3000 a year. That is the most anybody will ever pay.

Now as regards the collection of these contributions. The worker will not have to make a weekly trip to some office to pay his 15 or 20 or 30c. The government will collect both his contribution and the employer's contribution directly from the employer.

Workers will receive the protection of the Federal old age benefit plan regardless of whether they change employers, so long as the job is in a factory, shop, mine, mill office, store or other such place of business. Wages earned in employment as farm workers, domestic workers and on a few other kinds of jobs are not covered by the plan. However all workers who have ever been in an employment covered by the plan will receive some protection based upon their earnings at the time they were covered by the plan.

And now let us compare the total amount of contributions paid with the total benefits received. For the man of 35 who is making \$25 a week his contributions over 30 years time amount to \$975. If this man lives out his normal life expectancy of 12 years after reaching the age of 65 his benefits will amount to \$6,480 or more than 6 1/2 times what he pays in. In the case of a woman the normal life expectancy is 15 years and she would receive \$8,100 or more than 8 times what she paid in. For a man of 60 who pays in for five years before he retires, his total tax is \$78—in return for which he gets \$2,580 if he lives out his normal life expectancy or more than 33 times the amount he has paid in. In the case of a woman, she would receive \$3,225, or more than 40 times the amount she paid in. Nowhere else can the worker get as much protection for the same amount of money that he pays in. This is true not only because he receives the benefit of his employer's contributions but also because it would cost a private insurance company a great deal more to collect the premiums directly from the worker in such small amounts weekly or monthly.

However insurance companies are prepared to furnish additional protection to workers who desire it and can afford to pay for it. Just as war risk insurance stimulated the life insurance business it is expected by insurance officials that the government old age benefits plan will stimulate the purchase of additional protection from insurance companies.

If an employer already has in operation an old age retirement plan for his employees the government old age benefits program will not interfere with that. The employer can fit his plan into the government program. So much for a description of the plan for old age security covering 26 million workers which goes into effect next January.

Now let me say a word relative to the plans that are under way for putting into effect this nationwide system. Since the benefits will be based upon the past earnings of the workers covered it is necessary to set up an account for each worker. In order that workers as well as their employers may be absolutely certain that the proper account is credited, each account will be given a number which is comparable to an insurance policy number.

Beginning on Nov. 24 the 45,000 post-offices throughout the country will distribute to employees, through their employers, forms known as "Application for Social Security Account Number." These employees' application forms will be distributed to all work places and will also be available after Nov. 24 at all post-offices. The employee's application is a simple form asking a few questions such as name and address of the worker, name and address of his employer, date and place of birth, and father's name.

WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



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



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

Clermont Machine Co.
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ing Machines
Commander Milling Co.
Flour and Semolina
Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps
Creditors Service Trust Co.
Mercantile Collections
Duluth-Superior Milling Co.
Flour and Semolina
Charles F. Elmes Engineering Works
Brakes, Cutters, Die Cleaners, Driers,
Folders, Kneaders, Mixers, Presses and
Pumps
King Mid's Mill Co.
Flour and Semolina
F. Maldari & Bros. Inc.
Dies
Midland Chemical Laboratories, Inc.
Insecticides
Minneapolis Milling Co.
Flour and Semolina
National Carton Co.
Cartons
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Paramount Paper Products Co.
Paper Bags
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Pillsbury Flour Mills Co.
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Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers
J. V. Shartzer & Co.
Macaroni Sticks and Dowels
The Star Macaroni Dies Mfg. Co.
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Ravioli and Noodle Machines
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Service—Patents and Trade Marks—The Macaroni Journal

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

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

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the Best
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mother's name. When the worker has provided this information on the application he may return it without paying any postage, in any of five ways:

- By handing it back to the employer, or
- By handing it to any labor organization of which the worker is a member, or
- By handing it to a letter carrier, or
- By delivering it personally to any local post-office, or
- By mailing it—without postage—in a sealed envelope addressed simply: "Postmaster, Local."

On the return of this information to the postoffice a social security account will be set up for each person eligible and he or she will be furnished a card—comparable to an insurance identification card—certifying that an account has been set up and bearing the number of the account so as to make it easy for the worker to find out at any time just how his or her account stands.

In order that they may know how many application forms to distribute at each work place the postoffices, beginning on Nov. 16, will distribute to employers a form known as the "Employer's Application for Identification Number." This form will ask of the employer only seven simple questions, answers to which will enable the postoffice department to know how many employe's application forms to deliver to each employer.

It is to the advantage of both employes and employers to make certain that an account number is assigned to each worker before Jan. 1 so that accurate reports can be made to the government and so that accurate accounts may be kept by the government. However, neither employes nor employers need take any action until they receive the necessary forms and instructions through their local postoffice. Neither is it necessary to make any inquiries either of the Social Security board or the postoffices prior to receiving the official forms and instructions.

The Social Security board is confident that employes and employers will cooperate with the postoffice department which has undertaken this task as a service to the people of this country. The cooperation of the postoffice department in this work means that the work can be done simply and economically and without building up a large working force. It also means that the work will be done by trained civil servants who are familiar with local conditions and who are known to employes and employers in their home communities.

General Mills Dividend

The directors of General Mills, Inc. have announced declaration of the regular quarterly dividend of one dollar and fifty cents (\$1.50) per share upon the 6% cumulative preferred stock of the company, payable Jan. 2 to all preferred stockholders of record at the close of business Dec. 10. Checks will be mailed. Transfer books will not be closed. This is the 34th consecutive dividend on General Mills preferred.

Simple Yet Practical Package



The current trend in macaroni packaging is toward simplicity, yet greater practicability. This is apparent in all kinds of packaging materials, cellophane, window or solid shell. The carton illustrated herewith is indicative of this trend. It is a three color display package adopted by the recently reorganized Bromaco Macaroni Corporation, Brook-

lyn, N. Y., successor of the Brooklyn Macaroni Company of the same city and location, displacing an outmoded, four color package formerly used by the defunct firm. No superfluous printing appears on the packages and the color combination adds materially to its attractiveness.

World Wheat Supplies Substantially Reduced

Crop conditions now indicate that the world wheat crop will be about 3,462,000,000 bu., a decrease of about 90,000,000 bu. compared with last year, the Bureau of Agricultural Economics states in a summary of world wheat prospects.

Taking account of the carryover of old wheat as well as the new crop, it appears that the total world supplies of wheat for 1936-37 will be about 265,000,000 bu. less than last year. Russia and China are excluded from these totals. Exports from Russia appear unlikely.

The reduced supplies are the result of a very short crop in North America and North Africa and a general reduction in stocks in nearly all countries. The smaller world supplies of wheat have led to substantially higher prices.

It is estimated that world shipments of wheat during 1936-37 will be in the neighborhood of 555,000,000 bu. This would compare with actual shipments of 489,000,000 bu. from July through June in 1935-36. Smaller crops and stocks in the importing countries, together with improving economic conditions and especially the recent devaluation of cur-

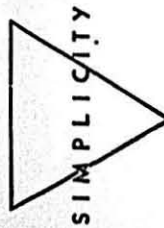
rencies and the reduction in import duties within the gold bloc countries, all suggest larger buying of wheat. It is expected however, that most of the increase in European needs will be supplied by the Danube countries which produced very large surpluses. Oriental imports are expected to be smaller this season.

Macaroni a "Perishable"

In an advisory opinion issued to all the heads of all the Government buying departments, macaroni and almost all other food products were classified as "perishables" by Secretary of Labor Frances Perkins. Under such a ruling macaroni and all other perishable foods would be exempt from the hour and wage provisions of the Walsh-Healey Act.

While the order leaves it to individual contracting officers to determine for themselves whether or not the commodities for which they are asking bids are in fact perishables, rules and recommendations made by the Secretary of Labor are to be given every consideration when bids for macaroni products and other foods are asked for.

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

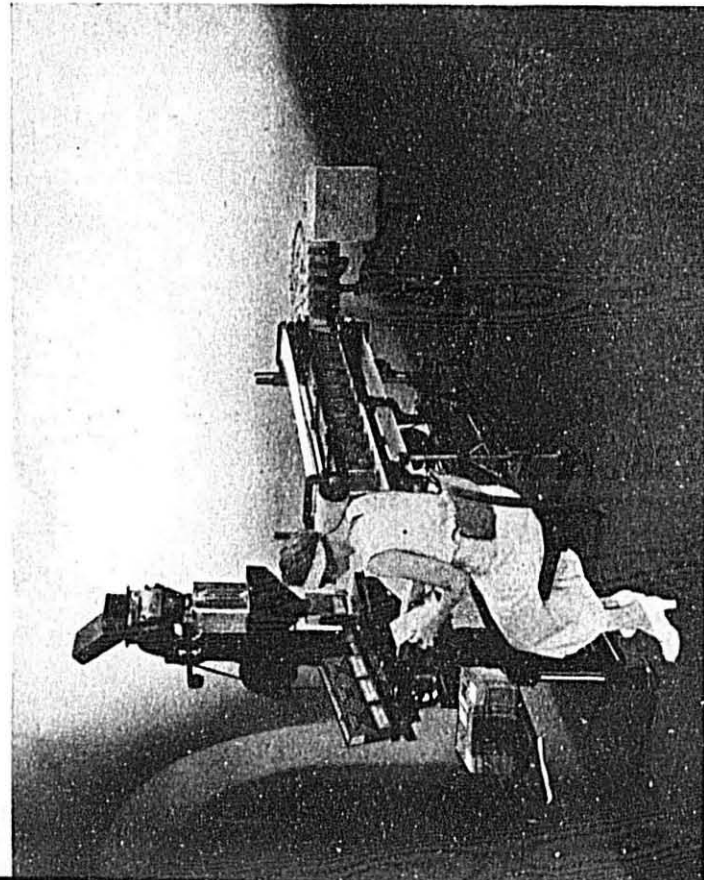
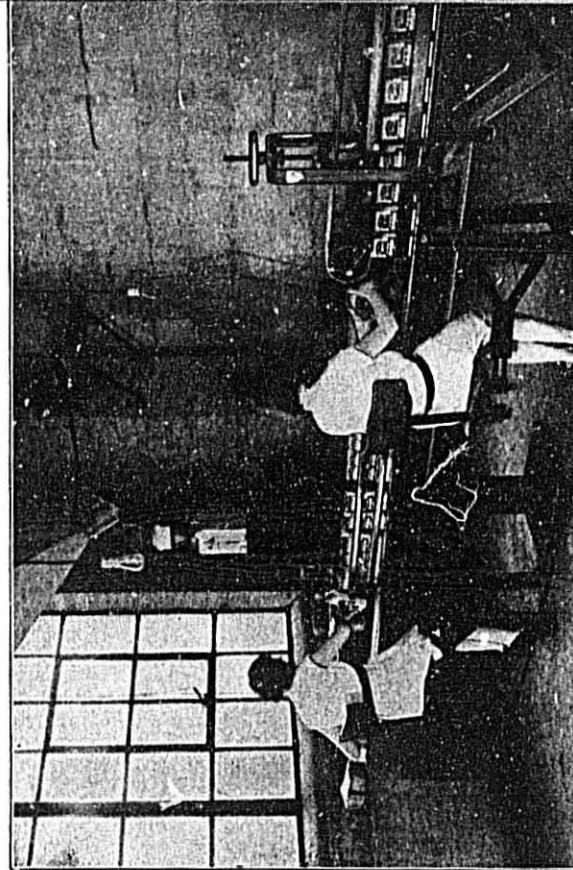


Think of it... only \$16.00 a month, and no down payment. Small Triangle Carton Sealers and Weighers can be rented for as little as that! On this basis, you can no longer afford to postpone modernizing your packaging operations. Production costs must be cut to a minimum so that you can profitably meet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

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

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Secrets of Successful Trade Marking

What's Up At The United States Copyright Office?

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

Macaroni marketers who keep close tab on the turn of events at Washington must be wondering what will be the effect of the change at the U. S. Copyright Office? The effect, that is to say, upon the certification and protection of labels, advertising prints and original designs,—say package designs. On the face of things it is merely a shift of executives, this retirement of William Lincoln Brown as Register of Copyrights, to be succeeded by Col. Clement L. Bouve. A natural incident, since the very efficient Mr. Brown had planned his retirement a year ago.

Truly, an administrative change at either Patent Office or Copyright Office should not have any important reactions upon policy and practice in the fields of good will protection. Seeing as how it is Congress and not the executive branch of the Government which decrees what is and what is not with respect to legal insurance of good will assets. But as luck has it this exchange at the Copyright Office comes just at the time when we are approaching the crucial stage of the issue of transfer of responsibilities from the Patent Office to the Copyright Office. And, under such circumstances the attitude of the executive actively in charge is influential.

The perennial question,—now a little more pressing than ever—is whether an end shall be made of the double deal which has for years past caused confusion and lost motion in business circles. As matters stand there are at Washington two separate and more or less parallel channels of protection for labels and prints. On the one hand the U. S. Patent Office issues copyrights for commercial labels and advertising prints. On the other hand the Copyright Office at the Library of Congress (a unit of an entirely separate department of the Government) grants copyrights on printed and lithographed products of the fine arts. At first glance it might appear that a clear line divided these two classes of printed matter. A layman might guess that the two species might be herded separately strictly according to function or use. But alas it isn't so simple. Many labels are literally fine art products. And the cover design of a booklet or house organ may rank as Art with a capital A even if it is used for an advertising purpose.

The complications due to overlapping jurisdiction in this quarter have been growing worse year by year. Hence the proposition to take the label-and-print copyright job away from the Patent Office and give it to the Copyright Office,—merge the two agencies. Some of the ablest men who have served as Commissioner of Patents have been

heartily in favor of the consolidation. But Congress has never been brought to the sticking point although it mulls over the question at each session. Latterly the mess has been thickened by a twin proposal, viz, the project to virtually abolish the Design Patent facilities of the U. S. Patent Office and turn over the protection of original designs to the Copyright Office, where a new pattern of design pedigrees would be set up, to be known as Design Copyright, or Design Registration.

What will happen if the new Register of Copyrights should prove an aggressive go-getter bent upon taking over the whole works of label-print-design enrollment? This is the riddle that some brand-and-package-defenders are putting to themselves, now that there is a new and unknown personality at the helm at the Copyright Office. The new Register will presumably be called into consultation by the Congressional Committees on Patents next spring, so that speculation as to his attitude and persuasive powers is legitimate, thus early.

From the curiosity manifested as to the convictions and intentions of Register Bouve it might appear that the prior attitude at the Copyright Office had been one of opposition to change. This is scarcely an accurate picture. Mr. Brown and his predecessor Mr. Solberg consistently took an impartial and judicial attitude, with an eye always to the responsibilities of the head man on the job of issuing birth certificates for identifying ideas. As to the transfer from the Patent Office of the Label and Print Copyright Section there has never been any quibble. It is so obviously desirable to put an end to the waste of time and labor occasioned when persons send to the Copyright Office labels and pictures that should go to the Patent Office, or vice versa.

Where the rub has come more recently is in respect to the proposed shakeup of the Design institution. And if there has been a headache at the Copyright Office it is due to the threat to unload on that establishment not only an additional task but a new or different type of work. To see the situation in proper focus we must bear in mind that up to now the Copyright Office has been a dating bureau, a record keeping office solely. Its job has been to enter on the books and certify by official document the date on which an applicant claimed that he first adopted or used a given idea. The Copyright

Office has never undertaken to establish for any claimant rights of priority. It has simply given diplomas, testifying to the alleged beginnings of specific examples of intellectual property and has left rival claimants to fight it out in court if disputes arose as to who saw it first.

Something akin to consternation seized the staff at the Copyright Office when there emerged in business circles the scheme for a system of Design Copyright that would afford quicker and cheaper protection for product designs, package designs, etc. At the go-off, the assumption at the Copyright Office was that the new addition would get just what other entries had been getting, i. e. official testimonials to the date and scope of claims to priority. But in due course it was revealed that what the design-owners wanted and expected was the equivalent of what they had been getting at a higher cost at the Patent Office, namely a warrant for exclusive use based on a search by the Government disclosing original creation.

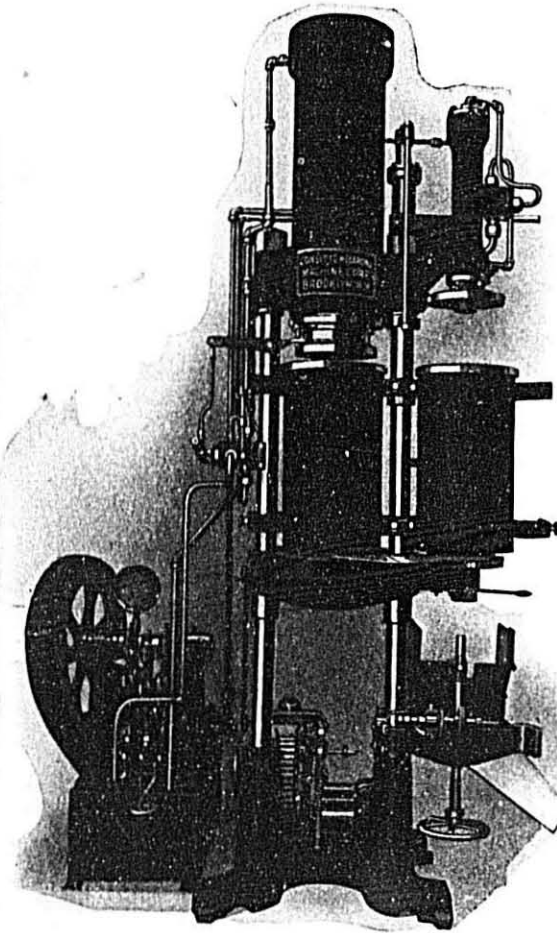
Here then you have the snarl which gives to wonder as to what will be the attitude of the new dynasty at the Copyright Office toward Design legislation in the 75th Congress. As was no more than his duty, Mr. Brown pointed out to Congressmen last winter that the proposal to verify design claims before issuing a Design Copyright was due to embark Uncle Sam on a new venture. Dozens of additional clerks would be needed at the Copyright Office to conduct the "search" which would be entailed for each design application. And a sizable appropriation would have to be made to set up a master file of existing designs against which to check the new applications.

Thus the situation stood when there came the current change in the human equation. Register Bouve has not indicated his attitude and will not be likely to commit himself until asked by Congress. On one count the new official is all but bound to side with his predecessor. Impatient seekers after design rights caused to be inserted in the bill in the last Congress a provision that a "certificate of novelty" should be issued within 7 days after the receipt of an application. All the technical experts have from the outset taken a can't-be-done attitude. Assuming that design applications were received at the rate of 500 to 1000 a day (a conservative estimate in this age of distinctive packaging) it would be all but a physical impossibility to clear every application within a week.

What it may well boil down to would-be monopolists of unique packaging design, advertising designs, etc., etc.

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Designers and Builders of High Grade Macaroni Machinery



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a necessity of choice. If design owners desire a "search" to fortify their title to exclusive ownership they will have to allow time for a satisfactory survey of all possibly anticipatory designs. If they cannot allow time for such painstaking search they will have only the alternative of registration without search. From that they could get a registered claim of originality. But that would not avail wholly if any competitor saw fit to challenge the claim. This basic condition will be found in the bag no matter who is Register of Copyrights.

Plan Macaroni Packaging Machinery Improvements

The macaroni industry, at least that portion interested in the mechanical packaging of its products, may expect some early and very practical improvements in macaroni packaging machinery according to leading designers of packaging machinery interviewed at the annual convention of the Packaging Machinery Manufacturers Institute held Nov. 11-12 at the Edgewater Beach hotel, Chicago. M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers association attended the conference at the personal invitation of H. Kirk Becker, vice president and general manager of the Peters Machinery Company, builder of some of the most practical packaging machines now in use for packaging macaroni products of all kinds. Mr. Becker was reelected a director of the institute to serve a term of three years, as were H. H. Leonard, vice president, Consolidated Packaging Machinery Corp., Buffalo, and Roger L. Putman, president, Package Machinery Co., Springfield, Mass.

Anticipating the revival of the NRA in some modified form, the convention studied its possibilities and voted to alter its former antagonistic attitude to that sort of legislation to a more conciliatory one of shaping the industry's policies and plans in an agreed way to assure cooperation rather than opposition.

The convention also voted to continue the institute as a permanent organization and to start a campaign immediately to bring into its fold all the important packaging machinery manufacturers in the country. The program topic—"Sales Problems and Policies"—was considered so successful that it was decided to hold another clinic discussion at the semi-annual meeting of the Institute to be held in March 1937 in New York.

Those who complain that there's nothing doing don't want to see anything to do.

The secret of going along in high gear is just this—being interested and continuing so.

Taking time by the forelock achieves nothing if one does it to achieve trifles.

CARL'S NOTEBOOK . . .

Doing "Little Things" and "Minding Details" Earns Deserved Promotion

Carl Withers had been hired by the Central West Macaroni Co. to look after certain office routine, thus allowing several of the other men additional time for more profitable work along the lines of selling, advertising, and rearranging the plant layout. The plan had been a success from the first, for Carl had taken complete charge of numerous details that were necessary, but time-consuming.

At the start his days were quite busy; later he seemed always to find time for extra duties that were given him as his ability to handle them increased. After awhile he was doing it all so easily that the boss thought he had perhaps been mistaken about really needing another man in the office. Then one day Carl took a short vacation, and the boss went back to handling Carl's work temporarily.

Did he have his hands full! At the end of the third day he figured he was four hours behind schedule on the work Carl had been doing without difficulty. And the boss realized he wasn't loafing, but had to work every minute to come even that close to getting done with the details usually handled by his vacationing helper.

If only he didn't need to spend so many minutes out of each hour searching for information the rest would be a simple matter, the boss thought. Hunting up tiny bits of information seldom used yet badly needed on occasion was the thing that kept him on the jump all day long.

That night—the last of Carl's vacation—the boss dreamed that Carl quit working for him, and that the details piled up and up and up and finally tumbled over on him and were smothering him when he awoke in a cold sweat. Then and there he resolved to ask Carl how he managed his work so well, for he knew it would never pay him to go back to minding details himself again, and he wondered where he could ever get anyone for Carl's job if that became necessary at any future date.

Next morning Carl looked both pleased and amused as he heard the boss tell quite frankly that the mass of "little things" that made up the job had practically floored him while Carl was away. "How on earth do you ever keep up with it—let alone have time to figure out improved methods for the plant—is what I'd like to know," the boss concluded.

"A notebook helps me," Carl assured him in a tone that indicated a notebook could do almost anything.

"I'd like to see any notebook get me out of the mess I was in!" the boss exclaimed. "I would have paid handsomely for it."

Opening the top drawer of his desk, Carl handed him a small indexed notebook. "Here it is. I'm sorry I didn't mention it to you before I left, although I suppose I myself hadn't realized just how helpful it has been to me. You see it is the accumulated odd bits of information gathered since you gave me this job. Mostly these things would not fit anywhere in the file, and as I knew their importance when needed quickly I got the habit of jotting them down here. Take a look through it."

The boss spent several minutes examining it. He noticed the address of a local sales representative for one of his sources of supply; he had wasted half an hour trying to locate that only the previous day. There were the telephone numbers of out of town mills and customers, freight rates and classifications on most of the company's requirements, prices of infrequently purchased items to use in checking invoices, bits of stuff about competing lines, and a host of other things that the boss had searched for often in vain, while Carl was away.

"What trouble this would have saved me," the boss muttered as he found the section showing where each of his men on the road stayed when working any particular territory. "Smith forgot to tell us where he could be found Tuesday night, although we knew he was working around Pine Plains. Your notes say he stays at the Wilson hotel. Well, that is where we located him after three bad guesses."

"Would you want a copy of all these notes?" Carl asked. "I would be glad to copy them off for you."

"No, thanks," the boss laughed. "But I do intend to start such a notebook to cover my own part of the work. However you better get your notes in shape to explain them to a new man who comes on your job next month. You see I've decided that anyone who had such a good grasp of the details of our business should be a valuable person to serve as a 'go between' the office and plant. Your new work will be to keep us all from losing so much time, by making complete information available, and basing our methods on those solid facts."

"The title is Assistant Manager and the pay is \$15 a week more than you're getting now. That's all just now." Then as Carl was thanking him and turning to leave, the boss reminded him, "And be sure to put that notebook in the safe when you go home at night. I want to know where it is when the fellow on your job takes a vacation!"

A man hasn't much chance of getting anywhere if he thinks he is being picked on when he is urged forward.

Fancy Shapes For Fancy Macaroni Appetites

The Italians, leading consumers of Alimentary Pastes or Macaroni Products as Americans prefer to call this healthful and nutritious grain food, must have a great variety of shapes and sizes of their food to sate enormous appetites for this staple article of the Italian diet. In that country scarcely anyone considers a day well spent which has not included at least one dish of "pasta asciutta" at some meal.

Indeed, the Italians could well have a companion saying to the popular American statement, "Tell me your company and I'll tell you who you are," and that would be, "Show me the kind of macaroni products you eat and I'll tell you from what province in Italy you or your progenitors hail."

All American Macaroni Manufacturers know of the Naples style, the Genoa style and the Bologna style, all named after towns wherein particular shapes originated and where they are still preferred. All are of the same basic ingredients—water and semolina, but they are served in so many different ways that the real Italian never tires of the Italian national dish.

While the modern American macaroni plant specializes in not more than seven or eight of the more popular shapes and kinds, there are still quite a number of plants that manufacture many of the more rare and very peculiar shapes shown in the accompanying illustrations. To the Guido Tanzi Manufacturing Company, Inc. 7307 New Utrecht av., Brooklyn, N. Y. must go credit for the elaborate display of the most fanciful shapes sent to the headquarters of the National Macaroni Manufacturers association where photographs for the cuts were made.

Names Explained

The literal translation in to the English language of the beautiful, sweet sounding Italian names given the various fancy shapes of macaroni products illustrated is quite difficult and in many cases practically impossible. The names are chiefly descriptive, but oftentimes have no direct or apparent reference to shapes or semblances.

Figure 1 shows four of the fancy shapes. They are:

- a—Millefiori (million flowers), resembling a bouquet of small flowers.
- b—Arancini (orange-like), resembling small oranges.
- c—Tortini (snail like), having the shape of small sea snails.
- d—Rex (king), probably the king of mollusks.

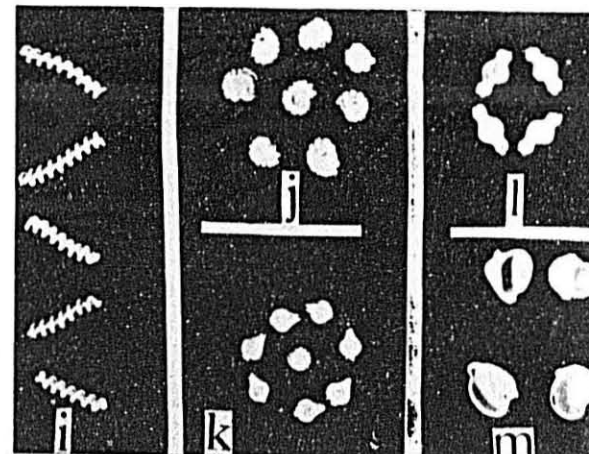
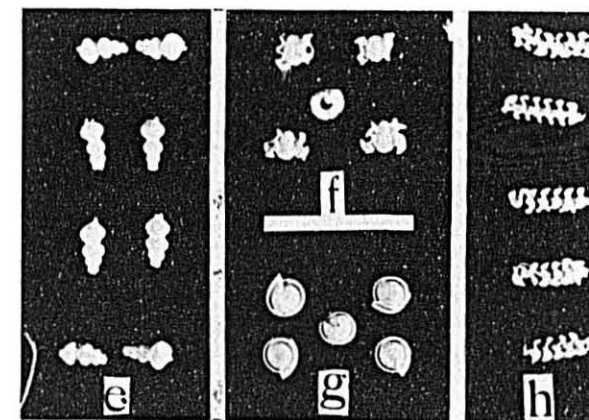
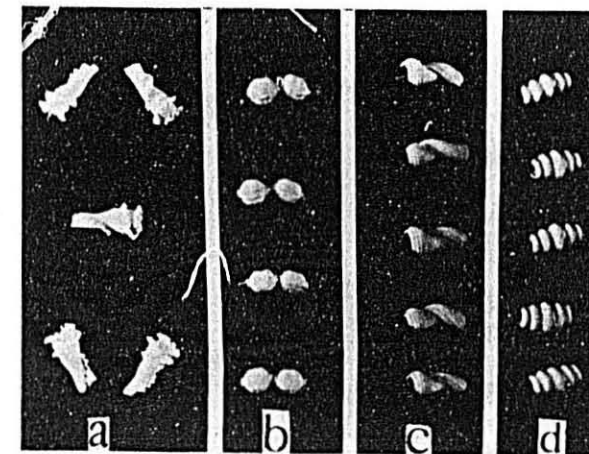
Figure 2 shows four smaller sizes. These novel shapes are:

- e—Cappuccini (Cappuchin hats), shaped to resemble the hats worn by the Catholic Friars of the Cappuchin Order.
- f—Fiorentini (little flowers), first made in Florence, Italy and resembling small flowers are very appropriately named after that famous city.
- g—Alpini (Alpin hats), a turban effect with a rolled rim resembling the hats worn by the Alpin peasants of Italy, Switzerland and Austria.
- h—Fiocchetti (tassels), resembling the well known tassel.

Figure 3 also shows some fancy and rare shapes. They are:

- i—Tortiglione (spirals), emblematic of the famous spiral pillars of Roman architecture.
- j—Tirolese (Tirol hats), shaped like the distinctive hats worn by the people in Italian and Austrian Tirol.
- k—Amorini (Spirit of Love), heart shaped, the word "heart" being usually associated with "love."
- l—Bambole (dough dolls), a crude baby doll shape.
- m—Lumache (basket-like snail) resembling small baskets.

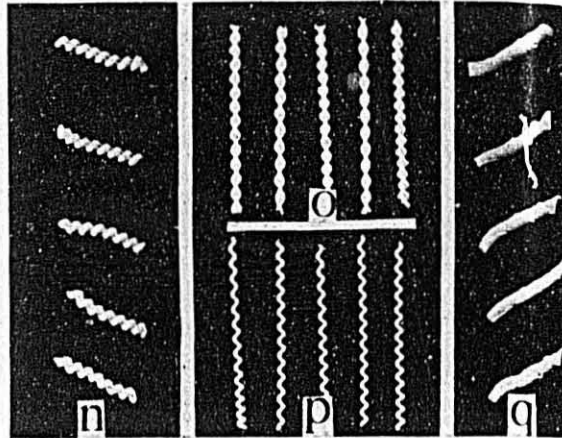
(Continued on Page 18)



(Continued from Page 17)

Figure 4 shows some of the peculiar shapes of the longer type.

- n—Cavatelli (twisted rope), derived from "cava," meaning "to dig." In olden days Italian housewives made macaroni by hand. They would dig into a mass of dough and twist a portion from the mass, making a twist much as in this day they still make their bread twists.
- o—Iolanda (a long drill). This shape is named after Iolanda, the beautiful daughter of the King and Queen of Italy.
- p—Fusilli (an extended spring), resembling somewhat the distaff of the shepherds of olden days.
- q—Spitini (elongated twisted rolls), shaped like small meat rolls that are known by the same name in Sicily, the country of origin.



Macaroni - Noodles Trade Mark Bureau

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Should State Registration of Trade Mark be Made Compulsory?

Trade mark owners will recall that two years ago the Nevada legislature passed a measure making the registration of all trade marks used within that state obligatory, on penalty of loss of rights in the mark. This measure fortunately was vetoed by Governor Kirman, and this at first sight, seemed to have ended the matter. However, under the peculiar provision of the Nevada law all measures vetoed by the governor at one session must be brought up for reconsideration at the next. Accordingly this bill will be reintroduced at the coming legislative session, in January 1937.

This Nevada incident is only one of several similar attempts to penalize American trade mark owners. Measures nearly as obnoxious were introduced in four other states, namely Maryland, New Jersey, New York and Rhode Island, but as a result of a more or less united opposition by members of trade organizations and concerns owning valuable trade marks, they were finally defeated. There is now under way a plan of action through the cooperation of all interested trade associations for preventing the enactment of harmful trade mark legislation. Inasmuch as the legislatures of 43 states meet the coming winter and many of them will be required to provide

means of obtaining funds for state expenses through some form of taxation, it behooves manufacturers to be on the watch for further attacks on their trade mark rights and business good will.

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

Patents granted—none.

TRADE MARKS AND REGISTRATIONS RENEWED

The trade mark registered by Ravarino & Freschi Importing & Mfg. Co., St. Louis, Mo. was granted renewal privileges effective April 18, 1936 for use on alimentary pastes.

TRADE MARKS APPLIED FOR

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

Big L

The private brand trade mark of The Lewis Grocer Co., Lexington, Indiana, and Durant, Miss. for use on canned spaghetti and macaroni and other groceries. Application was filed April 6, 1936 and published Nov. 3, 1936. Owner claims use since Jan. 1, 1934. The trade name is in heavy type.

St. Louis Maid

The private brand trade mark of John Bertotti, doing business as J. Bertotti & Company, Detroit, Mich. for use on macaroni, spaghetti and their various shapes and sizes. Application was filed July 24, 1936 and published Nov. 10, 1936. Owner claims use since October 1935. The trade name is in outlined type beneath which is a scene of a shocked wheat field.

Coon Chicken

The private brand trade mark of M. L. Graham, Seattle, Wash. for use on canned spaghetti, chicken and noodles and other groceries. Application was filed June 30, 1936 and published Nov. 17, 1936. Owner claims use since May 1925. The trade name is written in black letters.

Grand Prize

The trade mark of V. Viviano & Bros. Macaroni Mfg. Co., Inc., St. Louis, Mo. for use on alimentary pastes, including macaroni and spaghetti. Application was filed Aug. 24, 1936 and published Nov. 17, 1936. Owner claims use since July 15, 1936 and disclaims the words "Grand Prize" apart from the mark as shown. The trade mark is a diamond

shape at the top of which appears the various grand prizes.

PRINTS Canepa

The title "Be Sure To Include In Your Grocery List" was registered on Nov. 17, 1936 by The John B. Canepa Company, Chicago, Ill. for use on spaghetti. Application was published June 20, 1936 and given serial number 15921.

4 Keystone Points in Italian Dishes

Paste Should Not Be Broken and Should be Cooked Only Until It is Tender

Our national leaning toward the use of Italian pastes, macaroni, spaghetti and vermicelli should embrace attention to the Italian method of preparing them, observes the *New York Post* in a timely article on this popular fall and winter food.

Four points are definitely a part of the Italian procedure. First, the paste should be cooked in its original length, never broken to encourage pasty, soggy ends.

Second, all pastes should be cooked in an abundance of boiling, salted water, so that the strands are not in too close contact. Third, no paste should be overcooked, but only until it is tender, while yet firm enough to be felt "under the tooth," as the Italians put it.

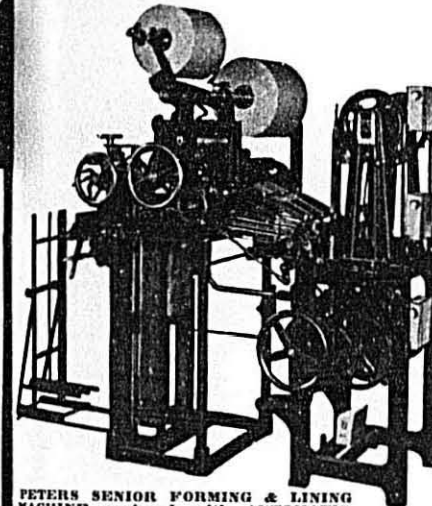
Fourth, all pastes should be thoroughly drained in a colander.

A Delicious Sauce

A delicious sauce for these pastes includes one small onion, cooked to a golden brown in four tablespoons of fat, preferably half oil, half butter, and one pound of tomatoes, coarsely chopped and seasoned with salt and pepper. Simmer together for an hour or so until the tomatoes are reduced to a pulp. Sieve and return to a saucepan and add a half cup or a cupful of chopped ripe olives and four tablespoons grated parmesan cheese. Pour the hot sauce over the macaroni or spaghetti.

Serve with whole ripe olives which have been heated in their own liquor, either in the usual manner as a hot hors d'oeuvre or as a generous garnish for the delicious sauce drenched paste.

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



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

ALSO

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

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

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

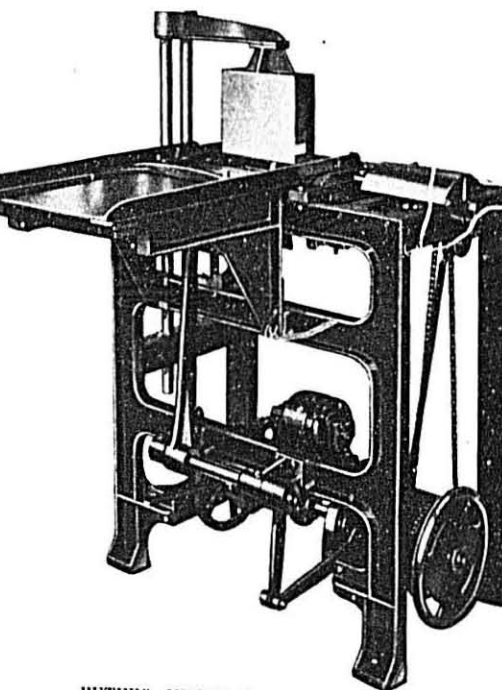
Production—35-40 ctns. per min.
Operators—None
Adjustable for a wide range of sizes.

WRITE FOR DETAILS!

PETERS MACHINERY COMPANY

General Office and Factory: 4700 RAVENSWOOD AVE.

CHICAGO, U. S. A.



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



MACARONI-GRAMS

By Spag MacNoodle

1936 Poke-Logans

The year draws near its end and a lot of us are asking ourselves the question, "Why haven't we done better?"

We started off with the expectation that 1936 could be made a good year in our field of business activity. We made some plans—at least we dreamed some dreams—and we went ahead at some kind of a pace.

And here we are, some of us wondering why we haven't done better. Some do not have to wonder about that, because they have done as well as they hoped.

If we cannot figure out how and why we went wrong this year, how can we plan to avoid going wrong again next year?

I have an idea a lot of us strayed into what in the Maine woods, they call a poke-logan. A poke-logan is a sort of inlet that branches off from a river—looking as if it might be one of its channels, sometimes looking more like the main channel than the main channel itself does. And then, when you

Tujague Named Safety Director

Leon G. Tujague, president of National Food Products Co., New Orleans, La. and director of the National Macaroni Manufacturers association, was given another directorship when unanimously elected a member of the Board of Directors of the National Safety Council, Inc. at its recent convention.

Director Tujague has been keenly interested in safety in macaroni plants and his election is an honor both to him and to the industry he represents in this important and necessary activity,—the protection of human limbs and lives in industry. Because of a previously scheduled trip to Europe this fall he was unable to attend the conference, but that did not prevent his friends from naming him to an office that is both honorary and exacting.

When notified of his election he was visiting in Russia and from there sent his acceptance to the Food Section of the Council, saying:

"Your letter was forwarded to me in Europe and delayed by delivery in Russia. If my services can be made of any value to the Food Section, surely will gladly accept the tendered office. Leon G. Tujague, National Food Products Co., New Orleans, La.

Working with Director Tujague in this safety program will be many other macaroni-noodle manufacturers whose firms have long been members of this organization that have done such valiant work in protecting workers in plants.

have wasted a lot of time paddling its waters, it turns out that after all it doesn't go anywhere. It is just a blind alley, back, away from the channel.

The business way is lined with poke-logans, with openings that tempt us to try them. We do it because we think, "Who knows! That may be a short cut, or it may be easier going that way."

Old timers may tell us we are wrong, but we don't have as much faith in the old timer guides in business as we would have in an old Maine woods guide. We have to try out all these swell looking openings and it is only after experience in them that we learn that after all, they are nothing but industrial poke-logans.

It might be worth while to sit down between now and New Year's eve and draw a chart of our year's course and on it indicate with appropriate red in all those side trips we made, where the financial waters were too shallow for good going, or where there were too many entanglements, wearing us out with efforts to get back onto the main route.

Model "Loss-Leader" Bill Committee

Unanimous agreement to proceed with the development of a model bill to deal effectively with the prevention of "below cost selling" at retail was reached at a meeting of the National Food and Grocery Conference Committee last month, according to Paul S. Willis, chairman.

When this bill is ready, it will be offered for enactment by each state.

The constituent association members of the committee, all of whom had representatives at the meeting, are: National Association of Retail Grocers, National Retailer-Owned Wholesale Grocers, National Voluntary Groups Institute, National-American Wholesale Grocers' Association, National Association of Food Chains, Associated Grocery Manufacturers of America, Inc.

It is held that one of the worst evils in retail distribution is that of "below-cost selling" and it is the desire of the committee to offer legislation to curb this practice.



Foreign Exchange of Macaroni Products

Macaroni products shipped to and from the United States during September 1936 showed a decrease in imports and a large increase in exportation of this foodstuff, according to the monthly report of the U. S. Bureau of Foreign & Domestic Commerce.

Imports

During the month the imports totaled only 97,148 lbs. valued at \$7,577 as compared with the imports during August 1936 which amounted to 119,002 lbs. with a total value of \$8,947.

During the first nine months ending Sept. 30, 1936, the importation of macaroni products totaled 971,283 lbs. worth \$78,302.

Exports

Macaroni products totaling 187,042 lbs. worth \$16,408 were exported to foreign countries by American manufacturers during September 1936 and the large increase is noted when compared with the August 1936 figures totaling 100,180 lbs. worth \$8,135.

For the first nine months of 1936 the exports totaled 1,486,115 lbs. with a value of \$121,814.

The foreign countries to which the foodstuff was exported in September 1936 and the quantities shipped to each are listed below:

Countries	Pounds
United Kingdom	387
Canada	365
British Honduras	12
Costa Rica	108
Guatemala	9
Honduras	9
Nicaragua	12
Panama	22
Salvador	15
Mexico	107
Miq. & St. Pierre Is.	2
Newf. & Labrador	2
Bermuda	4
Barbados	4
Trinidad & Tobago	2
Other Brit. West Indies	2
Cuba	29
Dominican Republic	1
Netherland West Indies	142
French West Indies	3
Haiti, Republic of	3
Colombia	3
British Guiana	1
Venezuela	1
British Malaya	1
Ceylon	25
China	1
Netherland India	1
French Indo-China	1
Hong Kong	1
Philippine Islands	1
Syria	1
British Oceania	1
French Oceania	1
New Zealand	1
British East Africa	1
Union of So. Africa	1
Other British So. Africa	1
Liberia	1
TOTAL	197
Hawaii	143
Puerto Rico	143
Virgin Islands	1
TOTAL	201

TO OUR FRIENDS:

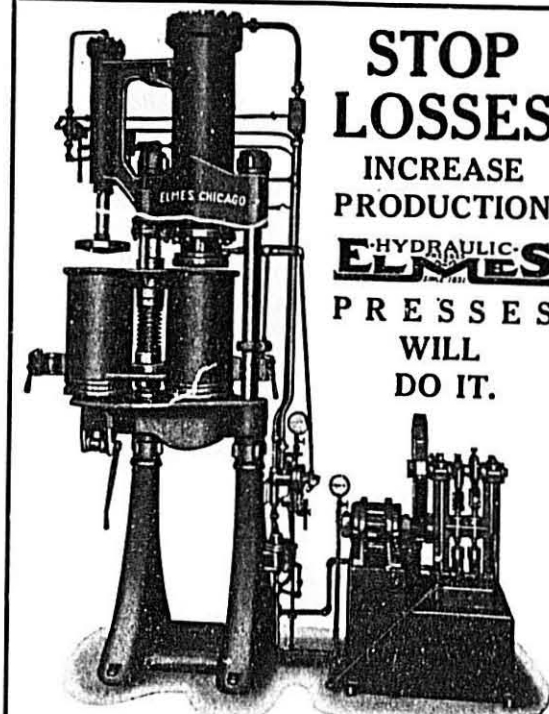
WE EXTEND TO YOU
OUR SINCERE WISHES
FOR SUCCESS AND PROSPERITY
IN THE COMING YEAR.



AMBER MILLING COMPANY

John F. Diefenbach
President

Evans J. Thomas
Vice President



STOP LOSSES INCREASE PRODUCTION
HYDRAULIC ELMES PRESSES WILL DO IT.

THE CHARLES F. ELMES ENGINEERING WORKS
Hydraulic and Special Machinery
213 N. Morgan St. Chicago, U.S.A.

BAROZZI DRYING MACHINE CO., INC.

NORTH BERGEN, N. J.

Renowned Manufacturers

OF

MACARONI—NOODLE DRYERS

ONLY!

The Only Firm Specializing In Alimentary Paste Dryers

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

Wheat Prices Probably High Through Winter

Wheat prices are expected to remain at high levels throughout the winter months, the Bureau of Agricultural Economics said in a summary of the wheat situation.

It is expected that the marketing of new wheat from the southern hemisphere will have but little depressing influence, especially on domestic prices. The size of the southern hemisphere crops is now fairly well known. Both world and domestic wheat prices have been unusually high this year as a result of improved demand and small production.

Indications are that the seedings of winter wheat in this country are large. However, the western wheat belt, including western Kansas and adjacent territory and the Pacific northwest, is urgently in need of moisture. In the eastern two-thirds of Kansas, winter wheat has made the usual fall growth and there is sufficient moisture to carry it into winter. Favorable progress is reported for eastern portions of the main belt.

In Europe an acreage of winter wheat at least as large as last fall is seen as probable. In China the acreage is reported as curtailed. Seeding is progressing in India under satisfactory conditions.

The estimate of the 1936-37 world wheat crop has been revised upward slightly and is now placed at 3,471,000,000 bushels compared with 3,556,000,000 bushels a year ago and 3,511,000,000 two years ago. Russia and China are excluded from this total.

Turkey the Year Around

Time was when any orthodox housewife could claim with reasonable accuracy to have cooked at least 40 turkeys by the time her silver anniversary had come and gone. There was turkey for Thanksgiving and turkey for Christmas, with a few occasions when she and her family "went home to Mother's."

Homemakers of today may make a still better showing if they choose to keep tab on their turkeys. They will likely cook more turkeys and probably better turkeys. And they can start out with scientific directions for roasting the bird instead of having to acquire the skill by the trial and error method.

Instead of being limited to holiday time we can now buy turkeys all through the year. Turkey raising has become a major branch of the commercial poultry industry. Both fresh killed birds, and those that are stored "fresh chilled" by modern refrigeration methods are marketed in practically every month. Although about 60% of the turkeys come from the middle west, growers in California are selling both market birds and eggs for hatching. Then there has been a swing back to turkey growing in New

England, New York, Pennsylvania, Maryland and Virginia. Science has stepped in to help the producer overcome some of the hazards.

Another reason for increased use of turkey on the table of city families is the smaller size of the modern bird. Turkeys weighing from 7 to 12 lbs. have been on the market lately. This year this is partly an indirect result of the drouth, which boosted feed prices. However producers now hatch turkeys earlier and also finish younger birds for market. These smaller birds are just what many families want.

The U. S. quality grading service for turkeys has been another attractive feature to consumers. It is estimated that licensed Federal inspectors will grade about a million turkeys this year. Most retail buyers will get turkeys that grade "U. S. Prime" or "U. S. Grade A", and "U. S. Choice" or "U. S. Grade B." Turkeys of both these grades are good buys. They differ only slightly in external appearance and fleshing. As a rule the grades are stamped on the box or barrel, not on the individual turkey, but a dealer who sells government graded birds finds it a selling point.

There is a record turkey crop this year—some 20 million birds—which is a third more than last year and about 1,000,000 more than in 1932 and 1933. There will probably be an increased demand for turkeys later this winter because of a somewhat smaller supply of other meats.



About 23 out of every 100 persons killed by automobiles in the United States are under the age of 15 years. Accidents kill more children in this age group than diseases. Think of it!

Parents and teachers should warn the youngsters of the things listed below so that they will remember them and be guided by them.

1. Never cross a street without looking in both directions to see if any cars are coming.
2. Always cross the street with the lights.
3. Never cross a street diagonally or in the middle of a block.
4. Never step into the street from behind a parked car or moving vehicle.
5. Never play in the streets.
6. Never "hook" rides on trucks or wagons.



AGMA Convention Big Success

The 28th annual convention of the Associated Grocery Manufacturers of America, Inc. held at the Waldorf-Astoria on Nov. 30, Dec. 1 and 2, 1936, proved to be one of the best meetings ever held by these leading manufacturers of specialty grocery products. It was most successful from the angle of splendid attendance and interesting discussions and the importance of the subject matter considered.

As the result of its election of officers James M. Hills, president of Grocery Store Products company, New York city and also president of the Foulds Milling company, Libertyville, Ill., macaroni manufacturing firm, remains as a member of the board of directors of that organization. Another director whose firm manufactures macaroni products is W. C. Arkell, vice president, Beech-Nut Packing company, Canajoharie, N. Y. Paul S. Willis was reelected president and Charles Wesley Dunn was reappointed general counsel.

The convention has given A.G.M.A. the responsibility of making the following projects important activities of the association:

- 1—The manufacturer's responsibility to his employees.
- 2—The manufacturer's responsibility to the consuming public.
- 3—The manufacturer's responsibility to his distributor.

Revised Simplified Practice Recommendation R44 Approved

All macaroni-noodle manufacturers and other users of box and paper board cartons and shipping containers are interested in the announcement that the current revision of Simplified Practice Recommendation R44, box board thicknesses, has been accorded the required degree of acceptance by the industry, and is to become effective Dec. 31, 1936. According to the same announcement by the Division of Simplified Practice, National Bureau of Standards, the revised recommendation will be identified as Simplified Practice Recommendation R44-36.

The original recommendation, which became effective Oct. 1, 1925, established lists or thicknesses of the various kinds of paperboard used in the manufacture of paper boxes. The current revision is based on the current standards of the National Paperboard Association and applies essentially to changes in the thickness of various kinds of box board to meet present needs. Definitions have been added for completeness.

Until printed copies are available, complimentary mimeographed copies of the Simplified Practice Recommendation may be obtained from the Division of Simplified Practice, National Bureau of Standards, Washington, D.C.

Christmas Greeting

To Our Friends in the Macaroni Industry

We Extend Our Sincere Wishes for a

Very Merry Christmas

and a

Happy, Prosperous New Year

King Midas Flour Mills

Minneapolis, Minnesota

Macaroni Protective Committee Active

As the time drew near for the filing of returns by millers and manufacturers on income from processing taxes released from escrow by court decision, the Macaroni Industry's Protective Committee intensified its activities to conserve the rights of the macaroni-noodle manufacturers in the final distribution of said funds. President P. R. Winebrener of the National Macaroni Manufacturers association who is chairman of the Protective Committee and his associates thereon have been in almost daily touch with the attorneys handling the matter and with interested manufacturers in the eastern half of the country.

Early in December the committee conferred with manufacturers in New York city; then followed a meeting of the Pennsylvania manufacturers. As the deadline for filing, December 15, approached the president and two attorneys hurried to Minneapolis to confer with the millers whom they found more than willing to go along with a program that will enable them to treat their friends, the manufacturers, in the most satisfactory manner possible under the law and regulations effecting the distribution of impounded funds.

On the way back east President Winebrener and Attorneys Richard Slocum and Kenneth Souser attended a meeting of the manufacturers of the north central states at the Palmer House, Chicago, Dec. 8, 1936. There the whole

matter of processing tax refunds including the recovery of floor stock taxes for which there was no legal provisions for repayment, were considered at length. Many who had had a wrong conception of the objectives of the Macaroni Industry's Protective Committee there decided to place their claims in the hands of said committee.

The meeting was called to order at 10:00 a.m. by Regional Chairman B. A. Kline of F. L. Kline Noodle company, Chicago. M. J. Donna, secretary-treasurer of the National association acted as secretary of the meeting.

President Winebrener explained the work of his committee and then called on the attorneys to give detailed information on what has been already accomplished and what objectives it is hoped to attain in fairness to all parties concerned. Many questions asked to throw light on the matter were answered to the satisfaction of the questioners and the others present.

Those who attended the Chicago meeting were:

- Charles Russo and Joe Kohn of A. Russo & Co., Chicago.
- Henry D. Rossi of Peter Rossi & Sons, Braidwood, Ill.
- J. H. Luehring of Tharinger Macaroni Co., Milwaukee.
- Geo. W. Bernhard, Milwaukee Macaroni Co., Milwaukee.

19,000,000 Listen In For Macaroni Recipe

Betty Crocker, the "Voice of Washburn Crosby" recommends "Lumberjack Macaroni" for the hungry

Imagine, if you will, an audience of 19,000,000 women and an unestimated number of men listening in to a boost for macaroni!

That was the free treat which the macaroni manufacturers of America enjoyed the morning of Nov. 27, 1936 when Betty Crocker, noted radio commentator, speaking for Washburn Crosby company, gave to the listening world her now famous "Lumberjack Macaroni Recipe." In her 15 minute talk over 72 of the nation's best radio stations, she broadcast the features of the sensational, new recipe,—tasty and appetizing, and one that is sure to become a prime favorite with the real lovers of good macaroni.

In her radio talk she introduced what she is pleased to term a "he-man's macaroni dish" and coming as it did from one of America's leading cooking authorities, it is fair to expect that many of the listeners have already served her satisfying and nutritious recipe and that among thousands of new families this recipe has established macaroni as one of the prime favorites of young and old. "Lumberjack Macaroni" has an inter-

esting origin. An official of General Mills, traveling in the north, was invited to dine with the lumbermen on a day when this epicurean dish was the bill of fare. Its unusual flavor and fine eating qualities gave him the kick of a lifetime. He got the recipe from the cook and enthusiastically presented it to Betty Crocker, who with her famous knack for making fine recipes even better than developed it into a masterpiece that is especially gratifying to male appetites.

Here's the recipe that millions heard on Nov. 27, 1936:

Lumberjack Macaroni

- 1/2 lb. Macaroni
- 2 cups Grated Cheese (1/2 lb.)
- 2 to 4 tsp. Worcestershire Sauce
- 1/2 cup Chili Sauce
- 1/2 cups Melted Butter.

In her broadcast she explained how easily the above ingredients can be blended into a tasty combination. She urged the women of America, especially those who prepare their own meals, not only to try "Lumberjack Macaroni," but all other good macaroni and spaghetti recipes, and she devoted considerable time in pointing out that there is a difference in the flavors of macaroni and that the best flavors are those contained in macaroni products made from extra quality durum wheat semolina. She very strongly recommended that her listeners

- G. G. Hoskins of Foulds Milling Co. Libertyville, Ill.
- R. B. Brown of A. Zerega's Sons, Inc. Chicago.
- B. A. Kline of F. L. Kline Noodle Co., Chicago.
- R. C. McCracken of Galiotto Bros. Chicago.
- A. Irving Grass of I. J. Grass Noodle Co., Chicago.
- H. M. Shimelfeld of John Dziurgot Sons, Chicago.
- Charles Presto of Roma Macaroni Co., Chicago.
- Louis Allev. of United States Macaroni Co., Chicago.
- Samuel Costa of Vito Costa and Sons, Chicago.
- Frank Traficanti of Traficanti Bros. Chicago.
- B. C. Ryden of Illinois Macaroni Co. Lockport, Ill.
- Carl D'Amico of D'Amico Macaroni Co., Steger, Ill.
- B. S. Scotland of Tenderoni, Inc. Joliet, Ill.
- Mrs. Frances Steele of Macaroni Service Bureau, Chicago.
- P. R. Winebrener of A. C. Krumm Son Macaroni Co., Philadelphia.
- Attorney Richard Slocum, Philadelphia.
- Attorney Kenneth Souser, Philadelphia.
- M. J. Donna, Secretary of National Association.

always look for the phrase,—"Made of Durum Semolina" on the macaroni and spaghetti they buy and serve.

Here is what Betty Crocker says: "The best macaroni is made from semolina—the golden granules extracted from durum wheat. Macaroni products made from durum semolina are of a richer, more yellow color—and have better eating and eating qualities than macaroni products made from ordinary flour. Macaroni manufacturers label their products, 'Made of Durum Semolina,' they are,—in order to call attention to their high quality. And it pays to buy macaroni and spaghetti so labeled, cause it keeps its shape after cooking and does not become mushy and pasty. It is attractive looking even when it is tender and well cooked,—and has a better consistency and a richer flavor. There's another reason for being careful to get macaroni made from durum semolina. It contains a large percentage of protein (the body building element which makes good meat substitute.)

"Lumberjack Macaroni" will be a treat not only for the lucky eaters to whom it will be served regularly, but to the macaroni manufacturers who continue to manufacture a quality product, what may be the current, temporary craze that might tempt them to do otherwise. Such favorable publicity is

to have a healthful effect on America's macaroni appetite. Educational broadcasts of this nature, whether over the air, through the mail or by word of mouth, should be encouraged by all macaroni makers who are interested in seeing the per capita consumption of macaroni in America,—now approximately 4 1/2 lbs. per person per year,—increase to a serving of at least one good dish of this good weekly in every American home, in which event the present consumption would easily be doubled.

Proud of High Health Rating

In the city of Spokane, Wash., are two of the most modern plants in the north-west coastal area. There may be larger plants elsewhere in the state and in the nation, but there are very few that rate higher from the important angle of cleanliness and health, in the opinion of the executive of the health department of Spokane.

Semiannually all the food plants of the city are inspected and carefully checked. On the basis of said inspection, they are publicly rated from the health standpoint. According to the ratings shown in a recent issue of the *Spokane-Review* of that city, The United States Macaroni company received a rating of 94, while the plant operated by CarPELLI Brothers got a rating of 92. These are commendable ratings. In no case was a rating higher than 98 given any food establishment and many rated in the eighties. Besides macaroni plants, wholesale bakeries, retail bakeries, biscuit and cookie bakeries, doughnut bakeries, pie bakeries, wholesale candy manufacturing, retail candy companies, candied popcorn, syrup manufacturing and similar food producing and distributing agencies were inspected and rated.

EACH CASE IS DIFFERENT

The success of the medical profession is to at least some extent in the fact that its members treat each case individually—as a different case from any all previously handled. It makes for efficiency, of course, but what is significant from a sales lesson standpoint is the fact that it pleases the people who are treated—the customers. It gives them a sense of importance.

That method of regarding each case individual and important is one we could emulate in sales work. It will make for greater efficiency in selling just as it does in the treatment of sickness, and customers will respond to the comment of having their situations and needs regarded as important. Each sales case is different because each prospect or customer is different. We can be more direct with some people than with others. Explanations may safely be brief in some cases, and lengthy in others. It is good business to move fast toward a sale in some cases; it would be fatal to try to do so in other instances.

The Personal Side

By John J. Lutge

Let's Try Offering More

Most of us would get along so much better if we adopted a policy of offering more at and in those places and situations where we are inclined to offer less.

We might profitably be more cordial at those times when because we are not cordially received, we are inclined to freeze up and contribute to the very condition we would like to avoid.

It would do much for most of us to learn to be more enthusiastic at the very times when setbacks seek to sap our enthusiasm.

When our efforts aren't promptly rewarded, we so generally are inclined to let up, or even to give up. Yet we know from our own experiences and what we have read about the experiences of others, that those are the times when it pays particularly well to redouble effort.

We have less hope when we should have more; we have less faith when our faith should flame forth more radiantly; we have less courage at those crucial times when a little more courage might so easily turn the tide of battle in our favor.

Let's be practical about having right emotions and thoughts at those times when it pays especially well to have them. Many of us could accomplish so much more by meeting life with more at those places where we so regularly face it with less.

We're All Fond Mothers to Ourselves

Self correction and self improvement is so difficult because we all have the fond mother viewpoint on ourselves and on what we do. It is so vital to maintain self-esteem that we find it almost impossible to center our critical faculties on ourselves with any degree of effectiveness.

It is too bad that this fond mother attitude toward self has such a hold on us. We all would have reason to like ourselves better in the future, if we could learn to like ourselves less at this time—as we are.

The Bright Side

If we'll just look over at the bright side, we'll realize:

- that the worst seldom comes to worst
- that anticipated difficulties never are as bad as they looked from a distance when we come right up to them.
- that good can come out of nowhere as suddenly as can trouble.
- that the present can lack something of the past and still be highly satisfactory in its own way.

—that life continues to be what we make it, regardless of circumstances.

There isn't a single new truth in what we have here stated—just a lot of old, good and time-tested truths that we all keep coming back to, and that some reader may return to a bit sooner for having read them here.

Let's Let Go

We attended a service club meeting recently at which the speaker laid stress on the fact that the depression was not yet over. He affirmed the fact vociferously and in a way that indicated that he, for one, wasn't going to forget it for one minute, and would consider it a catastrophe if any of his fellow citizens did so. Surely that statement had anything but a stimulating effect on his audience. The chances are that many executives left that meeting wondering whether they were right in initiating and spending as though business were definitely on the way to being normal.

It is true that the depression is not yet over for many millions of people, but there is every indication that we have it definitely on the run. Isn't it time that we let go of all thought of the depression? Getting it out of our minds is a very important detail of running it out of our scheme of things.

Those who think of it as something over and done with, are, because of that, doing valuable initiating and spending that is helping to eradicate the depression from our midst.

So let's let go of all thought of the depression, and let none of us be guilty of trying to intimidate the valiant element that is ignoring the depression, and therefore doing its bit to push it completely into oblivion.

Good Mannered Driving

Good driving seems to be largely a matter of good mannered driving. Apparently there is no such thing as having safe driving until we have courteous driving. We seem to rub elbows so much more amiably than we do hubs! Possibly that is because we have had more practice and experience as pedestrians for so many years than we have had as drivers. But whatever the reason for our ill mannered driving, we would do well to think of it as the element that makes driving so hazardous.

When a man says he is ready to talk turkey, we take that to mean that he is ready to gobble, gobble.

Life would be more generally enjoyed if doing what is right were regarded as the most glorious privilege of life.

Who Pays for Salesman's Slanders?

Here is rather an unusual situation, though one which could happen to any employer having clerks or salesmen:

Please answer the following question by mail if possible, but in your columns as early as possible, without giving our name or address.

Our chief competitor in this territory is a macaroni-noodle manufacturer, whose competition has not been very fair and as a result some bad blood has developed between the two concerns, especially among the salesmen. About a month ago some rumors got about that our competitor had been detected in misrepresentations concerning the composition of egg noodles, a certain product sold by both of us under our private brands. The rumors even said that the Federal Trade Commission had threatened a fraud suit and that some of its customers were about to start suit for refunds. The heads of our firm heard the rumors, but paid no attention to them. Some of our salesmen, however, who heard them, especially one man who sells for us in the competitor's best territory, has been passing these rumors around as facts and boasted that he had been able to switch considerable business to our brand by doing this.

This very soon got to our competitor's ears, and a few days ago we received a letter from the firm's lawyer, accusing us of libeling his client and announcing his intention of starting suit for heavy damages. We at once turned the matter over to our own lawyer, who started an investigation about the rumors which had gotten about, and reported to us that they had no foundation. The salesman for us who has been most active in the matter, frankly admitted what he had done, and said he did so believing the statements were true, but when our lawyer questioned him he proved not to have any real facts.

We therefore fear we may be in for it. Our attorney says he will try to have the suit brought against the salesman alone, but he does not seem very confident about it. What is your opinion?

If this correspondent has told me the entire story I can comfort him somewhat anyway as to the liability of his firm for what its salesman did. Of course the salesman—or any salesman who circulates disparaging rumors against a competitor's facts—was guilty of slander, and for slander a damage action can be brought in any state in the Union.

The question here is, against whom can it be brought? Usually an employer is responsible in damages for any wrong done by an employe in the ordinary course of business, but under the law regarding responsibility for slander the situation is a little different. In no state is the employer held

responsible unless the salesman acted:

1. Under express orders from his employer, or
2. Acted under express authority of his employer, or
3. Acted in the usual course of his business, or
4. Unless the salesman's slander of competitive goods was subsequently ratified and approved by the employer.

As I say, if none of these conditions was present the employer cannot be successfully sued. The courts differ somewhat as to whether a slander of competitive goods by a salesman is "acting in the regular course of business," but when a salesman goes out to sell goods and in the course of selling libels competitive goods, it seems to me that that would certainly be acting in the regular course of business, and the employer would be liable.

In a few states, however, the employer is not held liable even when the slander took place in the ordinary course of the salesman's business. (For this correspondent's comfort, the state from which his inquiry comes adopts the latter view.) In those states the action must be brought against the salesman alone.

If a case is brought against the correspondent, the plaintiff will probably try to tie the employer up with the thing in some way, otherwise the case will probably be thrown out of court. This phase of the case should therefore be prepared for very carefully.

By Elton J. Buckley, Counselor-at-Law

WHERE QUITTING STARTS

Ask the average salesman when and where he gives up in his attempt to sell a prospect, and he will tell you it is when he finally accepts no for an answer, and departs.

The fact is that in most instances the quitting is done far in advance of that time. We begin to quit when we begin to lose confidence in our ability to sell the prospect. We are on the way out when our enthusiasm lets down. We stop selling when we stop thinking that we are going to make a sale.

We like to think that we quit only when we leave the prospect's presence, but the quitting really starts when the qualities that must be in action to make sales leave us. Let's learn to quit only when we actually depart. Let's make it a rule to be in action with everything that is essential to sales success as long as we continue in the prospect's presence. Staying with the prospect signifies nothing unless we stay with him enthusiastically and doggedly determined to sell him. Too generally we quit so far back in the interview that our actual sales trying doesn't measure up to half what we think it does, measuring it from the time we greet the prospect to the time we reluctantly conceded defeat by departing.

ACCEPT ALL CONDITIONS

The salesman for whom everything must be just so, if he is to make a sale, doesn't get very far in sales work. It may be annoying to have the customer run off to other offices a half dozen times during the interview, but if the sale has to be made under those conditions a good salesman accepts them.

Possibly the prospect has an annoying way of interrupting and not allowing a salesman to proceed with the orderly telling of his story. That makes selling him a bit more difficult, but there's no sense in getting miffed about it and therefore failing to sell him at all.

The fact that the customer wastes a lot of time trying to force concessions that can't be granted is no reason for indicting him and falling into way of working at cross purposes with him. It is any man's privilege to try to buy for less, and it doesn't help a bit to get indignant over such an attempt.

In selling, we all need to be on guard against being so intent upon having smooth sailing in our sales attempts that we do no sailing at all. A salesman is bound to have a record of sales making if everything has to be just so if he is to make a sale.

THE TOO LONG AND TOO SHORT OF IT

Most of us spend too much time with some prospects, and not enough with others. We're apt to be persistent in cases where a pleasant reception makes it easy to be so, and apologetic too briefly to selling to a prospect who makes it a bit difficult for us to continue with him.

Focus on spending more time with prospects who make it difficult, or awkward to do so. There are big dividends in doing that. The time this can easily be gained by cutting down on the time now spent with prospects who are continued with only because time can be spent with them pleasantly.

"ALL RIGHT, ALL RIGHT"

Just as we say "all right, if you insist" when a friend urges us to do something or wants to do something for us, so the forces within us "all right, if you insist" when we determine to see an undertaking through. There's something about being determined to do a thing that creates the power to do it.

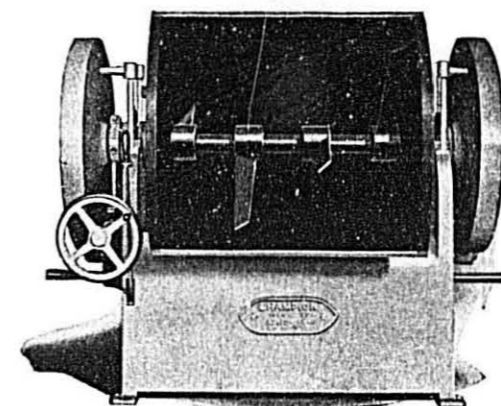
Sales work calls for being determined more than do other endeavors because so often it is necessary to go on when apparently it is useless to do so. Determination fights its way past appearances, to actualities. We're that quality in selling; prospects generally try to persuade us to a seeing of their situations.

Again!-in 1936

—as in each preceding year, many prominent Macaroni and Noodle Manufacturers lowered costs and improved products by installing Champion Equipment.

Many of these purchases were made by confirmed users who know from experience the economies resulting from installations of Champion time-saving units—

- FLOUR OUTFITS
- DOUGH MIXERS
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Auburn, New York | IDEAL MACARONI CO.
Cleveland, Ohio |
| P. ROSSI & SONS
Braidwood, Illinois | D'ANGELO & SONS
Avon, New York |
| AMERICAN BEAUTY MACARONI CO.
Denver, Colorado | FALLS MACARONI CO.
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| | SMITH NOODLE CO.
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Luring Your Employees Away

Macaroni manufacturers with valuable employees will be interested in the following letter:

We would like to inquire what rights a business firm has to prevent its employees from being stolen away from it. We had two employees who were trained in one of our departments so that they became very valuable, one in supervising production and the other in making contact with customers. The older of these men is the one in charge of production and he has been in our employ for about 16 years. About three years ago, he asked for a raise and we gave it to him, but put him under a 5-year contract. He would be a very hard man to replace.

The other man has been in our employ about eight years and is not under contract.

About a month ago a competitor in our city made offers to both of these men and they accepted them before telling us. We reminded the first man that his contract had two more years to run, but he said he had to go, as he had signed a contract with the other firm. We then notified the latter of the contract and stated that if they persisted in stealing our man we should protect our rights.

We do not seem to have made any impression on anybody, as the two men are gone, leaving us badly handicapped, as these jobs are largely technical. Is there anything to do?

In this case the law makes a sharp distinction between your remedy against the employe under a contract and the employe not under one. As to the latter you can do nothing. You had no contract with him, he was as free to go when he liked as you were to let him go when you liked. You had not tied him up with any agreement not to work for a competitor, when he left you, consequently you are helpless there.

Since this man's job was both technical and important, it would of course have been better, as you see now, to have made him sign a contract to stay with you for a certain time and not to go with a competitor or start in business for himself, for a certain period after he left you.

As to the second man, this correspondent has more of a remedy. Under the law, no third party can lure away the employe of another, when that employe is under contract. If he does it, knowing of the contract, he can be made to pay damages. This seems to be the case here. The correspondent notified the third party that the employe he was luring was under a contract, but still he persisted. In my judgment, you can sue him for damages for inducing another to violate his contract.

What can you do to the employe who permitted himself to be lured away? That depends on what kind of a contract you had. If it was properly drawn it contained some such clause as this:

Provided, that in consideration of the aforesaid employment the party of

the second part (the employe) agrees, if at any time he should leave the service of the party of the first part (the employer), that he, the said party of the second part, will not within the territory wherein the said party of the first part prosecutes his business, to wit (describe territory) and within the period of one year from the date of such departure, engage in the same business as the party of the first part, either as employe, employer, agent, broker, partner, corporate officer or in any other capacity whatever.

If this clause was in your contract, you can get an injunction preventing the employe from taking another job. If the clause wasn't in there, you have no remedy against the employe except a simple suit for damages, which is usually worthless.

By Elton J. Buckley, Counselor-at-Law

COMING OUT RIGHT

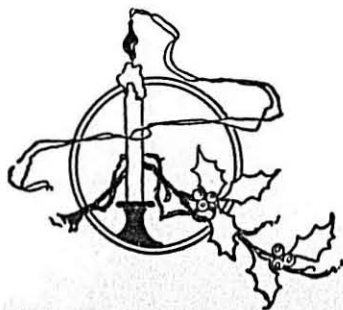
Coming out right is so much more a matter of persistence than it is of anything else. We come out right so much more surely, determining to do so, and persisting in our efforts to do so, than we do through endeavors to select enterprises that will in some magical way come out right of and by themselves.

The careers of outstandingly successful men particularly indicate this. We are apt to think of them as men who had an especial aptitude for their work, or who were exceptionally fortunate in their undertakings. "Inside information" invariably reveals that they applied themselves more diligently and persistently. We come out right by the dogged route of struggling on through long periods when it seems as though we cannot come out at all.

We also need to keep in mind that the all-important thing is to come out right in other ways than financially. We come out right in the truest sense of the words when we come out stronger, manlier, and enriched in experience.

MAKE IT IMPORTANT

The prospect who has not yet purchased, hasn't done so because the matter of his buying has not been made sufficiently important and urgent to him to move him to taking action on it. We all, in our daily lives, attend to those things it seems most important to do. It is matters that are regarded as of



second rate importance that are delayed and not acted upon.

The important mission of sales work is to make what we are selling important. Its merit possibly has been recognized for years. Additional explanation of merit probably will not advance the making of the sale. What is needed is to prove that the product or service is of such importance that it warrants the investment of money in advance of other money investing or spending considerations.

Reasons for buying should include arguments that stress the importance of immediate action. Telling the prospect why he should buy achieves nothing if he isn't convinced that he should buy now.

MENTAL HORIZONS

There is something to be enthusiastic about, on our mental horizons, all the time—if we are as alert to seeing it as we are to observing the terrain horizons as we come upon them on an automobile or boat trip.

Hopeful and inspiring mental horizons are there for our seeing all the time. They seem to be absent only when we are in looking instead of being, and we should be, outlook.

Life is worth living, not so much because of what it is, or what it is as it is because of what is seen; what is looked out to. There is so much to look out at when we travel, partly because it is new and different to us. In at least a good part of what we see during such trips, we envision because we are mentally alert to seeing the beautiful and the stirring. There is plenty to stimulate and to stir us, all around every day of our lives, in our routine living. Finding life a grand voyage all times is largely a matter of thinking of it as an ever new and exciting trip.

THERE'S A WAY

There's always a way out of all difficulties. It frequently is hard to find, at times we are a long time finding it, largely because it is a different way from the one we have been pursuing.

Most of us are hide-bound to our way—our way. A better way; a more efficient and productive way will develop itself when we are fully receptive to suggestion of a more efficient and productive way.

Much of our being desperately against difficulties exists because we have to go through that travail to become open-minded. The more efficient and more productive way would declare itself to us so much sooner if we were more readily open-minded. The proof that lies in the fact that the more efficient and profitable way that invariably is ultimately discovered existed all the time we were beset with our difficulties.

If only we could brag: "No resolution stays on the shelf more than ten days."

For Better MACARONI—SPAGHETTI —NOODLES

Everyone finds delight in the good things of life.

Everyone relishes good food.

Everyone can enjoy the best of macaroni, spaghetti and noodles at moderate cost and few will hesitate to pay the small difference in price for the better quality.

Everyone knows that lower price is not always an acceptable apology for inferior quality.

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OF STANDARD MILLING COMPANY

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BOSTON

Baby Cried for Spaghetti

"It must be good when a child six months of age cries for it." Rarely is one so young found to be so determined an enthusiast for spaghetti.

"Inch by inch Josephine Rossi, at six months has become a confirmed spaghetti enthusiast," says the Des Moines, Iowa, Register. But not with meat balls; two teeth are a little too light for such hearty fare.

Josephine is the daughter of Mr. and Mrs. Leo Rossi, S. W. Ninth and Wall sts., and is her father proud! Spaghetti is his favorite dish. He is the new Bloomfield township justice of the peace.

Spaghetti eating is not the only prodigious accomplishment the Rossi's claim for Josephine.

Scarcely had their small daughter arrived at her first half year when she astonished the household by chinning herself on the top round of her crib, according to the Rossis.

At four months, she began to crawl and at five and a half she was walking about the house, the Rossi's claim, and they can furnish affidavits of proof.

Every day that goes by spaghetti is on the Rossi table.

"You can't fool Josephine," explained Rossi. "If she doesn't get her daily helping, she sets up a squall you can hear for blocks—why she can out-howl my coon hounds."

Macaroni Flour Up 50%

That the consuming public is prepared to pay more for good macaroni and spaghetti in the face of a short macaroni wheat crop is evidenced by the many articles appearing in the newspapers and trade press stressing the shortage of raw materials and warning that more than ordinary care should be taken by housewives when purchasing their macaroni needs.

An article along this line that appeared in the Food Field Reporter of last month is symbolic of this general thought. The curious things about the whole situation is that everybody expects macaroni to be higher except some of the manufacturers who should be the first to realize this fact. The article reads:

There can be no possible question that as the season advances, all macaroni products will have to be marked higher, principally because durum wheat is very short the world over.

Mounting cost of other ingredients, and certain labor adjustments that must be made in all lines of trade in January because of federal social security requirements, make it evident that prices on macaroni, spaghetti and noodle items must be moved to higher brackets.

Since last June, durum semolina flour has advanced from \$6 to \$9 a barrel, and the impression prevails that it has not yet reached the top. Macaroni products have not kept pace in markup with the advance in flour prices, because of the various levels at which manufacturers



have covered on their semolina requirements. For example, the \$3 a barrel advance on flour came in ascents of 15 to 25 cents at a time, hence manufacturers have bought on contract at various stages of the rise. Because of sharp competitive conditions in the trade, instead of product prices responding immediately to an advance of durum flour, the markup does not occur until a given manufacturer uses up his supply, and buys a

Wishing
You All
A
Merry Christmas
and a
Prosperous
and
Happy
New Year



fresh lot at a higher price. That accounts for a variation in quotations.

A noticeable development in the trade in recent months has been a demand from wholesalers, and from retailers well, for a product of higher quality. This is believed to be due to the unfavorable reaction of consumers to the enormous quantity of inferior quality which the market has been flooded for number of years.

At the time of the last convention of the National Association of Macaroni Manufacturers, held in Chicago in June, one of the vital topics under discussion was ways and means of cleaning up adulteration, and the marketing of standard merchandise. Those close to the situation declare, however, that this is still being marketed a considerable tonnage of inferior products.

Wine Business Bubbles

The export trade of the United States in domestic wines which averaged more than 4,000,000 gallons valued at \$30,000,000 annually during the three prohibition years 1918-20 practically disappeared during the prohibition period and for several years after repeal the industry did not devote much thought to foreign trade in this product, according to the Bureau of Foreign and Domestic Commerce, Department of Commerce.

At the present time, however, many leaders in the industry are giving consideration to the revival of this trade in anticipation of the need for current trade information the Bureau has made public a study containing facts and figures with reference to wine production and consumption in 18 foreign countries which were selected as most promising foreign markets for American wines.

Wine production in the United States during the 1935-36 fiscal year totaled 170,000,000 gallons compared with 100,000,000 gallons in 1933-34 and 92,000,000 gallons in 1934-35, according to the study.

World production and trade in wine, it is stated, vary from year to year according to vintage and general economic conditions but the general trend of production is upward.

The quantity of wine entering the United States is 520,000,000 gallons annually, about 12% of the world production. Practically every country of the world imports some wine, including some of those countries which are the largest producers, according to the study.

Dame Fortune isn't recognized so many men because they are so continually on the lookout for blue

If a firm has a lot of poor pay counts, that condition exists because its salesmanship isn't up to get the good kind.

TO THE MACARONI MANUFACTURERS OF AMERICA

A Merry Christmas and A Happy New Year

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PROGRESS

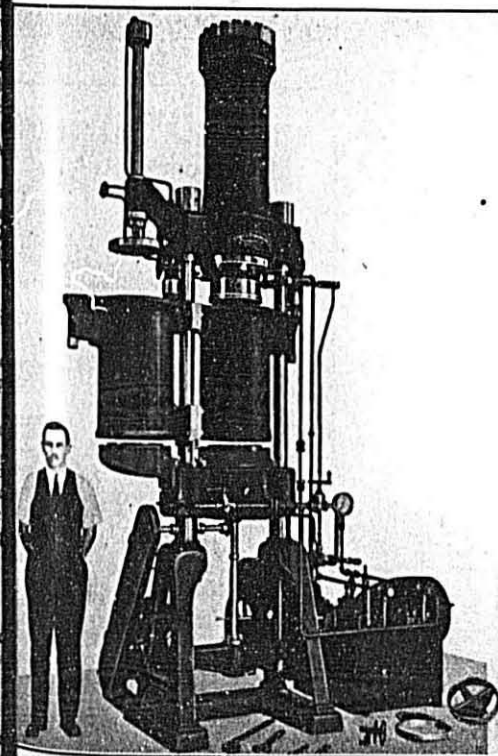
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 able to the order of the National Macaroni Manu-
 facturers Association.

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

Vol. XVIII December 15, 1936 No. 8



**Holiday Greeting
 To Consumers**

Not to be overlooked among the
 friends of the macaroni manufacturers
 to whom Holiday Greetings are to be
 sent are the millions of consumers who
 are such a vital cog in the smooth oper-
 ation of the macaroni-noodle plants.

Recognizing this obligation, the National
 Macaroni Manufacturers association,
 in the name of its supporting mem-
 bers and indirectly in behalf also,
 of those manufacturers who should willing-
 ly support the organized national ac-
 tion through that organization, sent to
 the entire nation a message of good will
 in the form of two tested and recom-
 mended recipes for the use of macaroni
 products in tasty dishes during the
 Christmas holidays or in any day of the
 year.

"A MERRY CHRISTMAS TO
 YOU," says Betty Barclay to the read-
 ers of thousands of papers in the Chris-
 mas release in behalf of the members of
 the National association. "The follow-
 ing recipe," says this noted food spe-
 cialist, "surely offers a variety of a
 pleasing dish for any season of the year.
 It is a popular and very satisfying com-
 bination of good spaghetti with meat in

a form that will readily become a favor-
 ite with all members of the family."

Spaghetti with Sausage

1 package spaghetti
 1 pound pork sausage in casings
 1 can tomato soup
 Boil spaghetti in 3 quarts of rapidly boil-
 ing salted water for about 10 minutes. Drain.
 Place sausage in a frying pan. Cover with
 boiling water and cook slowly till tender. In
 a buttered, covered casserole, place the boiled
 spaghetti with the sausages in the center and
 on top. Pour over them the tomato soup and
 the water in which the sausages were cooked.
 Bake in moderate oven for about a half hour.
 Serve from casserole.

"Start The Year With **NEW DE-
 LIGHTS**" states the same food author-
 ity to the regular and prospective new
 users of macaroni products to which
 every American adds "A Happy New
 Year." "Here you are with New Year
 Recipes that include a wheat and meat
 macaroni steak which is easy to prepare
 and a great favorite."

Stuffed Macaroni-Steak

1 package long macaroni
 4 tablespoons butter
 2 lbs. round steak
 1 medium onion
 4 tablespoons flour
 1 cup hot water
 1 cup grated cheese
 Salt, pepper, sage

Cook macaroni, without breaking, in 3
 quarts of boiling water to which a tablespoon
 of salt has been added. Boil about 10 min-
 utes. Remove to a platter and drain off all
 water. Marinate with the melted butter, keep-
 ing the lengths in horizontal order. Wipe
 steak with damp cloth. Pound to make more
 tender. Cut steak into six inch squares, or
 keep whole if preferred. On top of the pre-
 pared steak spread salt, pepper, sage and
 chopped onion.

Place a bundle of macaroni on top and roll
 steak around, sheering well or tying properly
 to retain the macaroni strands. Brown steak
 on all sides in butter or fat quickly, then add
 cup of hot water and cover. Simmer until
 tender in an oven with heat of 400 degrees.
 Remove steak, add water to liquid in pan to
 make about 2 cups of gravy. Serve with
 gravy poured over stuffed steaks and any
 leftover macaroni placed around the plate or
 platter as a border. Garnish with parsley.

It is the general wish of the entire
 macaroni industry that consumers will
 be served frequently throughout the
 New Year with any of the many tasty
 combinations of macaroni products with
 other good foods. A substantial dish of
 good macaroni, spaghetti or egg noodles
 will do much toward making any day in
 the New Year, in fact of any year, a
 truly happy one.

Irritating News

Italy, Morocco, Algeria and Tunisia
 have poor wheat crops. That is bad news
 for Mussolini, as these countries, plus
 the drouth areas of the United States
 and Canada, produce the world's supply
 of durum wheat. No durum, no spa-
 ghetti. It looks as if the spaghetti mile-
 age would be reduced by a third this
 year.—*Today*.

WANT ADVERTISEMENT

FOR SALE—3-Baker-Perkins Mixers; two 2-bbl.;
 one motor driven; heavy duty, double arm, power
 tilting. NOW SET UP in Macaroni plant in Ohio.
 Priced low for quick sale. Write for particulars to
 Box No. 15, c/o Macaroni Journal, Braidwood, Illinois.

BUSINESS CARDS

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

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**WINDOW FRONT
 CELLULOSE**
Fine Packaging for
PARAMOUNT
**PARAMOUNT PAPER
 PRODUCTS CO.**
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 by the Industry.
 For Pad of Service Forms and
 Information about our Procedures.
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 McDowell Bldg.
 LOUISVILLE KENTUCKY

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

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Mean--

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



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 milling skill.

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OFFICES
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MILLS
 ST. PAUL, MINN.

**Merry Xmas
 &
 Happy New Year**

F. MALDARI & BROS., INC.

178-180 Grand Street

New York, New York



<p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO: First-- INDUSTRY</p> <hr/> <p>Then-- MANUFACTURER</p>			
<p>OFFICERS AND DIRECTORS 1936-1937</p> <p>P. R. WINEBRENE, President.....1010 Dakota St., Philadelphia, Pa. JOSEPH FRESCHI, Vice President...1730 S. Kingshighway, St. Louis, Mo. L. S. VAGNINO, Ad. Secy.....1227 St. Louis Av., St. Louis, Mo.</p> <table border="0" style="width: 100%;"> <tr> <td style="width: 33%;"> <p>R. B. Brown, Chicago, Ill. J. J. Cunco, Connettsville, Pa. E. De Rocco, San Diego, Cal. J. H. Diamond, Lincoln, Neb.</p> </td> <td style="width: 33%;"> <p>V. Giatti, Brooklyn, N. Y. A. Gioia, Rochester, N. Y. H. A. Klein, Chicago, Ill. G. La Marca, Boston, Mass.</p> </td> <td style="width: 33%;"> <p>J. I. Major, New York, N. Y. L. R. Prjesa, San Francisco, Cal. A. G. Farpelli, Portland, Ore. L. G. Fajague, New Orleans, La. P. J. Viviano, Louisville, Ky.</p> </td> </tr> </table> <p style="text-align: center;">H. R. Jacobs, Washington Representative 2026 "Eye" St. NW, Washington, D. C.</p> <p style="text-align: center;">M. J. Donna, Secretary-Treasurer P. O. Drawer No. 1, Braidwood, Ill.</p>			<p>R. B. Brown, Chicago, Ill. J. J. Cunco, Connettsville, Pa. E. De Rocco, San Diego, Cal. J. H. Diamond, Lincoln, Neb.</p>	<p>V. Giatti, Brooklyn, N. Y. A. Gioia, Rochester, N. Y. H. A. Klein, Chicago, Ill. G. La Marca, Boston, Mass.</p>	<p>J. I. Major, New York, N. Y. L. R. Prjesa, San Francisco, Cal. A. G. Farpelli, Portland, Ore. L. G. Fajague, New Orleans, La. P. J. Viviano, Louisville, Ky.</p>
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Our Vice President's Timely Warning

Primarily aimed at retailers and consumers who suffer directly from the inferior grades they are now compelled to purchase because of an increasing lack of good semolina macaroni on the American market, a widely read Italian paper published in New York city has been carrying on a campaign to improve the quality of macaroni products. Its campaign has gained nationwide attention, not only among the Italian grocers, but among the macaroni manufacturers who see in the present trend towards price as against quality, a backward, disastrous move. Speaking as an experienced manufacturer and as an association leader whose hobby has been "Quality products" and "consumer advertising with the financial aid of the durum millers thereby equalizing the load," Vice President Joseph Freschi of the National Association wrote the crusading newspaper as follows:

November 25, 1936

Il Commerciant: Italiano,
621 Broadway,
New York, N. Y.
Gentlemen:

I received your issue No 47, dated November 21. Please send me fifty more copies with your invoice for same.

I am very pleased to acknowledge the fact that you are on the right track and I hope that through your publicity you will succeed not in changing the mentality of macaroni manufacturers, but in opening the eyes of retailers and consumers. They are the ones who are being gypped.

A few honest manufacturers have been endeavoring for the past twenty years to instill in the minds of the producers the necessity of laying a sound foundation for our industry if we are to enjoy the prosperity the industry was enjoying at the time of the war.

In 1919, the National Macaroni Convention was held in St. Louis. Quite a few of the Italian manufacturers were rightfully concerned about what was going to happen to their industry when the war came to an end and the Italian manufacturers again exported their product on the American market. To offset this possibility, a demand was made that the tariff be increased to its present level but as I told them at the time, it was not a question of seeking refuge behind a tariff wall but it was necessary that the manufacturers make better macaroni, thereby gaining the confidence of the consumer and instilling in his mind that macaroni, made in America, was just as good as the imported. Once we gained this confidence, we would be well on the way to supplying most of the macaroni consumed in this country without fear of foreign competition.

Since that time there has not been a convention held by the National Association wherein this subject was not exhaustively

discussed and year in, year out, attempts were made to bring together the manufacturers on the sound understanding that the only way to succeed was with quality and honest dealing with the trade.

Unfortunately, after years of endeavor, I have come to the full realization that all of our efforts have been in vain.

With the adoption of the codes under the NRA, we saw ray of hope. After exhaustive research and labor, we felt our code was all the industry required. The hours and wages of labor were established, standards were set up, which we felt could not be challenged by the chiselers. In a year's time of actual experience we came to the realization that the code could not be enforced because the federal government had no means of enforcing them. I firmly believe that under the code we could have put our house in order.

As you well pointed out in your recent articles, it is true there is very little pure semolina macaroni being sold. We have been consistently witnessing the breaking down of price all along the line whereas at the same time, raw material has consistently increased. There is only one answer to this—manufacturers are bent on maintaining a certain level of price regardless of quality but at the same time they pretend to sell their product for semolina when, as a matter of fact, it may contain only a small percentage of this raw material. There should be a law to prosecute cases of this kind.

A continuation of the present practice surely opens the door for Italian competition. If such has not as yet made its appearance in our markets, it is due mostly to the uncertain political situation of Europe.

Yours very truly,
 JOS. FRESCHI,
 Vice Pres., National Macaroni Mfg. Assn.
 St. Louis, Mo.

Complete Drying Process in Two Hours

Clermont Automatic Continuous Noodle Dryer

Now Available in Two Sizes
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 Perfect operation under any climatic conditions checked by automatic heat and moisture control.

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BRAND I'LL PUSH..
BECAUSE THAT'S
THE BRAND
THAT WILL BRING
ME REPEAT
BUSINESS!

MACARONI and noodles made with these dependable Pillsbury products have *quality* that makes repeat sales and wins grocers' support.

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