

**THE  
MACARONI  
JOURNAL**

**Volume XX  
Number 2**

**June 15, 1938**



*The*  
**Macaroni Journal**



Minneapolis, Minn.

JUNE 15, 1938

Vol. XX No. 2

*Facts —*

There is nothing in this world that some man cannot make just a little bit worse and sell a little more cheaply—and the people who consider price only are this man's lawful prey.

There is nothing in this world that some man cannot make just a little bit better and sell a little more profitably—and the people who consider quality and appreciate service are this man's satisfied customers.

There is nothing in this world that a macaroni-noodle manufacturer cannot do better than to mingle with his fellow manufacturers at the Industry's conventions to swap ideas while talking shop.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



# CONSIDER YOUR PACKAGE A FULL COLOR

## Billboard

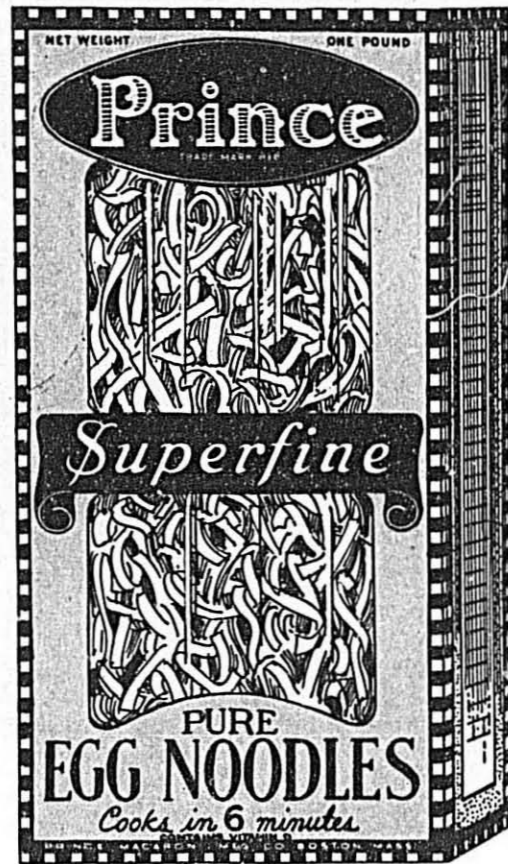
**Y**OU can do just that when you package your egg noodles and macaroni products in full-color lithographed eye-catching cartons by Rossotti. Each package works like a smashing, colorful small-sized billboard on shelves and counters . . . hammering home your sales message concerning your product to busy shoppers in retail stores.

ROSSOTTI CARTONS ARE

### BIG ENOUGH . . .

to get attention . . . to dramatize the presentation of your product to trade and consumer. Rossotti Dubl-Vu cartons are big enough to carry your brand name in bold, flashing letters that are remembered. They are big enough to include your trademark, your description of the product, your sales story, recipes. No need to crowd your wording in small space, making it difficult to read. The large double cellulose "windows" permit the trade and the consumer to see your product before they buy! This demonstration of quality goes a long way towards making sales. Then, too, Rossotti cartons are big enough and sturdy enough to give your product ample protection, keeping it clean, unbroken and sanitary, until the last delicious morsel is consumed.

Try these better packages. See for yourself how they speed up sales. Watch how much more eagerly jobbers and dealers stock and push the sale of a line so effectively packaged.



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### REASONS WHY DUBL-VU CARTONS

*By Rossotti*

#### DO A BIGGER SELLING JOB!

1. Shows your quality.
2. Protects the product until all consumed.
3. Gets brand name up big.
4. Room for recipes and sales story.
5. Easier to stack and display.
6. Less breakage and returned goods.
7. Sealed by machinery.
8. Eye-catching full color lithography.



### AT THE CONVENTION

Your one big opportunity of the year to learn exactly how Rossotti Cartons and Labels can help you build a larger and more profitable business. See actual samples of packages we have made for hundreds of different concerns. Talk with Mr. Charles C. Rossotti, Vice-President Mr. D. W. Killip, General Sales Manager, and Mr. R. A. Nickel, Chicago Division Manager, all of whom will be in attendance at the exhibit at the Edgewater Beach Hotel. A cordial welcome, together with friendly and valuable advice awaits you.

1898 \* Celebrating 40 Years of Packaging Service \* 1938

## ROSSOTTI LITHOGRAPHING COMPANY, INC.

Main Office and Plant • 121 Varick Street, New York, N. Y.

BRANCH SALES OFFICES IN PRINCIPAL CITIES

### PACKAGING HEADQUARTERS FOR THE FOOD TRADES

## Plans Completed for Industry Conference

Macaroni-Noodle Manufacturers and Friendly Allies have been advised that everything is in readiness for the 1938 Conference of the Macaroni Industry to be held at the Edgewater Beach Hotel, Chicago, Illinois, June 20 and 21.



The Open Air Dance Floor on the Lake Michigan Beach Walk where guests may dance to the music of the world's premier orchestras.



"The Passaggio" which connects the lobby of the main portion of the hotel and the annex. Here will be found all the macaroni-noodle manufacturers of more sedentary habits.

The program for the two days has been carefully planned with two business sessions each day and with just enough of the right kind of pleasure to satisfy all.

The Edgewater Beach Hotel, ever popular with convention goers in every trade is ready to cater to the whims and fancies of all who plan to be a part of this important and most timely conference.

All visitors will be made to feel a personal interest in the variety of business affairs to be presented by the program planners for open discussion and friendly consideration.

All guests will be made to feel right at home in this commodious and friendly hotel, situated on Lake Michigan and removed from the bustle and distraction of the business loop.

Macaroni-Noodle Manufacturers and Allies who desire to be recorded as a part of the 1938 conference of the Industry are requested to register early with the Secretary or with his registration clerks to obtain their convention badges and other credentials that will enable them to enjoy fully all the convention pleasures and conveniences.

Early registrations will prevent the delay and confusion that usually attend all opening sessions.

There is still time to plan to attend the 1938 Conference of the Macaroni-Noodle Industry at the Edgewater Beach Hotel, Chicago, June 20 and 21. Make it a combined business and pleasure outing.

The Association Executives and Officers, the convention managers, the hotel officials, your friendly competitors and the helpful allies, plus a well balanced program will help make your convention attendance a profitable investment.





QUALITY  
IS  
SUPREME  
IN

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

# THE MACARONI JOURNAL

Volume XX

JUNE 15, 1938

Number 2

## Get the Convention Habit

Luckily for the macaroni industry in this country, there are a good portion of manufacturers therein who fully appreciate the value of occasional "Get-Togethers" of the leaders in the business for the principal purpose of talking shop.

What will I get out of the convention?

That is the question commonly asked by those who are not fully sold on the industry convention idea. To it there is only one logical answer; one gets out of a convention, out of a regional or group meetings, results in proportion to what one puts into them, usually.

The convention of the Macaroni-Noodle Industry which will be held in Chicago June 20th and 21st is an open forum of the progressive, future-planning manufacturers engaged in converting the finest of wheat into the finest of wheat products. If those who attend the meeting this year will only express an opinion, advance an idea or present a true fact, there will be enough opinions, ideas and fact floating around the convention hotel to fully and amply repay any one's time and expense for becoming part of this promising conference.

Even if one went there determined to keep his mouth shut but his eyes open and his ears alert, he will see and hear enough to profit immensely from this opportunity for an annual and mutual exchange of industry thinking and the co-operative solutions of some of the common problems that are vexing large and small firms alike.

Like all other industries and business, the macaroni trade is being constantly confronted with new and unsolved problems; the common troubles that will be with us always, but it is the new ones growing out of new legislation and changing business conditions that must be studied and solved.

Mr. Macaroni-Noodle manufacturer, there is much good to be gotten out of any conference of your tradesmen but you must be there to garner the good ideas firsthand. It is true that you may find some kind of a report in the subsequent issue of your trade paper or that some kindly ally will bring home the message to you, but it's the information that you get from personal contacts, through personal cooperation and from talks in between sessions from which you will get the most benefit.

There are many men in the business who will attend the convention this year, they do so year after year, men who will never be heard saying a word during the entire stay. They couldn't get up on their feet and make a speech on a bet. They are not talkers, but many of those fellows are among the shrewdest operators in the business, just full of sound manufacturing and merchandising ideas, and willing to share them during informal conversations.

That is where you can get much good out of the convention which serves to bring together these men otherwise hard to contact. So arrange to be in Chicago this month to talk shop with your fellow manufacturers for your mutual good.

## Caveat Emptor (Let the Buyer Beware)

In the not-so-dim-past the commonly accepted law of selling said: "Buy at your own risk." Whether it be a house or a pound of macaroni products, you should *know* what you are buying.

Fortunately not all business men, even in the old days, agreed with that law of deception, that game of outwitting the buyer. So they led a successful fight to take macaroni out of barrels, egg noodles out of bins, spaghetti out of boxes, . . . and all other foods out of cases and hampers, placing them into packages bearing the manufacturer's and producer's name and trademark.

Then they advertised their products, telling the buyer and the ultimate consumer exactly what the contents of their packages were, so that today in the great majority of cases the label on the package and the word of the manufacturer or distributor in his advertising are accepted pledges of quality and service that have gained for them the confidence of the buyer for consumption.

This confidence will be retained as long as the quality of the product and the business policies of the manufacturers warrant. It will continue where the manufacturer retains his rightful place as the "seller"—the one who truly knows what he is selling.

Unfortunately there has again cropped up in altogether too many quarters another form of "Caveat Emptor," not among the manufacturers as a rule but among a certain class of buyers for resale.

The revision to the outdated policy of "Let the Buyer Beware" is rightfully attributed to "weak salesmanship" on the part of a class of macaroni makers who without much of a struggle have surrendered practically all of their selling rights by permitting the "buyer" to become the "seller" also.

In such cases the buyer not only names the price at which he will purchase, but he also sets up every condition of the sale. He in many cases conspires to make matters meaningless by offering to wink at the contents, realizing that the manufacturer must have some leeway on quality if the goods are to be obtained at the price set.

The general result has been a constant decline in the general quality of the macaroni products being marketed, until even in these days of deepest depression or recession macaroni, the generally accepted "economy food," fails to attract the increased buying that the trade has every reason to expect, other than the one here advanced.

The ultimate consumer is becoming a wise buyer. He makes his purchases with more than usual care, realizing that in many instances the old law of "Buyer Beware" is again being reverted to by the weak sellers. Renewed confidence will be restored only when manufacturers properly assume the rôle of "sellers of their products" and "keepers of their word." Set fair prices on the qualities offered and make the labels mean exactly what they say. That is the only plan that can be successfully followed to restore much needed consumer confidence.







P. R. WINEBRENER  
Chairman of the Board



JOSEPH FRESCHI  
Vice President

## 1937-1938 OFFICERS, DIRECTORS AND EXECUTIVES of the NATIONAL MACARONI MANUFACTURERS ASSN.



L. S. VAGNINO  
Advisor



ALFONSO GIOIA  
Director and Past President



R. B. BROWN  
Director



I. J. CUNEO  
Director



E. DE ROCCO  
Director



J. H. DIAMOND  
Director



F. A. GHIGLIOLA  
Director

Shown on these pages are the beaming faces of the Officers, Directors and Executives of the National Macaroni Manufacturers Association, sponsor of the 1938 Conference, the Thirty-fifth annual convention of the Macaroni-Noodle Manufacturing Industry of U. S. A. Missing is the picture of Director S. E. Mountain of the Fontana Food Products Company, San Francisco, Cal.

"STRICTLY BUSINESS" is the selected convention theme and the whole program has been built around that ideal. The 1938 Conference is, as usual, an open forum to which every one interested in the future welfare of the macaroni-noodle business, all distributors and all other allies will find a warm welcome. They will find the program par-

ticularly beneficial and all should make every effort to be present to inspire the unselfish leaders who are striving for the common good at a time when co-operation and coordination seem most necessary.

Briefly, the program is as follows:

### Sunday, June 19

12:30 p. m. Final Meeting of 1937-1938 Board of Directors (In West Room)

Evening—Entertainment and Dancing on Michigan Beach Walk

### Monday, June 20

9:00 a. m. Registration (usual Fee)

10:00 a. m. Call to Order—P. R. Winebrenner, Chairman of the Board

Report of Credential Committee

Report of Program Committee

Committee Appointments

Report of Chairman of Board of Directors

Report of President

Report of Secretary Treasurer

Report of Director of Research

Announcements

12:30 p. m. Past President's Honorary Luncheon (In North Room)

## Outline of Program for the Organization's 35th Annual Convention— Edgewater Beach Hotel, Chicago, June 20th-21st



2:00 p. m. Call to Order  
Report of Statistical Division

Report of Macaroni Journal

Report of Macaroni Institute

Address—"Your Products and Our Laws" by Edward Garrity, Supt. of Division of Foods and Dairies, Illinois Department of Agriculture.

Discussion

Announcements and adjournment

Committee Meetings

Evening—Entertainment and Dancing on Michigan Beach Walk.

### Tuesday, June 21

9:30 a. m. Call to Order

Report of Auditing Committee

Report of Resolutions Committee

Address—Farmer—Industry—Government—Cooperation for Macaroni Wheat Improvement

M. W. Thatcher, Farmers' National Grain Corporation

Announcements



LESTER S. DAME  
President

Report of Nominating Committee

Election of Directors

Report of Future Activities Committee

Announcements

12:30 p. m. Luncheon Recess

2:00 p. m. Consideration of and action on Future Activities Report

Unfinished Business

Announcements—Adjournment

4:00 p. m. Organization Meeting of 1938-1939 Board of Directors

7:30 p. m. Annual Dinner Entertainment and Dance

Mr. Lloyd M. Skinner, Omaha—Toastmaster.



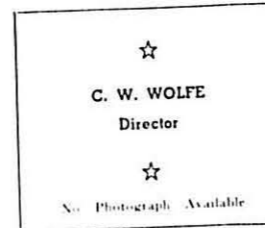
M. J. DONNA  
Secretary-Treasurer



B. R. JACOBS  
Director of Research



P. J. VIVIANO JR.  
Director



C. W. WOLFE  
Director

No Photograph Available



V. GIATTI  
Director



G. LA MARCA  
Director



L. G. TUJAGUE  
Director



J. P. ZEREGA JR.  
Director



# Macaroni Industry's Trade Practice Rules Given Tentative Approval

*Federal Trade Commission Set Final Hearing for June 15, 1938 in Washington, D. C. for Oral or Written Views, Suggestions and Objections*

On June 1, 1938 the Federal Trade Commission made public the proposed trade practice rules for the Macaroni, Noodles, and Related Products Industry. Only minor changes are made in the final draft from the rules approved at the hearing in Chicago last January in connection with the midyear meeting of the National Macaroni Manufacturers Association.

All members of the industry, and other interested parties, are afforded opportunity to present their views and to be heard, if they so desire, at the final hearing before the Commission on June 15, 1938 in Washington, D. C. Accordingly, the Commission issues the following notice:

## NOTICE OF OPPORTUNITY TO PRESENT VIEWS, SUGGESTIONS, OR OBJECTIONS

"Opportunity is hereby extended by the Federal Trade Commission to any and all persons affected by or having an interest in the proposed trade practice rules for the Macaroni, Noodles and Related Products Industry to present to the Commission their views upon the same, including suggestions or objections, if any.

"For this purpose they may, upon application to the Commission, obtain copies of the above rules. Communications of such views should be made to the Commission not later than June 15, 1938. Opportunity for oral hearing will be afforded at 10 a. m., June 15, 1938 in Room 332, Federal Trade Commission Building, Constitution Avenue at 6th st., Washington, D. C., to such persons as may desire to appear. After giving due consideration to such views, suggestions or objections as may be received concerning the proposed rules, the Commission will proceed to their final consideration."

As tentatively approved by the Commission, the rules appear herein under Group 1.

### GROUP I

#### Rule 1—Misrepresentation of industry products:

The practice of selling, advertising, describing, branding, marking, labeling, or packing macaroni, noodles, or related products, or any simulation or imitation thereof, in a manner which is calculated to mislead or deceive, or has the tendency and capacity or effect of misleading or deceiving, purchasers, prospective purchasers or the consuming public with respect to the grade, quality, quantity, substance, character, nature, origin, size, material, content, composition, coloring, preparation, or manufacture of such products, or in any other material respect, is an unfair trade practice.

#### Rule 2—Specifications—Macaroni and Noodle Products: For the purpose of and as used in these rules:

(a) **MACARONI** is understood to be the shaped and dried doughs prepared by adding water to one or more of the following: semolina, farina, wheat flour. It may contain added salt. In the finished product the moisture content does not exceed 13 per cent. Various shapes of macaroni are known under distinguishing names, such as spaghetti, vermicelli, etc.

(b) **EGG MACARONI** is understood to be the shaped and dried doughs prepared by adding eggs and water, with or without salt, to one or more of the following: semolina, farina, wheat flour. The egg ingredient may be whole egg and/or egg yolk. In the finished product the moisture content does not exceed 13 per cent and the egg-solids content upon the moisture-free basis is not less than 5.5 per cent.

(c) **NOODLES, EGG NOODLES** are understood to be the shaped and dried doughs prepared from semolina, farina, or wheat flour and eggs, with or without water, and with or without salt. The egg ingredient may be whole egg and/or egg yolk. In the finished product the moisture content does not exceed 13 per cent and the egg-solids content upon the

moisture-free basis is not less than 5.5 per cent. Noodles are commonly ribbon-shaped.

(d) **PLAIN NOODLES** are understood to be the shaped and dried doughs prepared from semolina, farina, or wheat flour and water, with or without salt. In the finished product the moisture content does not exceed 13 per cent. Plain noodles are commonly ribbon-shaped.

#### Rule 3—Misuse of words "macaroni," "spaghetti," "vermicelli," "egg-macaroni," "noodles," "egg noodles," "plain noodles," etc.

It is an unfair trade practice to sell, offer for sale, advertise, describe, brand, label, or otherwise represent, directly or indirectly, any product as being macaroni, spaghetti, vermicelli, egg macaroni, noodles, egg noodles, plain noodles, or other similar macaroni or noodle product, when such product does not conform to the specifications hereinbefore set forth in Rule 2.

#### Rule 4—Misrepresentation of semolina or farina products:

It is an unfair trade practice to sell, offer for sale, advertise, describe, brand, label or otherwise represent any macaroni or noodle product as being a semolina or farina product when such is not true in fact.

#### Rule 5—Misrepresentation as to egg content of product:

It is an unfair trade practice to sell, offer for sale, advertise, describe, brand, label, or otherwise represent, directly or indirectly, any product as being egg macaroni, noodles, or egg noodles when such is not true in fact, or when such product does not actually contain egg in sufficient proportion to meet the specifications hereinbefore set forth in Rule 2.

#### Rule 6—Use of deceptive coloring or deceptive containers:

It is an unfair trade practice to use yellow coloring in, or yellow transparent containers for, any macaroni, noodle, or related product, in such manner as deceptively to import or imply to purchasers, prospective purchasers or the con-

June 15, 1938

THE MACARONI JOURNAL

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Remember these dates



These are the dates when the National Association of Macaroni Manufacturers meet in convention at Chicago. These days will mark another milestone in the rapid development of the National Association. New members have been added since last year's meeting and an awakened interest in the affairs of the Association and the industry has been more than noticeable in the past few months.

This year's convention merits the support and should attract the attendance of all. We allied tradesmen will contribute our full share of effort and time to help make it the outstanding success it's sure to be. It has been General Mills' policy in the past to use its resources wherever work over her national hookup in the interest of increased consumption of Semolina products is typical of the help which allied trades can give.

Your visit to the June convention will doubtless pay you dividends—not only in new and fresh ideas but in the new associations and friendships made during the sessions.

On to Chicago for sure June 20 and 21! Let's make it the biggest and best yet!

**WASHBURN CROSBY COMPANY**  
(TRADE NAME)  
CENTRAL DIVISION OF GENERAL MILLS, INC. OFFICES: CHICAGO, ILLINOIS

**GOLD MEDAL SEMOLINA**  
"Press-tested"



suming public that such product contains egg in greater proportion than is in fact present, or in such manner as to mislead or deceive in any other respect.

**Rule 7—Deception as to additional food ingredients:**

(a) In case additional food ingredients, not including those specified under Rule 2, are used in macaroni, noodles, or related products, full and non deceptive disclosure of such fact should be made; and it is an unfair trade practice to conceal, or fail to refuse to disclose, or to misrepresent, directly or indirectly, the proportion of such food ingredients present in said macaroni, noodles, or related products, with the capacity and tendency or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public.

(b) It is an unfair trade practice to advertise, describe, brand, label, or otherwise represent any product of the industry as containing a food ingredient when such food ingredient is not present at all, or when such food ingredient is not present in substantial and characterizing amounts, with the capacity and tendency or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public.

(c) Nothing in these rules shall be construed as authorizing or permitting the use of any food ingredient contributing a yellow color for the purpose or with the effect of misleading or deceiving the purchasing public.

**Rule 8—Deceptive depictions:**

The use of photographs, cuts, engravings, illustrations, or pictorial or other depictions or devices of industry products in catalogs, sales literature, or advertisements, or on packages or containers, or otherwise, in such manner to have the capacity and tendency or effect of misleading or deceiving the purchasing or consuming public as to the grade, quality, quantity, substance, character, nature, origin, size, material, content, composition, coloring, preparation, or manufacture of such products, is an unfair trade practice.

**Rule 9—Defamation of competitors and disparagement of their products:**

The defamation of competitors by falsely imputing to them dishonorable conduct, inability to perform contracts, questionable credit standing, or by other false representations, or the false disparagement of the grade, quality or manufacture of the products of competitors, or of their business methods, selling prices, values, credit terms, policies or services, is an unfair trade practice.

**Rule 10—Failure to brand industry products:**

In the sale, offering for sale or shipment of industry products, the failure to brand, mark, or identify such products so as to disclose their true character, where such failure has the tendency, capacity, or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

**Rule 11—Selling below cost:**

The practice of selling industry products below the seller's cost, with the intent and with the effect of injuring a competitor and where the effect may be substantially to lessen competition or tend to create a monopoly or unreasonably restrain trade, is an unfair trade practice; all elements recognized by good accounting practice as proper elements of such cost shall be included in determining cost under this rule.

**Rule 12—Imitation or simulation of trade-marks, etc.:**

The imitation or simulation of the trade-marks, trade names, labels or brands of competitors with the purpose or with the tendency and capacity or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

**Rule 13—Publication or circulation of false or misleading price quotations, etc.:**

The publishing or circulating, by any member of the industry, of false or misleading price quotations, price lists, or terms of sale, with the tendency, capacity or effect of misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

**Rule 14—False invoicing:**

Withholding from or inserting in invoices any statements or information by reason of which omission or insertion a false

record is made, wholly or in part, of the transactions represented on the face of such invoices, with the purpose or effect of thereby misleading or deceiving purchasers, prospective purchasers, or the consuming public, is an unfair trade practice.

**Rule 15—Robinson-Patman Act:**

(a) *Prohibited Price Discrimination\*, Directly or Indirectly, in the Form of Rebates, Refunds, Discounts, Credits, etc.* It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to grant or allow, secretly or openly, directly or indirectly, any rebates, refunds, discounts, credits, or other form of price discrimination\*, where such rebates, refunds, discounts, credits, or other form of price discrimination\* effect a discrimination in price between different purchasers of goods of like grade and quality and where either or any of the purchases involved therein are in commerce and where the effect thereof may be substantially to lessen competition or tend to create a monopoly in any line of commerce or to injure, destroy or prevent competition with any person who either grants or knowingly receives the benefit of such discrimination or with customers of either of them:

*Provided, however—*

- (1) That the goods involved in any such transaction are sold for use, consumption or resale within any place under the jurisdiction of the United States;
- (2) That nothing herein contained shall prevent differentials which make only due allowance for differences in the cost of manufacture, sale or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered;
- (3) That nothing herein contained shall prevent persons engaged in selling goods, wares or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade;
- (4) That nothing herein contained shall prevent price changes from time to time where made in response to changing conditions affecting either (a) the market for the goods concerned, or (b) the marketability of the goods, such as, but not limited to, actual or imminent deterioration of perishable goods, obsolescence of seasonal goods, distress sales under court process, or sales in good faith in discontinuance of business in the goods concerned.

(b) *Prohibited Brokerage and Commission.* It is an unfair trade practice for any member of the industry engaged in commerce, in the course of such commerce, to pay or grant, or to receive or accept, anything of value as a commission, brokerage, or other compensation, or any allowance or discount in lieu thereof, except for services rendered in connection with the sale or purchase of goods, wares, or merchandise, either to the other party to such transaction, or to an agent, representative or other intermediary therein where such intermediary is acting in fact for or in behalf, or is subject to the direct or indirect control, of any party to such transaction other than the person by whom such compensation is so granted or paid.

(c) *Prohibited Advertising or Promotional Allowances, Etc.* It is an unfair trade practice for any member of the industry engaged in commerce to pay or contract for the payment of advertising or promotional allowances or any other thing of value to or for the benefit of a customer of such member in the course of such commerce as compensation or in consideration for any services or facilities furnished by or through such customer in connection with the processing, handling, sale or offering for sale of any products or commodities manufactured, sold, or offered for sale by such member, unless such payment or consideration is available

(Continued on Page 22)

\* Paragraph (a) of Rule 15 shall not be construed as embracing practices prohibited by Paragraphs (b), (c), and (d) of this rule.

† As herein used, the word "commerce" means trade or commerce among the several States and with foreign nations, or between the District of Columbia or any Territory of the United States and any State, Territory or foreign nation, or between any insular possessions or other places under the jurisdiction of the United States, or between any such possession or place and any State or Territory of the United States or the District of Columbia or any foreign nation, or within the District of Columbia or any Territory or any insular possession or other place under the jurisdiction of the United States; Provided, That this shall not apply to the Philippine Islands.

# WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



**Amber Milling Co.**  
Flour and Semolina  
**Aurelio Tanzi Eng. Co.**  
Ravioli and Noodle Machines  
**Barozzi Drying Machine Co.**  
Macaroni Noodle Dryers  
**Capital Flour Mills, Inc.**  
Flour and Semolina  
**John J. Cavagnaro**  
Brakes, Cutters, Dies, Die Cleaners,  
Folders, Kneaders, Mixers, Presses and  
Pumps  
**Champion Machinery Co.**  
Brakes, Flour Blenders, Sifters and  
Weighers, Mixers



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

**Clermont Machine Co.**  
Brakes, Cutters, Driers, Folders, Stamping Machines  
**Commander Milling Co.**  
Flour and Semolina  
**Consolidated Macaroni Machinery Corp.**  
Brakes, Cutters, Die Cleaners, Driers, Folders, Kneaders, Mixers, Presses and Pumps  
**Creditors Service Trust Co.**  
Mercantile Collections  
**Duluth-Superior Milling Co.**  
Flour and Semolina  
**Charles F. Elmes Engineering Works**  
Die Cleaners, Kneaders, Mixers, Presses, Pumps, Valves, and Accumulators  
**Galassi Drying Machine Co.**  
Drying Machines  
**King Midas Mill Co.**  
Flour and Semolina  
**F. Maldari & Bros. Inc.**  
Dies  
**Maney Milling Co.**  
Flour



**Minneapolis Milling Co.**  
Flour and Semolina  
**National Carton Co.**  
Cartons  
**Peters Machinery Co.**  
Packaging Machines  
**Pillsbury Flour Mills Co.**  
Flour and Semolina  
**Rossotti Lithographing Co., Inc.**  
Cartons, Labels, Wrappers  
**The Star Macaroni Dies Mfg. Co.**  
Dies  
**Stella Cheese Co.**  
Grated Cheese  
**Washburn Crosby Co. Inc.**  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

**H**UNDREDS of macaroni manufacturers call Commander Superior Semolina their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

**COMMANDER MILLING CO.**  
Minneapolis, Minnesota

You  
**COMMAND**  
the Best  
When You  
**DEMAND**





## A Message from the President



Lester S. Davis

Eight months ago I was chosen by the Board of Directors of the NMAA to take over the reins of the Association as its executive head. I took over at a time when the traffic light of commerce was just beginning to change. Volatile prices and profits were at a point where many could take a deep breath after a long hard struggle. It has seemed that almost to the day, simultaneously with my taking over, the picture changed and we were again on the road back into the thick of the struggle.

To look back over these last few months is not pleasant yet during this time we have been building and strengthening our facilities. We have entered upon a program laid down at the consent of a year ago which program has been enlarged upon from time to time and right now we are at a point where to falter will only mean disaster. We must therefore pull in our belts and shoulder our tasks with a determination that will carry us to the success which we can already see.

The Association has built a record of achievement in the more recent months. Those who have taken the time and interest to read the "Macaroni Forecast" and the special bulletins which, like mine, are out of my office have a knowledge and understanding of what has been done and where we are going to get our feet set in the future. The most encouraging development is the word from the Federal Trade Commission that our Trade Practice Rules have been approved. We are now in a position to get at and control those practices of a canorous nature coming from within and constantly undermining the health and prosperity of every manufacturer.

The vigorous enforcement of these rules, as well as the Food and Drug Laws is going to bring about, without a

question, the orderly regulation of the business of this industry to a point where manufacturers will have an opportunity of making a profit on their share of the business.

I am not one to make optimistic predictions. Results are the concrete foundation on which to build. To predict or promise causes unrest, mistrust, and the ultimate crumbling of industry morale, if the predictions are not realized. I can say we are now in a position to justify optimism. We now have tools with which to work and we are not subject to promises glibly given, but not wholeheartedly lived up to. If a manufacturer or a group within a trading area want to control a situation covered under our Trade Practice Rules we can control it without destroying freedom of individual action and initiative.

You may say I can predict, promise and proclaim all manner of benefits from the various activities of the Association; that in the final analysis I have nothing at stake—no investment, no lifetime of work and pride of ownership. There you are wrong. I have a great deal at stake. I have an investment and I have lived the problems of this industry just as sincerely as any one who will read this article, so that for any success achieved, no matter who may be responsible, I am proud of the advance made.

So I say again, we are going forward. We are going to emerge from the turmoil and lost confidence into a period of better business relationship during the coming year, which will surpass that which we have had for the last ten years. The Officers and Directors of the Association are working with unflinching effort and energy to that one end, and we are supported in this by every forward-thinking mind in the industry.

LESTER S. DAVIS

### Announces Mill Opening

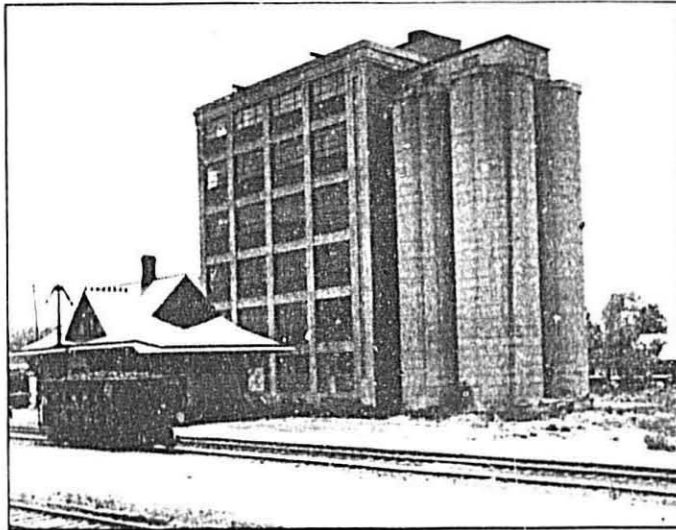
Colburn S. Foulds, president of Eastern Sardinia Mills, Inc. has announced to the trade that his firm's new semolina mill located at Baldwinsville, N. Y. will start grinding durum wheat in July.

The new mill, illustrated herewith, is equipped with all the modern milling apparatus for wheat cleaning, paring,

stoning and grinding durum wheat into semolina for macaroni making.

Associated with Mr. Foulds, who was for many years a leading macaroni manufacturer, are Dr. Copenhagen and Charles J. Olson, the latter being the vice president.

In the announcement a general instruction was sent all interested users of semolina to arrange to visit Baldwinsville in the near future for the purpose of making a personal inspection of the mill when it is in operation.



### Capital Durum Notes

Scattered reports indicate that the 1938 durum acreage will be fully up to earlier planting intentions, totalling about 3,000,000 acres, reports the Capital Flour Mills, Minneapolis in its most recent bulletin on the northwest durum crop conditions.

The weather during the latter part of May continued favorable for the progress of the durum wheat crop with additional moisture over the entire spring wheat area, ranging up to 1 1/2 inches in sections in the central Dakotas which had missed out in the earlier rains.

The cool, moist weather to date, together with the early planting is bringing the crop along in fine shape, and a good two or three weeks earlier than in 1935. In that year late planting left the crop very susceptible to rust early in July which cut into what had been a fine prospect for a good crop of durum wheat.

However, the usual hazards still face the crop, insects, rust, grasshoppers, etc. Grasshopper eggs are reported very abundant and might be a menace under the right weather conditions but we believe the abundant vegetation other than wheat and protective measures in the way of poison bait will minimize the damage from this source.

Rust is in evidence in sections of the southeast and could spread to the spring wheat area if the weather favored its development. However, we continue to be optimistic over the bright prospects for a near normal crop of durum wheat, concludes the *Capital Durum Bulletin*.

## MACARONI'S ORIGIN

Claims and counterclaims of nationalities and individual historians leaves the question of the origin of Macaroni, Spaghetti, etc. as very much of an unsolved mystery.

The origin of the art of macaroni spaghetti-making has been discussed by writers of European origin, and the present rival claims, all substantiated with what appear to be credible arguments, are based upon a different set of widely divergent views that it would seem best to conclude that the original doubt probably never could be resolved, for it is a mystery that may never be solved.

It is generally agreed that Italy was the cradle of the art, in being during the Middle Ages producing the art of macaroni-making for the modern world and developing the process to the present time, although the origin of the art is not clear. It is first gained a good foothold in their own country. Recently this question was treated in a very interesting article published by H. Commencement Italiano of New York City. It is reproduced here in its original Italian, with an English translation for the information it imparts on the subject to the American student of the history of the art.

### Macaroni's Origin In Sardinia

Neapolitans have been called "Macaroni Eaters." However, this was not always the case. Long ago, in fact, in order to designate a Neapolitan it would have been more appropriate to apply the name "Eater of Pasta" or "Eater of Spaghetti."

The reason for this is that macaroni-making did not originate in Naples and as late as the year 1500 the tradition is entirely unknown there.

This fact is slightly displeasing to the Neapolitans who have prided themselves as being the fathers of macaroni, while in truth they are but the foster fathers. But the truth is the truth, even when it displeases.

That which often happens to a founding, happened to our "good-hearted people" who pick up a "bold" variety of "have fun" as their own field, take care of him, give him a "cartoon," extend him to the highest, so that when he is gone they will enjoy the enviable position he may assume.

Macaroni was a poor neglected child of the people of the Island of Sardinia, and more accurately that of its best city, Cagliari. No one there possessing any means would take care of the little waif. Some wise travelers of taste and true judgment accidentally discovered the art of macaroni-making, appreciated its fine food qualities, and brought its knowledge of production to a more prosperous country—such a more appropriate one.

The spread of macaroni-making and its increasing popularity was rapid. Its success was extraordinary. The very origin was nevertheless soon forgotten. As late as 1600, poet Sgrittendo wrote a spirited satire on Neapolitan life, his sorrow and lamenting the fact that he was leaving his Sardinia and his favorite macaroni.

The fame of this substantial and economical food soon spread beyond the confines of Napoli and everywhere it was adopted and adapted. In Florence it immediately conquered the famous court of the Medici, so that when Maria of the House of Medici became the bride of the King of France she took with her her taste and desire for macaroni. In the reign of the queen, the Frenchmen of her day also began to macaroni-eaters. Thus its production and consumption spread to all parts of the civilized world, with more or less of a delay, depending on stopping its progress.

On the vast quantity of macaroni manufactured in the Neapolitan territory, the best and perhaps the most appreciated in the early days was that known as "The Coast" brand, being the kind made in the coast region around Vielle Italy. As the process of macaroni manufacture improved, it advanced into other parts of Italy, and the Anagni territory lost its lead.

### I Maccheroni Furono Originati In Sardegna

Neapolitani sono stati chiamati "Maccheroni Mangiatori." Tuttavia, questo non è sempre stato vero. Lontano tempo fa, per designare un napoletano si sarebbe dovuto usare il nome "Mangiatore di Pasta" o "Mangiatore di Spaghetti."

La ragione di ciò è che la maccheronificazione non originò a Napoli e fino al 1500 la tradizione è interamente sconosciuta in quella città.

Questo fatto è un po' sgradevole per i napoletani che si sono orgogliati di essere i padri della maccheronificazione, mentre in verità sono solo i genitori adottivi. Ma la verità è la verità, anche quando è sgradevole.

Quello che spesso accade a un fondatore, accadde al nostro "buono cuore" che si prese cura di lui, gli diede un "cartoon", lo portò in alto, così che quando se ne andò si godesse della posizione invidiabile che egli avrebbe potuto assumere.

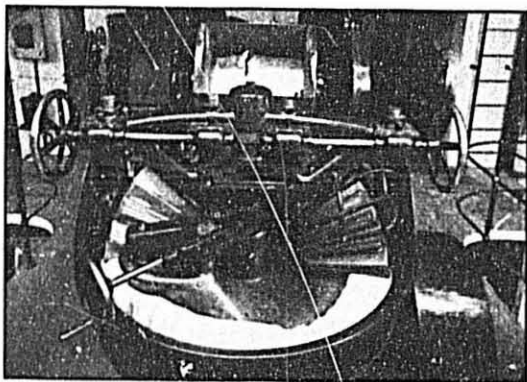
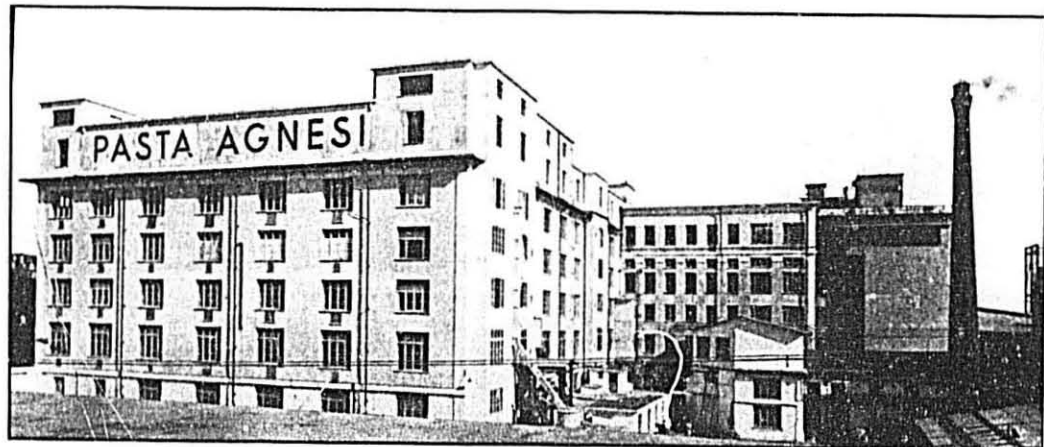
Maccheroni era un povero trascurato figlio del popolo dell'Isola di Sardegna, e più precisamente di quella della sua città, Cagliari. Nessuno di loro, possedendo qualche cosa, si curava di lui. Alcuni saggi viaggiatori di gusto e di vero giudizio accidentalmente scoprirono l'arte della maccheronificazione, apprezzarono le sue qualità di buon cibo, e portarono la loro conoscenza di produzione in un paese più prospero—un paese più appropriato.

La diffusione della maccheronificazione e il suo crescente successo furono rapidi. Il suo successo fu straordinario. L'origine stessa fu però ben presto dimenticata. Fin verso il 1600, il poeta Sgrittendo scrisse una satira spiritosa sulla vita napoletana, con il suo rammarico e il suo lamento per il fatto che stava lasciando la Sardegna e il suo preferito maccheroni.

Il nome di questo sostanzioso ed economico cibo si diffuse presto al di fuori dei confini di Napoli e ovunque fu adottato e adattato. A Firenze si conquistò immediatamente il famoso cortile dei Medici, così che quando Maria di Medici divenne la sposa del Re di Francia, ella portò con sé il suo gusto e il suo desiderio per i maccheroni. Durante il regno della regina, i francesi del suo tempo cominciarono a mangiare maccheroni. Così la sua produzione e il suo consumo si diffusero in tutte le parti del mondo civilizzato, con più o meno ritardo, a seconda delle soste del suo progresso.

Per la grande quantità di maccheroni fabbricati nel territorio napoletano, il migliore e forse il più apprezzato nei primi tempi era quello che si chiamava "il Mare" brand, essendo quello che si faceva nella regione costiera intorno a Vielle Italia. Come il processo di fabbricazione dei maccheroni migliorò, si avanzò in altre parti d'Italia, e il territorio di Anagni perse il suo primato.





## From Wheat to Macaroni

*Illustrated story of the modern method of  
spaghetti making in Italy—its  
national food*



seeking writers and to show to the industry and to the consumers everywhere that Italy has many modern plants of which it can rightfully boast, there are reproduced here some interesting scenes from the very modern plant of Paolo Agnesi e Figli, Oneglia, Italy.

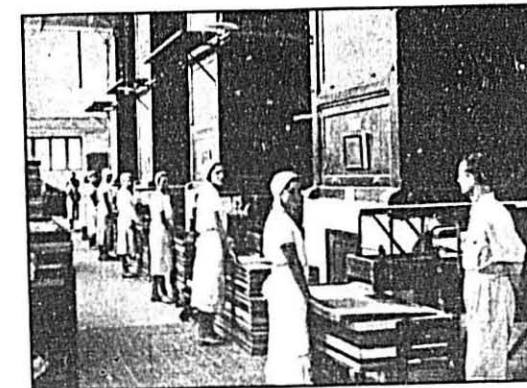
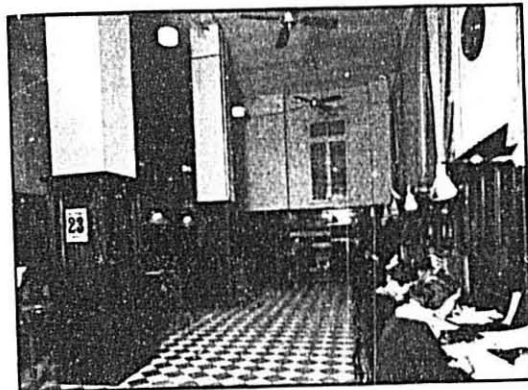
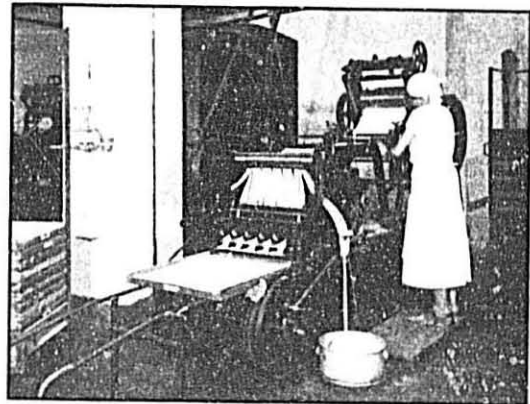
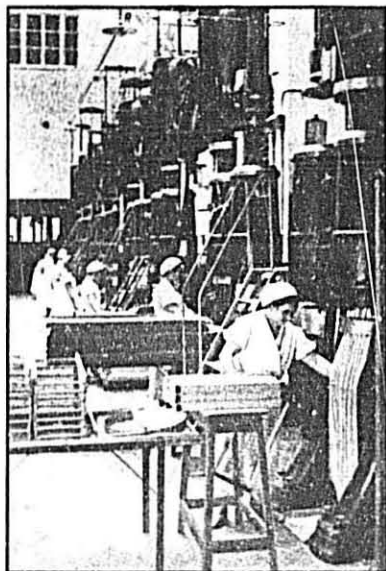
A well illustrated story of this up-to-date macaroni factory appeared in the January 1938 issue of "Le Industrie dei Cereali," which devotes much space to "Il Pastificio"—The Macaroni Industry. The article is headed: "From Grain to Macaroni Products" ("Dal Grano alla Pasta"). Naturally it tells of the early history of the firm, of its small beginning in 1880 and its development to its present day greatness; selling its products in all countries of the world. The firm was founded by Cav. Giacomo Agnesi, who was born in 1859, and died in 1929 leaving behind him a monument to his ability and his foresight.

Like many of the European plants, a semolina mill is an important annex of the plant. The operator needs be a miller as well as a macaroni maker.

The views on these pages illustrate the whole story. They

Unfortunately for the macaroni trade in this territory, altogether too many "publicity crazy" writers glory in dwelling on the rare, almost extinct sights of macaroni-spaghetti-vermicelli making in the open. They ignore entirely, perhaps purposely, the true fact that there are in daily operation in the country many of the world's most modern, the most sanitary plants, exclusively devoted to the conversion of the nutritious durum wheat—"Grano Duro"—into one of the most economical wheat foods known to mankind.

To offset the irreparable harm done by these sensation



should serve to banish entirely from the minds of manufacturers in the United States the erroneous impression of unsanitary conditions in plants of Italy as many of the writers referred to apparently seek to infer. They further prove that the progressive manufacturers in Italy, like the progressive manufacturers anywhere else in the world, must and do keep step with progress in macaroni-spaghetti-vermicelli making, as must be done in any line of production.

### EXCELLENT TRANSLATION

Specialists find it almost impossible to literally translate into the more harsh, more commonplace English, the beautiful, sonorous and poetic Italian.

This has been accomplished with more than ordinary success in the accompanying article "Dal Grano Alla Pasta."

In reading it, one can almost feel the pulsation, the poetic motion of the machines that mill and process so delicious a grain food.

The Editor.

### Italian Industries

By Renato Comparini

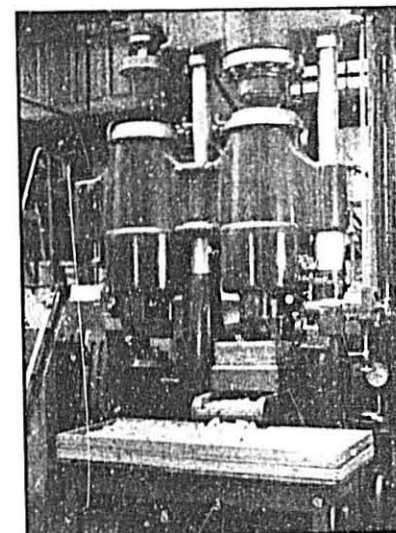
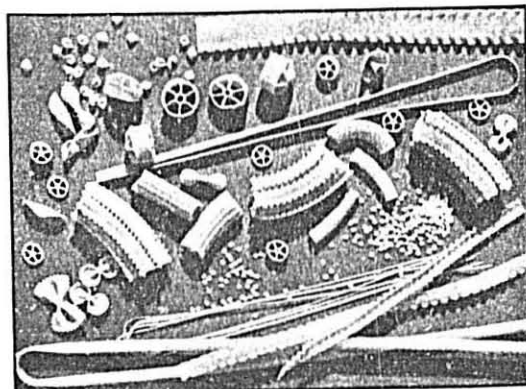
In a small port a steamer moored to the wharf is plying very serenely, and with its low and rhythmical muttering seems to regulate the discharge of its cargo. At some distance from the wharf the sea is trembling under the breath of the tramontana (the North Wind), which causes wrinkles in its surface and carries away the spume as meshes of fine lace.

On the slopes, where the little white houses of old Oneglia are closely aligned, little men are working near a crane and on the bellying ship. Now and then the high mechanical arm guided by one of the little men perched high up in a windowed turret, extracts from the entrails of the ship a giant handful

of sacks, and suspending them for a while in midair, little things unexpectedly raised from the darkness of the ship's hold into the chilling and intense light of broad day, places them on a lorry or freightcar, on which other men arrange, count and deposit them.

It is wheat, recalled for a while to life, now starting toward death and resurrection.

In a few minutes the yellow grains contained in the sack will fall with the noise of a sudden and tumultuous hail, into the bins of the Agnesi Macaroni Factory, built close by. These grains, the purest fruits of earth as well as the simplest expression of the most genuine and most patriarchal labors of





men, will be subjected to the reign of the machines, and will leave the factory in the form of macaroni products.

#### The Common Destiny—The Milling

Without interruption the wheat grains follow a set course before they leave the mill completely transformed. Giant elevators move the wheat on to scales for weighing and then into huge roller mills for transformation into meal. The destiny of soft and the hard grains is quite the same; if they belong to the tender variety of wheat which does not resist pressure and which, when ground, liberate the white flour they contain, they will pass between two polished cylinders or rollers which crush them; on the contrary, if the grains belong to the variety of hard durum wheat which is more difficult to crush, i.e., that, when crushed present an amberlike consistency, they are cut and divided into parts by two great rollers with grooves having sharp ridges which intersect one another. Anyway, as we observe it, their destiny is not exactly the happiest; the poor grains of wheat find a worthy death.

#### The "Rumba" of the Sifters

The crushed grain now passes to the sifters. It is necessary to keep it separated, because from the white flour obtained from the tender wheat one makes bread, and from the meal obtained from the durum wheat one gets semolina for macaroni.

The sifters are very curious machines. They are huge, squat, quadrangular boxes, connected through four sleeves of linen with conduits that convey the flour or semolina to their destination. In performing this work the sifters or bolters are dancing all day long through a strange "rumba" on their short mobile legs. In the meantime the flour and the semolina pass through eight different sieves, separating the tiny grains accurately during a continuous snow shower from one sieve to another.

The grain, as generally known, is now dead, completely dead. That meal made from the vitreous durum wheat into semolina for macaroni, descends from the sifters through large conduits to the cycloplastic mixers, at which mixing specialists control the mixing of semolina and water in the preparation of the primary dough for the next process, kneading.

#### Pastification or Manufacture

The ground wheat is now in a great compartment on the ground floor of the building. Light entering from large windows reveals the extraordinary cleanliness of everything; the brilliant polish of the machines and the immaculate costumes of the workers. We can see no frenzied strain; everything proceeds methodically and rationally. Every one has his specific work, an almost mechanical duty to perform.

Almost unexpectedly one of the giant mixers reverses itself quite completely. The primary dough of many small moistened granules of semolina passes to the kneader. Immediately the grooved cylinders, in the kneader, gripping, biting and cutting, reassemble and combine the granules of dough into a yellow flood which almost makes one giddy. The dough seems to boil in the enormous revolving basin with steel rims. When the dough has freed itself from the plough and kneading cylinders, it rises seemingly into the air only to fall immediately under the pressure of the next roller which grips and rolls it flat. In a short time the formless mass which came from the mixer a few moments before in the form of golden granules is transformed into an undulating band of dough which the workers transfer to the waiting press, in the entrails of which it disappears very quickly.

#### For You, Connoisseurs

Now enter into the scene of the macaroni-forming machines. The dough shoved by pressure in the great presses seeks to find a way of escape. It can do so only through the dies which give it shape or form. Finally you may see slowly emerging the "capelli d'angelo" (angels' hair), the "capellini" (little hairs), both in fine strands; the twisted "fusilli" (little spindles); showers of tiny "scintille" (sparks) and "puntine" (little points). Or you may vision the Milky Way of the "stellini" (little stars) which fall upon one another; you see

emerge from the forming machine the thick "chifferoni rigati," the "abissini" and the "chinesini"; furthermore one may see the "tagliatelli" which the trained working women gather into bundles. . . .

There are forms for every taste; "carone" (crowns) for so many kings as the earth could not accommodate; a light and thin paste which when cooked can be crushed in the mouth through the simple pressure of the tongue against the palate; "mille rigati" which between the teeth gives the impression of milling and seems very solid in the mouth, inciting a healthy appetite; large and small spaghetti, so tempting that if one closes his eyes he will immediately imagine a steaming dish of this wonderful food and at once ask where is to be found the nearest "trattoria" or eating place.

After careful drying, a most delicate process, this all-wheat food in a new, very appetizing form is ready for packing and packaging to insure its safe journey from factory to ultimate consumer in the best of shape, ready for the loving care of cook or chef and quite capable of appeasing either the most delicate or the most voracious appetite.

Truly, the grain of the field has been resurrected for the happiness of the connoisseurs!

### Macaroni's Origin in Sardinia

(Continued from Page 13)

ership to the City of Torre Annunziata and then to Gragnano whence the industry swept to all parts of the world.

No one knows just why macaroni manufactured in the Gragnano region gained its high reputation for quality. The fact remains that local and foreign manufacturers have made special studies of the Gragnano factories and their manufacturing processes, following closely every detail of production, but with no practical results except to conclude that the real secret of the high quality might be attributed to the fine water that abounds in that region and its salubrious climate.

The "Borboni of Naples" made macaroni a royal dish. Macaroni was never absent from their table. Maria Sofia, the young bride on her arrival from Baviera after her wedding partook of this tasty food at a royal banquet held in Bari, Italy. It was a traditional kind of macaroni, a form generally known as "Zita," which in the local dialect refers to wedding. Her husband, the last and unfortunate King of Naples, was so fond of a shape known as "Lasagne," that his father called him "Lasagnone or Lasa," meaning heavy eater of "Lasagne."

Public eating of macaroni and spaghetti on the sidewalk cafes of Naples is very common, but nothing has done the product greater and more lasting harm than the ridiculous exhibitions of spaghetti-eating often put on for the amusement of tourists.

### I Maccheroni Furono Originati

#### In Sardegna

(Continued from Page 13)

Ci sono stati industriali italiani e stranieri che hanno studiato i tipi degli stabilimenti, hanno ingaggiata la mano d'opera locale e hanno tentato di copiare tutti i dettagli della fabbricazione gragnanese senza ricavarne uguale prodotto, per cui se ne è dovuto dedurre che il segreto principale debba consistere, forse nella qualità dell'acqua adoperata e più ancora nel tipo del clima imperante a Gragnano.

I Borboni diedero un suggello di regalità alla pasta. A tavola del Re se ne mangiava sempre: Maria Sofia, freschissima sposa venuta di Baviera, al banchetto nuziale, in Bari, mangiò i "maccheroni di zita", maccheroni tradizionali per i festini di nozze ("zita" in dialetto vuol dir sposa). E il marito, l'ultimo infelice Re di Napoli, era così ghiotto delle "lasagne", che il padre lo chiamava appunto "Lasagnone" o "Lasa."

I mangiatori di maccheroni nelle pubbliche vie erano uno dei più tipici motivi folkloristici di Napoli, per cui ci fu fatto tanto torto all'estero.

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Colburn S. Foulds, Pres.

Mill—  
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Executive Office—  
220 W. 42nd Street, New York City



## PLANT MAINTENANCE DEPARTMENT

### Modernized Macaroni Drying

*A Technical Discussion of a Common but Still Perplexing Problem*

Probably the least understood principle in the production of food products is that of drying. This is particularly true in macaroni making where proper drying is so important, almost vital. Drying systems reduced to their simplest elements consist of a means for increased drying action. Since the thickness of this film is independent of the

the surface must pass through this film of air by diffusion; after which it is removed by air currents. This film of air though minute in depth has a tremendous resistance to the transfer of moisture. The film thickness has been shown to be independent of the velocity of the passing air. Since this film produces fully 60 per cent

To overcome this effect with other than the more modern systems, it is necessary to supply heat of high temperature. The extra heat thus added causes wrinkles in drying some products, warping in others, and in all products it causes a case hardening effect that greatly increases the resistance to the flow of moisture through the material. This case hardening effect is principally a reduction of the size of pores in the body.

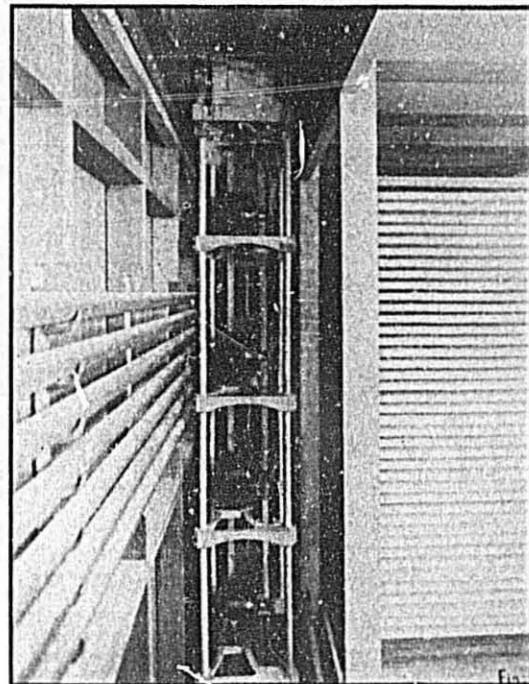
Figure 1 is a photograph of the moving apparatus of a modern system as installed in a cabinet dryer of a macaroni-noodle manufacturer. Figure 2 is a photograph of the trucks with their load of trays bearing products to be dried.

Due to breaking up of the film, the air in motion is able to handle closer to its theoretical quantity of moisture thus reducing and in most cases eliminating the necessity for refrigeration and humidity control apparatus. This point alone means greatly simplified and cheaper equipment. The film breakage further allows the use of lower drying temperatures which not only reduces the fuel requirements but eliminates the wrinkled, warped and otherwise blemished products.

The random movement of air results in the maintenance of an even temperature and equal drying rates over the entire dryer. In addition to meaning better production schedules this uniformity has other advantages, as for instance uniformity of color of product, elimination of bleaching as in the production of egg noodles, etc.

The theoretical amount of moisture which the air will remove is directly proportional to the difference between the wet-bulb and the dry-bulb temperature of the entering air, while the actual amount absorbed by a given quantity of air is measured by the drop in dry-bulb temperature between the air entering and leaving the dryer, less a slight correction for radiation. For the same reason the higher the temperature of the entering air (for a given initial moisture content) the greater will be the amount of moisture removed per given quantity of air and the greater the economy of the dryer.

Few drying systems of the customary type are able to attain an overall efficiency greater than 35 to 45 per cent. The principal factors, other than as stated before, in lowering the efficiency is the power required for dehumidification and the fan and airdraft performance. With a modern system double this efficiency is common on account of the elimination of these undesirable losses. Practically every problem in air



The battery of fans on a movable carrier that moves from one end of a drying room to the other, causing an even distribution of the air over the goods to be dried.

velocity, a mere reduction of velocity by intermittent operation of a fan system will not serve to break up the film. To do so it is necessary to actually reverse the direction of the passing air over the product. Various accessories are added to control the temperature and the moisture carrying ability of the air thus passed over the goods.

Experiment has shown that moisture in solid bodies tends to flow toward points of higher temperature. It has also been proven that a film of air of finite thickness exists at the surface of the body. That this film is stationary, that is there is no movement of the air in this film. If the outside of the body to be dried is higher in temperature, then the interior moisture will move to the surface. Moisture having reached

of the total resistance to the travel of moisture, its elimination means greatly air flow—to create a haphazard flow of air. This has been done by a new system by mounting the fans on a carriage and moving this carriage to and fro past the products to be dried.

The second element of loss in a drying system is the power required to overcome the air flow resistance through the dryer. By moving the fans past portions of the system this resistance is so far reduced that large saving in power is possible.

The third factor in drying is the refrigerating effect of a continuous draft. The draft results in evaporation of the surface moisture. This evaporation causes a reduction in temperature thereby reducing the rate of moisture travel from the interior to the outside.

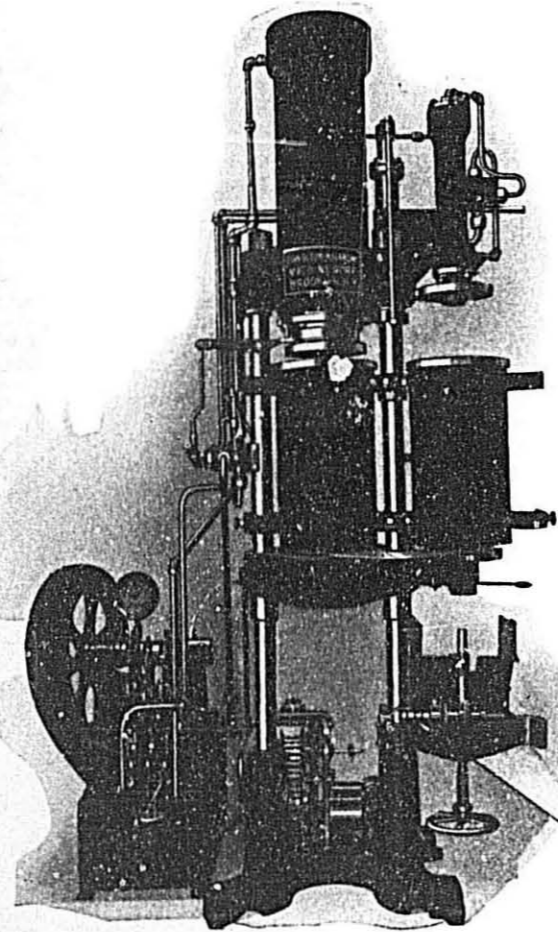
June 15, 1938

THE MACARONI JOURNAL

19

## Consolidated Macaroni Machine Corporation

Designers and Builders  
of  
High Grade Macaroni Machinery



The 1935 Streamlined Press.

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process and drying presents its individual considerations which affect the overall efficiency of the final installation. The peculiarities of the material

Summarizing the various advantages of any of the several more modern drying systems, we see that only 10 to 20 per cent of the usual electrical power of

automobile plants, although payrolls in the steel and automobile plants were about the same as in mid-March. Reductions in employment in cotton textiles and in certain clothing industries were partly seasonal. Employment gains were reported by some of the building supply industries, such as brick and cement, and in the manufacture of foods.

"Railroads laid off about 15,000 men, although employment usually increases in April. About 45,000 coal miners lost their jobs as demand for coal declined. Public utilities reported little change in employment."

"Employment increased during the month in private building construction and in quarries. These gains, although smaller than usual for April provided considerable additional employment. Employment also increased seasonally on Federal construction projects and on state road work."

"The most important employment increase during the month was in retail trade, where approximately 160,000 workers were taken on to handle Easter and spring buying, which reached a peak in mid-April. This expansion in employment amounting to nearly 11% for stores selling general merchandise, was delayed this year because of the late date of Easter. Taking the spring season as a whole the gain in retail employment has been somewhat smaller than usual. Wholesale firms continued to reduce their forces slightly."

#### Manufacturing Industries

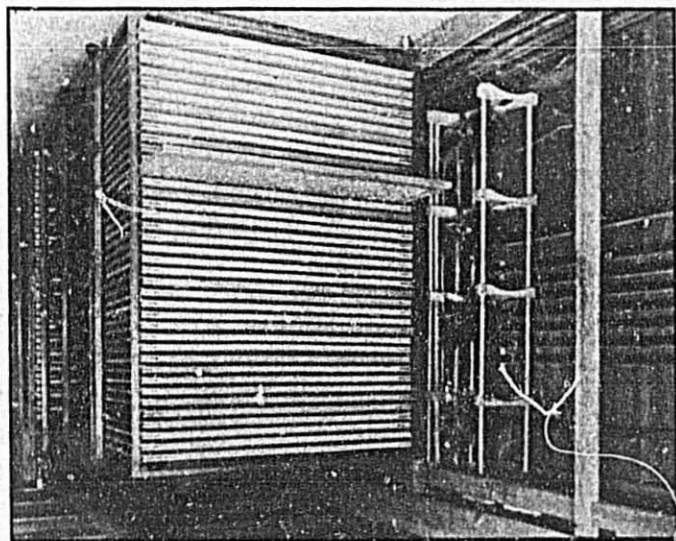
Factory employment decreased 2.6% and payrolls 3.8% in April, according to preliminary reports. Normally there is a slight increase in employment, while payrolls usually decline by about 1%.

Continuous reductions in factory employment since August of last year, with the single exception of February 1938, have brought the Bureau's index for April to 79.6% of the 1923-25 average. This is 22% below the level of last April. The payroll index for April 1938 is 70.5% of the 1923-25 average, 32.8% below a year ago.

#### JOB IS MAN'S BEST FRIEND

A man's job is his best friend. It clothes and feeds his wife and children, pays the rent and supplies them with the wherewithal to develop and become cultivated. The least a man can do in return is to love his job. A man's job is Grateful. It is like a little garden that thrives on love. It will one day flower into fruit worth while, for him and his to enjoy. If you ask any successful man the reason for his making good, he will tell you that first and foremost it is because he likes his work; indeed he loves it. His whole heart and soul are wrapped up in it. His whole physical and mental energies are focused on it.—U. S. Senator Capper.

Sport Note: Once upon a time a poor fellow lost his amateur standing, and now he can't make a cent.



A truckload of drying trays filled with macaroni-noodle products in relation to the air circulating fans on a movable carrier.

to be dried, the allowable temperature and the speed with which the process must be effected, and the mechanical or physical limitations imposed by the plant conditions themselves are all factors which must be carefully considered in the design of air processing and drying equipment.

other systems is needed. Only one-fourth to one-half the usual heat is required. The initial installation cost is so much lower than the usual methods, whether for a new or reconstructed plant, that saving in fixed charges should interest every plant having a drying problem.

#### Employment and Income Drop

About 3,000,000 lose jobs since April 1937. Weekly payroll now \$70,000,000 smaller.

There was a small seasonal increase of about 70,000 in employment in non-agricultural industries in April. Retail trade and construction activity increased seasonally, offsetting marked declines in factory and mining employment, Secretary of Labor Frances Perkins announces. "Ordinarily about 400,000 employees are taken on during April as seasonal industrial activity increases," she said.

"Since April of last year there has been a reduction of more than 2,500,000 in the number of people on the payrolls of private industry and of public agencies engaged in regular government activities, exclusive of WPA and other Federal and state emergency projects. Since last autumn when the marked decline in industrial activity began, it is estimated that approximately 3,000,000 people have been laid off.

"Factory employment continued to decline in April, in contrast with the slight

seasonal gains of recent years. The decline of 2.6% since mid-March indicates the release of approximately 180,000 wage earners from their jobs. Weekly wage disbursements fell by 3.8% or about \$5,600,000. As compared with last year at this time, the level of factory employment was down by 22% and payrolls by 33%. It is estimated that there were approximately 1,900,000 fewer wage earners in factories than in April 1937, and that their weekly payrolls were \$70,000,000 smaller.

"The more pronounced decrease in payrolls than in employment from March to April reflected further curtailment in plant operating time in many industries. A somewhat larger number of wage-rate reductions was reported than in previous months.

"Most manufacturing industries reduced their working forces. Of the 89 industries which regularly report to the Bureau of Labor Statistics 71 had fewer employees in mid-April than in mid-March. As in earlier months the durable goods industries as a group reported a larger decline in employment (3.2%) than the nondurable goods industries (2.1%). Considerable numbers of workers were laid off by the machinery industries, railroad repairshops, and steel and

## Report of Director of Research for May

By Benjamin R. Jacobs

The annual convention of the Association is only two weeks off. One of the subjects for discussion at this convention is Standards For Macaroni Products. Under these Standards it will be necessary for the Industry to adopt a system of labeling its products. At present there is no definite method for labeling food products. Under the Mapes Amendment to the Food and Drugs Act food products in hermetically sealed containers are required to be labeled only when they fall below a minimum standard and even for the Canning Industry only a few minimum standards have been promulgated; these include peaches, pears, apricots, cherries, tomatoes and peas. There are scores of other canned fruits and vegetables for which there is as yet no minimum standard.

There are three bureaus in the U. S. Department of Agriculture charged with enforcement of Standards and labeling requirements in food products. The Bureau of Animal Industry has charge of the enforcement of the Meats Inspection Act; the Food and Drug Administration which enforces the Food Law and is charged with enforcing its provisions against misbranding and the Bureau of Agricultural Economics which has charge of the Administration of the Warehouse Act which has authority to establish grades in canned fruits and vegetables.

The Bureau of Agricultural Economics has adopted what is known as the ABC system of grading. This system uses as a basis a "weighted" scoring of the characteristics which are assumed to measure the quality of the product graded. An arbitrary value or weight is given to each grade on the basis of 100

for the total. The relative quality score is then divided into groups. These groups are represented by the symbols A, B and C. Grade A products are those which fall within the score of 90 to 100. Grade B are those which fall within the score of 80 to 90, etc. This would appear to be a very simple means of grading food products. However, the Food and Drug Administration will not accept the scoring of the Bureau of Agricultural Economics for prosecutions of cases under the Food and Drugs Act as it does not consider that the line of demarcation between grades is sufficiently well defined to insure successful prosecutions.

On the other hand the Food and Drug Administration as well as the National Canners Association have developed a system of descriptive grading which is considered to be easier of enforcement and more informative to the consumer. This system of descriptive grading requires that the characteristics which define quality be placed on the label of the container. One objection to it is that it fills the label with a lot of printing matter which most consumers will not take the time to read. And another objection is that unless all the characteristics used for defining quality are declared on the label that the omissions may mislead the consumer more concerning the quality of the product as they may be more important in defining quality. In my opinion the ABC system of grading is more valuable to macaroni products than is the descriptive system. The consumer of macaroni products is not concerned with the characteristics which go to make up quality in our products. She is concerned only in whether the product is or is not of first quality. The term "Grade A" has

wide acceptance in milk which is the most common food used in the household, and to the housewife it means the highest quality. In the same way grade A macaroni would mean the highest quality regardless of whether it is color, tenderness, flavor, cooking quality or any combination of these. If the Industry can by any means determine accurately these characteristics which constitute quality in macaroni products and can give them even an arbitrary scoring it would appear that we would be making great strides in improving the quality of our products.

By the time the convention meets in all probability the new Food and Drugs Law will be on the Statute books as it has already passed the House of Representatives and the Senate and will go to conference for adjustment of differences. One year after this law is passed it becomes effective so far as the Macaroni Industry is concerned and under its provisions the Secretary of Agriculture is empowered to establish standards of quality and of identity which will materially help in raising the quality of our products. But even if this does not take place a system of grading based on characteristics which determine quality can be enforced under the trade practice rules as soon as this system is accepted by the Federal Trade Commission.

The Laboratory of the Association has been working diligently on standards as well as on methods of improving the procedure for the analyses of macaroni products and we believe we have obtained results which will help materially in making more accurate our analyses and in determining with a greater degree of certainty the grades of macaroni products.

#### Revenue Act Becomes Law

By Claude Dudley

The Revenue Act of 1938 became law at 12:01 a. m. May 28, 1938. The President permitted it to become law without his signature.

The principal features of the Revenue Act are the practical abandonment of the undistributed profits tax and the revision of the capital gains tax. The undistributed profits tax is eliminated entirely for all corporations whose net income does not exceed \$25,000. Its effect is limited to a maximum tax rate of 2 1/2% for all other corporations.

Corporations with net income of not more than \$25,000 will pay a tax of 12 1/2% on the first \$5,000 of net income, 14% on the next \$15,000 of net income, and 16% on the next \$5,000 of net income.

Corporations having net income of more than \$25,000 will pay a tax of from 16 1/2% to 19% of their net income, the exact rate within these limitations to depend on the extent to which they distribute their earnings to their stockholders. If the dividends paid equal or exceed their net income, the minimum rate of tax of 16 1/2% will apply. If no dividends are paid, the maximum rate of tax of 19% will apply. If 50% of the net income is distributed in dividends, an intermediate rate of 17 1/4% will apply. The exact rate of tax to be applied is reduced from the maximum rate of 19% in the exact proportion which the dividends paid bear to the net income.

Corporations are thus granted substantial relief from the undistributed profits tax of from 7% to 27% provided for in the old law. In addition to the substantial reduction in the rate of un-

distributed profits tax, relief provisions have been made to remove some of its most objectionable features. These include a net loss carryover for a period of one year, a dividend carryover for a period of two years, a credit for amounts used or irrevocably set aside to pay or retire debts existing on Dec. 31, 1937, exemption for corporations having an accumulated operating deficit, and a credit for consent dividends where the stockholders agree to include in their taxable income their proportionate shares of the net income of the corporation.

Corporations which keep their books and file their returns on a fiscal year basis should take notice, however, that the new Act does not apply to a fiscal year ending in 1938. It applies only to a taxable year beginning after Dec. 31, 1937. In other words, it applies to the calendar year 1938 and all fiscal years ending in 1939.



## Alfonso Gioia Retires

Effective March 5, 1938 the name of the firm of A. Gioia & Bro., Rochester, N. Y. was changed to the Gioia Macaroni Company.

Alfonso Gioia, for many years presi-



Alfonso Gioia, founder and former president of A. Gioia and Bro. who recently retired from the macaroni making trade.

dent of A. Gioia & Bro. has retired from the firm, leaving its management in the hands of his brothers Samuel Gioia and Antonio Gioia, long associated with him.

The firm will operate the large plant at 71 to 105 Parkway, Rochester under its new name and will continue its membership in the National Association of which the retiring executive was formerly president, and of which he is still a director, representing Region No. 5.

Alfonso Gioia will devote all his time to his many other business interests in and around Rochester, spending most of it on his nearby estate. Long recognized as a conservative leader in the trade his wise counsel will be missed in the councils of the organization and in the activities of the trade.

It is some satisfaction to a barber to know that he is in close touch with the heads of many organizations.

## Macaroni Industry's Trade Practice Rules Given Tentative Approval

(Continued from Page 10)

on proportionally equal terms to all other customers competing in the distribution of such products or commodities.

(d) *Prohibited Discriminatory Services or Facilities.* It is an unfair trade practice for any member of the industry engaged in commerce to discriminate in favor of one purchaser against another purchaser or purchasers of a commodity bought for resale, with or without processing, by contracting to furnish or by furnishing, or by contributing to the furnishing of, any services or facilities connected with the processing, handling, sale or offering for sale of such commodity so purchased upon terms not accorded to all purchasers on proportionally equal terms.

(e) *Illegal Price Discrimination.* It is an unfair trade practice for any member of the industry or other person

## Evaluating the Quality Of Macaroni Products

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

The following is an abstract of a paper and discussion by two leading chemists to be made at the 10th convention of the American Association of Cereal Chemists as prepared for publicity purposes by Victor F. Marx, chairman.

The term "quality" as applied to macaroni products is discussed and the factors associated with desirable commercial characteristics are classified and detailed as consisting of color, mechanical strength and cooking properties.

Various methods for measuring color are described and a matching-type procedure employing Munsell discs is recommended. Suitable discs for analyzing macaroni products are listed and formulae for computing single figure color scores from both Munsell and Wallace & Tiernan disc results are presented.

An instrument for measuring transverse breaking strength has been developed. In macaroni were protein content is the only major variable, breaking strength increases with rising protein content. However, breaking strength appears to be greatly influenced by variations in processing conditions.

A standard cooking test has been developed together with methods for the determination of wet and dry macaroni volume, water absorption, volume increase and disintegration upon cooking. A method and recording instrument for measuring the tenderness of cooked macaroni have also been developed the results of which are expressed as a single figure tenderness score. Tests conducted on several hundred samples show a range of 89.4 to 186.5 in tenderness score.

## Macaroni Hole No Mystery

Curiosity as to how the hole gets in macaroni resulted in a morning spent recently in one of the largest macaroni and noodle factories in the country, writes Miss Edna A. W. Teall, staff

writer of the Newark, N. J. News of May 23, 1938.

"And now we are wiser about the hole and a number of other things incident to the manufacture of these popular pastes.

"But that hole. It is dependent on about the biggest and littlest things in the factory; first a plunger with hydraulic pressure of around 5,000 pounds and second tiny pins which are at the bottom of holes in a disk through which the paste is pressed.

"The pin has three wings at the top which divide the paste evenly as it is pressed through, and the extension of the pin at the bottom completes the process.

"We often think of macaroni and its family of spaghetti and noodles as essentially Italian. But its history, we were told, leads back to China. The legend is that a Chinese woman was mixing dough under a tree and some twigs fell into it. She forced the dough through a sieve and hung the strands in the sun to dry instead of putting it as usual on hot stones.

"And do Americans eat it? The consumption is millions of pounds per year."

## Recommend Meat and Macaroni Salad

Though the summer is the natural salad season, salads are now served throughout the year. Here is one that will be appreciated in all sorts of weather:

### Meat and Macaroni Salad

3 cups diced meat  
2 cups cooked elbow macaroni  
½ cup diced celery  
½ cup diced sweet pickles  
Salt and pepper  
Salad dressing  
Lettuce or escarole  
Stuffed olives.

Have meat diced into one-fourth to half-inch cubes. Drain cooked macaroni and wash with cold water to prevent it sticking together. Combine meat, macaroni, diced celery and pepper and moisten with salad dressing. Serve on a bed of lettuce or escarole and garnish with sliced stuffed olives.

engaged in commerce, in the course of such commerce, to discriminate in price in any other respect contrary to Section 2 of the Clayton Act as amended by the Act of Congress approved June 19, 1936 (Public No. 692, 74th Congress), or knowingly to induce or receive a discrimination in price which is prohibited by such section as amended.

A committee on trade practices is hereby created by the industry to cooperate with the Federal Trade Commission and to perform such acts as may be legal and proper to put these rules into effect.

(THESE RULES HAVE NOT BEEN FINALLY APPROVED BY THE FEDERAL TRADE COMMISSION. They are a draft of proposed rules which, after receiving tentative action of the Commission, are made available to all interested or affected parties for their consideration and for submission of such views, suggestions or objections as they may desire to present. Due consideration thereof will be given by the Commission before proceeding to final action on the proposed rules.)

## Rossotti Lithographing Company Holds 40th Anniversary Jubilee

To commemorate the 40th anniversary of the founding of the Rossotti Lithographing Company, New York, a surprise dinner was given to Alfred F. Rossotti, president, and Charles C. Rossotti, treasurer, on May 21 by the 150 executives and employes of the organization. When Alfred and Charles entered

in the conduct of the business. Mr. Castro called for an interval of silence in memory of Edward F. Rossotti.

Telegraphic messages of congratulation from the managers of the company's branch sales offices were read by Miss Nancy Rappa, office manager.

The climax of the program arrived



the large dining hall at Rogers Smith, New York city, they were greeted by lusty cheers, singing, and stirring march music.

D. W. Killip, salesman, was toastmaster and introduced the heads of the various departments and several veteran employes, who extended warmest congratulations to Alfred and Charles, the directing heads of the company.

Albert Castro, a friend and fellow worker of the late Edward F. Rossotti, paid tribute to the sterling character of the founder of the business, who passed away in 1932. It was a source of deep satisfaction to him that the business was being continued under the able, energetic leadership of the two sons, Alfred and Charles. Mr. Castro also expressed admiration for Claire Rossotti, only daughter of the founder, who as vice president is assisting her two brothers

when one of the employes of the shipping department approached the speaker's table with a heavy, veiled object. When uncovered by Mr. Killip, it revealed a beautiful bronze plaque with the following inscription:

40th Anniversary Jubilee  
Rossotti Lithographing Co.  
To Our Inspiring Leaders  
A. F. Rossotti C. C. Rossotti  
President Treasurer

At the top in an oval was a bas-relief medallion, showing the head of the founder of the business with the words "Edward F. Rossotti—1870-1932."

Alfred, Charles and Claire Rosotti spoke briefly, thanking the executives and employes for their expression of loyalty and thoughtfulness, and asking for the continued cooperation of each one in the future progress of the business.



I firmly believe that most driving weaknesses can be corrected if recognized by the driver. The trouble with most of us is that we do not want to recognize our own faults. On the other hand, we are always ready to mention the faults of the driver ahead of us.

Here are suggestions for correcting some of the most common mistakes made by drivers:

1. Drive within your limit. You may have your car under control at 40 miles an hour, but not at 60.
2. If you are color blind, watch others at stop lights.
3. If you cannot judge distance, do not take a chance in passing other cars.
4. If you get nervous, keep out of congested areas.
5. If you are not sure of the meaning of a sign, ask about it. Safe drivers ask many questions.

Watch these points. Your observance of them will make you a safer driver.

## Differing Traffic Laws Make Driving Difficult

The mere crossing of a state line may sometimes transform a safe and prudent driver into a lawbreaker and an unsafe driver—a natural result of the nonuniformity of traffic laws in the states. This is one of the conclusions in a study of traffic conditions and measures for their improvement which Congress directed the Bureau of Public Roads to make.

"It is generally accepted," says the Bureau in explaining this particular result of what it describes as chaotic non-uniformity, "that the manner of driving a motor vehicle becomes a habit and that the involuntary reflexes largely govern the handling and control of a vehicle by each individual. The involuntary response determines the reaction of the driver in emergencies. The driving habits of the individual, with few exceptions, are formed in a single state and a single community of that state."

Uniform traffic regulations throughout each state—with local ordinances subject to approval by the state and enforced primarily by local officers in cooperation with the state—are recommended.

## SHORT STORY

A kindly soul while visiting in the district met the oldest inhabitant, who boasted—"I be ninety-four, and I ain't got an enemy in the world." The kindly soul was elated. "That is a beautiful thought," she said. "Yes, Miss, they be all of 'em dead long ago, thank goodness."



# MACARONI PUBLICITY

Place the Macaroni Family in the Spotlight

## Showmanship in Macaroni Selling

By The National Macaroni Institute

"Business Is the Greatest Show on Earth!"

With human nature the same the world over, all classes of people everywhere have been found to respond readily and very naturally to showmanship. So everyone with something to sell—whether it be a product or a service—makes the best use of "showmanship," that valuable and stimulating aid to effective selling.

The Macaroni-Noodle manufacturing industry of this country is but one of the smaller units of American business, one of the many actors that go to make up the Big Show. Every other act in the "World's Greatest Show" is making all possible use of every trick and every means at its command to attract, to please and to satisfy the audience that is waiting to be entertained. Should the players in the Macaroni Act do less?

The Macaroni Act in the Big Show will get applause or consumer reaction only in proportion to the merits of the performance and in comparison with the value of the other acts. The better the Macaroni Act the greater will be the applause, the more fruitful the consumer reaction.

In these somewhat turbulent times, with the American Macaroni trade and other lines of business puzzled a little, faced on one hand by the keenest possible kind of competition from within and without but with a brilliant future beckoning onward those willing and capable of putting on the right kind of a show, Macaroni-Noodle manufacturers will find that good showmanship is the need of the hour—that more favorable publicity and well planned propaganda are the most useful tools at their command.

Examples of the good effects of good showmanship in business are almost endless. One of the earliest showmen was E. M. Statler pioneering the phrase: "The customer is always right." Another was John Wanamaker of department store fame for his single price policy. Thus he avoided a fight with every sale.

Getting closer to home, every macaroni-noodle manufacturer knows the profitable reaction to the showmanship of the C. F. Mueller Company when it popularized the phrase: "As a change from Potatoes." Perhaps there was never a bit of better showmanship than

that presented by the lively figures representing "The Energy Trio" during the ill fated national macaroni advertising campaign of less than ten years ago.

The Macaroni Industry has for its possible audience every living human being as all must eat to live. It is barely possible that there are some people living within the confines of this enlightened country who have never even heard of Macaroni, Spaghetti, Egg Noodles and the other many forms of this nutritious wheat food. This infinitesimal group can be dismissed as of little consequence. But for those who have heard about Macaroni Products and even partaken of it but have not become regular addicts, the show must go on, bigger and better than ever.

In the constant and improved reproduction of the Macaroni Act, it is well to remember that the consumer will applaud only that part of the show if it be properly influenced to that preference. There are so many good foods to choose from, all with their best foot forward, that it is up to the macaroni and noodle manufacturers to act their parts well—to put on the right kind of showmanship, not only to attract but also to hold the attention of the consumer.

The trend is toward showmanship in every branch of merchandising—advertising, window displays, sales conferences, packaging and every other recognized form of selling. The ultimate purpose is to educate the consumer and to do it entertainingly. Many of the successful firms in the Macaroni Industry have learned to appreciate the value of "Consumer Education" and the tactful imparting of education pleasingly. Therefore they are following closely in the footsteps of other successful businessmen who have used showmanship profitably, thus bringing their products out of the shadows into the limelight.

Recently the Macaroni Industry has put on two good shows. The public interest has been aroused. Both the National Week last fall and the Lenten Drive just completed are examples of the showmanship which consumers welcome. The actors in the Macaroni drama should soon start rehearsing for the big show which will be staged throughout the nation next fall. It should be bigger and better.

Macaroni Products, and that includes Spaghetti, Macaroni, Egg Noodles and

all other popular shapes of this popular wheat food, have all the good elements that go to make up a good show. All that is needed is for the actors to play their parts like stars, tell their story to an anxious audience—consumers and prospective consumers—vividly, accurately and interestingly. That's Business Showmanship.



### Macaroni-Noodle Week A Fixture

A "National Week" during which the attention of distributors and consumers will be favorably attracted to Macaroni-Spaghetti-Egg Noodle products will be an annual affair hereafter, if the hundreds of satisfied manufacturers, wholesalers, chain store operators and retailers have their wish. In reporting the findings deduced from a questionnaire of the subject sent generally to the trade, M. J. Donna, Director of The National Macaroni Institute, reported in part as follows on his letter of Friday, the 13th day of May 1938:

"Most everyone appreciates the advantages of an annual concentration of the public's attention on Macaroni Products during a set week of each year, and of its more general observance by manufacturers and distributors who will DO their BIT and to GARNER their SHARE of the benefits guaranteed by such national promotion.

"Our business immediately before and during the Lenten season was nothing to brag about," reports an enthusiastic manufacturer, "but we fear to think what it might have been had we not taken the fullest possible advantage of your timely and helpful campaign to make consumers macaroni-spaghetti-egg noodles conscious during Lent.

"In stores where Lenten posters were displayed and in cities where newspapers carried your illustrated recipe release our sales were above normal, while in the other centers they fell off alarmingly."

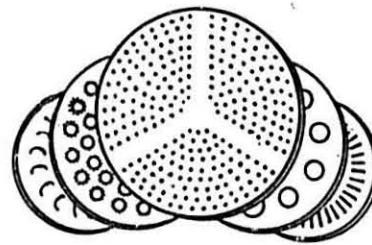
"That is the story generally related by those who answered the questionnaire. But the Posters and Recipe Folders were but a phase of the Lenten campaign. Of equally great, if not greater value to the trade were the publicity releases on 'Macaroni Products as Ideal Lenten Food,' so generally and so generously used by the women's page editors of

June 15, 1938

THE MACARONI JOURNAL

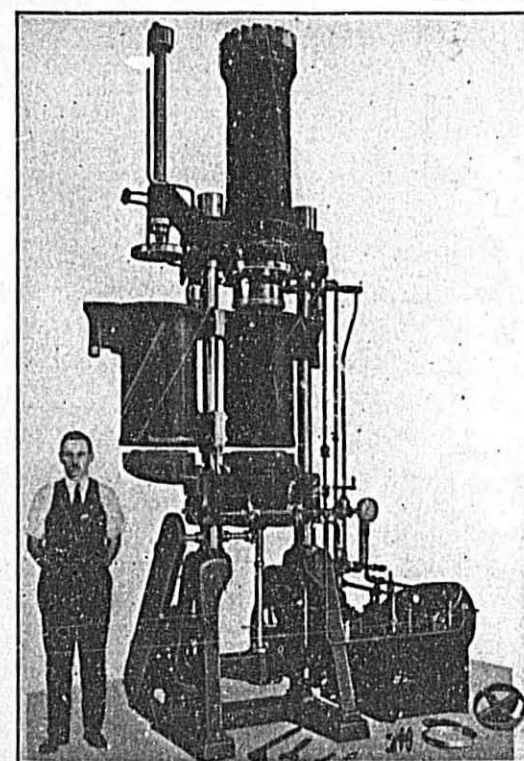
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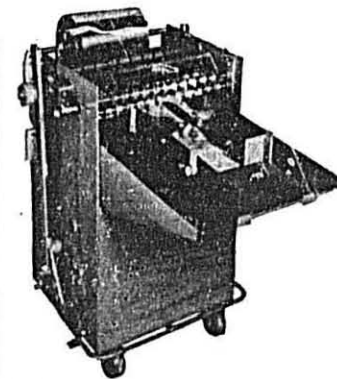
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newspapers and magazines for its timeliness and news interest."

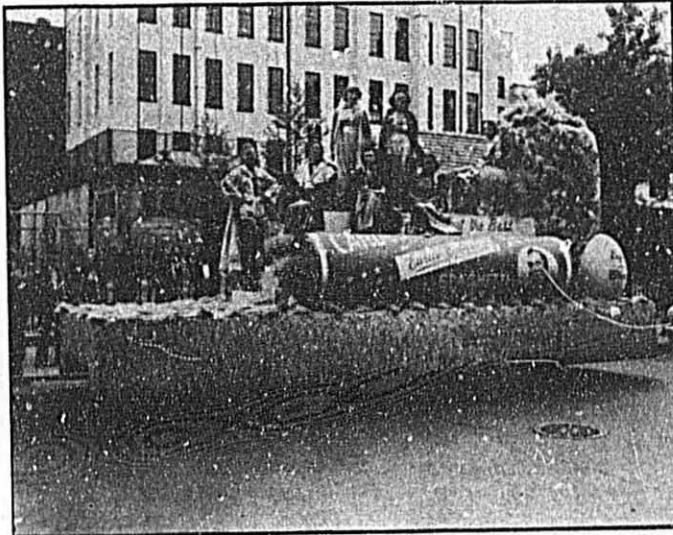
A confidential report on the coverage obtained was sent to all members of NMMA and other supporters of our Lenten drive. A complete report on all the publicity activities of The National Macaroni Institute since the last convention will be presented at the industry's 1938 conference in Chicago this month. To this convention of the trade every progressive manufacturer and allied in the trade is cordially invited.

☆

### Spaghetti on Parade

#### Motorcade Preview

As was to be expected, the Macaroni Industry did not overlook the opportunity to present its products in the most



favorable light in the gigantic motorcade staged in New York city on April 30, 1938 to publicize next year's big fair. Such publicity gained not only direct advertising for the "Caruso" brand of the sponsoring firm, but for every brand of macaroni products of good quality.

Thus spaghetti was made one of the main attractions in a motorcade composed of over 300 floats entered by the best known manufacturing concerns in the United States.

But was spaghetti the main attraction on the float? Beauties, eh!

Anyway, the float entered by the Atlantic Macaroni Co., Inc. of Long Island City, N. Y. that was viewed by many, many thousands as the motorcade wended its way from the Battery to the World's Fair Park was among the most popular in the parade. As planned it was the only float in the motorcade representing the Macaroni, Spaghetti and Egg Noodle Industry.

The float, as the cut shows, was as immense as it was beautiful. It was 23 feet long and 12 feet high—a real masterpiece.

It was designed after an allegorical subject, with Ceres, the Goddess of Wheat as the Spaghetti Queen, surrounded by her ladies-in-waiting. The Spaghetti Queen was seated on a throne made in the form of a 12-foot package of Caruso Egg Noodles.

The sides of the float were bedecked with wheat straw symbolic of a waving field of grain. Two large tubes, each 15 feet long, bore the label of the sponsoring firm. On either side of the throne were placed two large eggs with the printed legend: "Eggs and Wheat." Grouped in front of the Spaghetti Queen were the Ladies-in-Waiting appared in costumes representing the seasons of the year—Winter, Spring, Summer and Fall.

The float was a worthy representative of the macaroni company and of macaroni products generally, as attested by

the generous applause from the enormous crowds that jammed the sidewalks throughout the 16-mile route traveled by the motorcade, and which was reviewed by Mayor La Guardia of New York and Grover Whalen, the Fair's leading promoter.

### Noodles vs. Spaghetti— Them's Fighting Words

When Joseph Axelrod makes noodle soup, those are noodles you see in it—not spaghetti, says a recent Associated Press report from Los Angeles, Calif.

When two customers of Axelrod's cafe grew argumentative on the point, police assert, the restaurateur ran out and got a gun. The patrons gave up the argument and fled as six shots were fired.

Two other customers, not at all argumentative, will not be ordering noodle soup from Axelrod any time soon. They went to the hospital with flesh wounds.

### District of Columbia's Tax

The District of Columbia Revenue Act of 1937, for the fiscal year ending June 30, 1938, Public Act No. 314 (H. R. 7472), approved by the President of the United States on August 17, 1937, was re-enacted under the District of Columbia Revenue Act of 1937, As Amended and continued for the fiscal year ending June 30, 1939 by Public Act No. 519 (H. R. 10066), approved by the President on May 16, 1938, requires that every person engaged in business in the District of Columbia on August 17, 1937, or who shall engage in business therein after that date, shall obtain a license so to do, and shall in addition pay a tax based on gross receipts derived from such business in the District of Columbia, in excess of \$2,000, annually. This law applies to every person, resident or nonresident, doing business in the District of Columbia.

Liability of nonresident persons or firms is not confined to those who maintain in the District a branch office or resident representative. A nonresident is subject to the provisions of this Act if he solicits business in the District of Columbia either in person, through an agent, employe, broker or other representative, even though orders obtained through such solicitation may be subject to acceptance or ratification by the principal at his place of business. In addition, persons who ship goods into the District of Columbia in their own equipment, or in any manner (as C.O.D., etc.) whereby he retains title to the goods until delivery into the District, are subject to this law irrespective of the manner in which the orders for such goods were obtained.

Steamboat companies and trucking and transfer companies are subject to the provisions of this Act, unless such companies are operated directly by railroad or railroad express companies which are exempted from the provisions of said Title.

The tax imposed and the license required by this law apply to the principal and to the agent except where the agent is an employe in every sense of the word. The principal is required to obtain but one license even though he may have a number of representatives calling on the District trade, as the principal will be furnished gratis a certificate of license to be carried by each representative.

Applications for licenses must be accompanied by the license fee of \$10.00, and must be filed on or before June 17, 1938. (This date is an extension from May 31, 1938, as written in the law). For this reason, we are asking that you incorporate in your next periodical communication to your members a warning that they should apply for license in sufficient time to avoid the \$5.00 penalty for late application. The law, as amended, for the fiscal year 1938-1939 provides "That no license shall be renewed if the taxpayer has failed or refused to pay any tax or installment thereof or penalties thereon imposed by this Title as originally enacted or amended."

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# Secrets of Successful Trade Marking

## Would National Law Halt Trade Mark Holdups?

By Waldon Fawcett

Written Expressly for  
the Macaroni Journal

Is a bigger and better national trade mark law the answer to the attempted state raids on trade mark owners? If so, just how can a Federal law with the shape teeth balk the revenue-hungry politicians in the sundry state legislatures? These questions are the essence of much recent discussion at Washington. Discussion that has raged in executive and Congressional circles, as well as among business men on the mourners' bench.

There's reason enough why the public and private debate has grown more heated. With the introduction in Congress of the pending Lanham bill, the situation shifted from theory to fact. Acting for a group of would-be trade mark reformers, the Member from Texas has offered a measure (H.R. 9041) specifically and avowedly intended to circumvent, by a general law, the holdups of trade mark owners, via what amounts to a thinly disguised tax on industrial property or good will assets.

Before one may so much as guess at the answers to the above questions it is necessary to examine more closely than some of us have heretofore done, the changed status of state trade mark protection. No wonder the trade mark owners have been asking: "Why all this excitement over trade mark registration in the several states? Haven't we always had state registration in each subdivision of the Union, as well as national registration at Washington?"

The answer to that last question is "Yes." But with a difference—a whole of a difference. In several ways the new version of state enrollment is far from the old pattern. For one thing the new plot would render state registration compulsory, instead of optional. A trade mark owner would have to step up and pay for a trade mark birth certificate in each state or else run the risk of losing his precious brand to a claim jumper. For another thing the new scheme of registration would start from scratch. Every trade mark owner would have to register under each fresh state law, no matter how old his mark, or how many registrations he had taken out in bygone days to insure his title. Then there are yet other encumbrances in prospect. For example, higher fees for state registrations than ruled in the past.

Worst of all in the eyes of many trade mark owners has been the suddenness of the attempted holdups, and the determination to let no brand escape. In most instances the trick has been to insert in a State Bill a joker providing that unless a trade mark was registered in that particular state within six months from the date of the passage of the act, it would be open to appropriation by

anybody and upon registration by the appropriator would become his property. At \$10 an entry for each mark in each state of the Union the ultimate result of all states registration would be just too bad for a marketer with a family of products or a full line of marks to protect.

So far, the state trade mark raids have been frustrated. Thanks to the prompt and energetic work of individuals and associations that have fought each State Bill as quickly as it has raised its head. But the success of the policy of eternal vigilance is not wholly reassuring. It requires brand owners to be constantly on their toes lest the plotters in some state slip one over. Hence the growing desire for some general or universal weapon that will keep the grabbers at bay.

In this dilemma two schools of thought have sprung up. One wing of the trade mark defense party is to dispense with all Federal trade mark statutes and place all trade marks under the protection of the common law. This was the situation that existed in the United States up to 1870. But the present difficulty is that whereas there is common law in various states there is no Federal common law. The other school of thought favors a national law. But a more comprehensive Federal law than we have ever dreamed of in the past. This is what is contemplated in the Lanham bill—a measure that goes further in scope than even its predecessor or the so-called Vestal bill which was before Congress a few years ago and which passed the House of Representatives twice and was twice favorably reported by the Senate committee.

As soon as one looks at the scheme for a new, all-purpose, general law he is bound to grow curious as to just how the projected instrument would put a check on the state lawmakers. Obviously there is no arbitrary way to prevent the states from exercising the privilege they have long exercised for the enrollment of trade marks. And the failure a few years ago of the ambitious movement to persuade the various states to agree on uniform state laws blasted hopes of standardization. A wholly new tack must be taken.

The doctrine upon which the new formula is based is that trade mark jurisdiction and regulation are peculiarly

a matter for Congress—a responsibility to business and to the public to be treated in terms of the country as a whole. This view of trade mark control centralized at Washington further assumes that Congress, under the Commerce Clause of the Constitution of the United States, has more power over trade marks than it has heretofore exercised but that it should exercise. In short, the logic is that commerce in these days is not a state matter but is nationwide in scope. Accordingly trade marks as the valuable instrumentalities of commerce should be wholly or almost wholly under the supervision of the national government.

Our present Federal trade mark law has often been criticized for its shortcomings. The faultfinding is centered on the fact that the existing statutes (some nine or ten separate trade mark laws) deal only with procedure and do not attempt to confer or confirm any substantive right. The idea which inspired the Lanham bill is to sweep aside the patchwork of conflicting and confusing trade mark laws and at the same time supplant State by State legislation. Providing in place of the mess a single statute that will make trade mark property more secure to the full extent of Congressional power.

In other words, the theory now to the fore is that Congress alone has full power to grant trade mark rights. If this be so, Congress is entitled to take over such trade mark regulatory powers as the several states have been exercising or planning to exercise. Advocates of concentration at Washington have faith that there will be no conflict of authority. There are plenty of instances to prove that when the Federal government preempts a particular field the states automatically withdraw or do not enter that field. In principle this new concept of a cure for state raids on trade marks is, of course, far broader than the Lanham bill. Not all macaroni marketers may like all the features of the Lanham bill. But whatever they think of the draft now before Congress they are due to weigh carefully the basic formula that Congress alone among legislatures should be the official guardian of trade marks.

### General Mills Dividend

The directors of General Mills, Inc. announce the regular quarterly dividend of \$1.50 per share on the 6% cumulative preferred stock, payable July 1 to all preferred stockholders of record at the close of business June 10, 1938. This is the 40th consecutive dividend on General Mills preferred.

June 15, 1938

THE MACARONI JOURNAL

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## The Price Cutting Situation

By PAUL S. WILLIS, A.G.M.A.

Much has been said about the extreme price cutting by grocers throughout the country, and according to reports there is no change in the picture, except that as price cutting continues nerves are getting on ragged edge and some people are emotionally placing the blame upon others for this situation.

The causes of this price cutting wave include importantly, such factors as: dealers, particularly the larger ones, are geared up to do business on a volume basis. Then in such market areas where the supermarkets have opened business has been taken away from the established dealers and to that extent has split up the regular volume of business. The depression has further reduced the general volume.

Now in order to hold their normal business dealers have resorted to price cutting as a means of attracting customers. Dealer A cuts his prices today, only to find Dealer B undercutting him tomorrow. Thus the battle begins, and every one in the market is affected. The dealers, having created that situation and then losing control of it, began to call on manufacturers to correct a situation which they themselves initiated. Because manufacturers found it impossible to make the correction overnight some dealers are emotionally charging that they are not concerned with the situation. In fact the charge has been made that manufacturers look with favor upon this. Such statements are of course entirely without basis of fact. The contrary attitude prevails. The manufacturers, as has been demonstrated time and again are interested in aiding the dealer so that he might have an opportunity of earning a fair profit on his products.

The comment has been made: "Why doesn't the manufacturer use the Fair Trade Laws?" There are many obvious practical reasons why he is reluctant to do so. In the first place Fair Trade Laws operate on a voluntary basis which makes it optional with each manufacturer as to whether or not he wants to use them. It has been the experience of manufacturers where they established resale prices, that such action was welcomed by the dealers. In a short while however, manufacturers found that their products remained nicely price fixed on the shelf, while competitors' brands were nicely price featured. We must always remember that competition between brands in the food industry is very severe. There are a number of popular brands of almost every product—all competing with each other—to say nothing of the dealers' own brands.

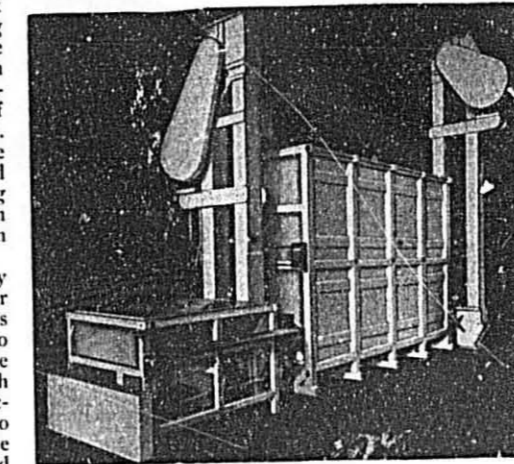
If the law established a standardized resale price effective simultaneously upon all competing brands, that would be one thing; but the Miller-Tydings act specifically says that manufacturer cannot with manufacturer establish prices; that dealer cannot with dealer establish prices. This being so it is natural that a manufacturer is reluctant to price-fix his products, while at the same time his competitors' products are price free.

Something can be done about this however, without Fair Trade Laws. First, it is up to the dealers who started this price war to apply some good commonsense and stop doing the things which if continued can ultimately lead only to ruin. The dealers themselves can do a great deal to bring about an improvement. Secondly, each manufacturer should handle this situation as it applies to his own products in each market. We should work for the enactment by each state of an Unfair Sales Act patterned after the model bill prepared by the National Food and Grocery Conference Committee. This bill proposes to set a floor price below which dealers cannot legally sell.

Fair Trade Laws have been frequently and lengthily discussed by our manufacturers. Generally, these manufacturers feel reluctant for reasons stated above, to establish resale prices under the Fair Trade Acts. In a few instances a manufacturer has said that as a matter of expediency he might apply the Fair Trade Law in situations which are extremely bad. This however is the exception. The general attitude is as above indicated. In making that statement let's be sure that we bear in mind that our manufacturers are interested in having dealers earn a fair profit on their products and will, individually continue to aid them in bringing about this opportunity. But the dealers themselves have an important responsibility of their own to bring this about.

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Champion Engineers will be very pleased to meet you at the National Macaroni Manufacturers Association Convention, Edgewater Beach Hotel, June 20 and 21, 1938. DON'T MISS IT!



## Survey of Business Trends 1935-1937

*Dun & Bradstreet Business Trend Survey presents interesting information for executives in all lines of business*

For the purpose of estimating business trends and present conditions in the macaroni industry as well as in every other line of business, among customers, suppliers and others, Dun & Bradstreet, Inc., recently released a report containing facts and figures that are equivalent to those of a government bureau; and they are available far earlier than any census figures covering the year 1937 could be compiled.

Conversation among business men on that favorite topic, the present recession, usually ends in an expression of the need of more information. What is the recent record of such significant economic factors as sales, inventories, accounts receivable? What are the national totals and how have the different branches of economic activity fared?

No one will ever have the complete picture of the last two years, but it is now possible to present estimates which rest on a substantial body of evidence. To make such a record available for their own business judgment and for the benefit of the business public 40,000 business enterprises have contributed in the Dun & Bradstreet Business Trend Survey their figures bearing on these problems. In what was probably the most extensive inquiry on business con-

ditions ever undertaken except as a national census, survey questionnaires were sent to every business concern of record in the United States.

Sales increases in 1936 over 1935 were substantial, ranging from 16 to 20 per cent for the main divisions of industry other than construction, which was much higher. Despite a disastrous final quarter, 1937 sales in all major areas of business except construction were appreciably larger than in 1936 but the rate of increase was not as sharp as the gain in 1936 over 1935.

Inventories in the hands of manufacturers, wholesalers, and retailers increased \$5,150,000,000 between the end of 1935 and the end of 1937, with a somewhat greater advance in the second year than in the first. The manufacturing industries, which account for about 60 per cent of the total, not only recorded the largest dollar increases in inventory but the greatest per cent increase in each year. An unknown but considerable part of this manufacturing inventory is in the form of raw materials.

Comparing the sales and inventory records, it should be noted that for each of the three main subdivisions, sales increases in 1936 over 1935 were ap-

preciably greater than the inventory increases recorded at the ends of the same years. However, for 1937 the inventory accumulation exceeded the sales advance in manufacturing and retailing, though not in wholesaling. Although the inventory increases over the two years might have been supported on the 1937 level of activity, the decreased volume at the end of the year makes the accumulation a serious problem.

Accounts receivable also increased in all lines during 1936. However, comparing the beginning with the end of 1937, while retailers' accounts increased an additional 8%, both manufacturers and wholesalers reported declines which resulted in a net reduction in the total figure for mercantile and direct consumer credit. These differing trends reflect in large measure the greater curtailment of purchases by retailers than by consumers during the last months of year, but also may indicate some difference in credit policy, the retailer extending credit to support his sales while manufacturers and wholesalers were more cautious.

These deductions are based on the figures supplied by the first 17,000 contributors, supplemented by the available published reports of corporations. These concerns did a volume of business totaling over \$11,000,000,000 in 1935 and constitute overall, a 10% sample of the explored areas of business transactions, totaling about \$100,000,000,000. All data were reported in dollars, therefore they reflect changes in price as well as in physical volume of goods. As an absolute estimate of dollar volume and percentage change in business, the report may be somewhat on the optimistic side. Cooperation in the survey was purely voluntary and the contributors sent in their figures with no other incentive than a public spirited interest and a willingness to make their own experience available in return for a broad view of business trends.

Of the 49 subdivisions of manufacturing for which separate tabulations were made, every one showed higher sales in 1936 than in 1935. Despite the inactivity of the last quarter of 1937 all industries except canning and drugs-perfumes cosmetics reported further sales increase for the 12 months of 1937.

The inventory record for the reporting companies shows increases at the end of 1936 over the end of 1935. However the next year recorded wider differences among the industry subdivisions, with 6, all in the food or textile groups, showing actual reductions. Accounts receivable were generally higher at the end of 1936 than at the beginning of that year. During the next year, 24 of the 49 industries reported a decrease. This is not unexpected, since receivables are created only as sales are made, and a poor last quarter would naturally mean a reduction in receivables at the end of the year unless collections are extraordinarily bad.

The interesting report goes on to cover wholesaling and retailing, construction and service trades, showing about the same picture as that made by manufacturing.

You never make a mistake by recommending a superior article.

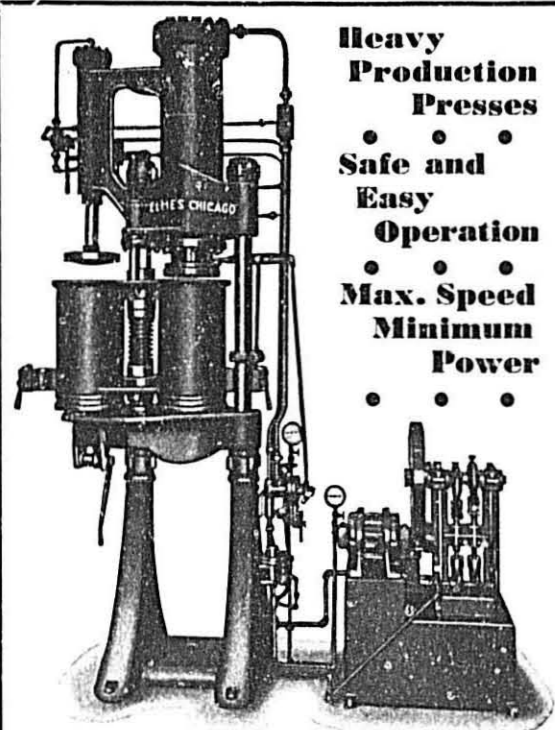
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### Sauce Flavor, a New Prepared Seasoning

A prepared condiment that gives Italian Flavor to Spaghetti-Macaroni dishes and other foods.

"A new prepared seasoning adds zest to sauce for spaghetti," says an interesting, well illustrated article in a recent issue of the *New York Herald-Tribune*

one-half pound of fresh mushrooms cut into strings. These she left fry until "nice and brown." Then the flavor mix was sprinkled over and left for five minutes to get acquainted with the meat, mushrooms and simmering oil. Next she poured in one-half can of tomato paste, and while this heated she put a No. 3 can of tomatoes through a strainer (Louise wants no seed or cores in her tomato sauce), and this with two

standing promise to her daughters and a belated celebration of Mrs. Margaret's 75th birthday which occurred last Christmas Day. It is also her 18th trip to Europe.

Mrs. Margaret is the active and capable treasurer of Horowitz Brothers & Margaret, one of the largest noodle and macaroni manufacturers in the east. On her advice the firm has long been a member of the National Macaroni Manufacturers Association, taking an active part in all its promotions. Founded 54 years ago, the firm now manufactures thousands of pounds of egg noodles and bakes about 500,000 matzoths daily, selling them throughout the U. S., in Cuba, Mexico and South Africa.

A brother Leopold Horowitz, is president of the firm. A son Frederick Margaret, is vice president. Other members of the firm are another brother Moses A. Horowitz, and another son James Margaret.

The four married daughters who accompanied her on the delightful trip are Mrs. Benjamin Landau, Mrs. Morris Unterberger, Mrs. Samuel Weiss and Mrs. Benjamin Wohl.

The party debarked at Cherbourg, France and went by rail to Venice, Trieste and Budapest. At Miscoy, Austria three hours from Budapest, where Mrs. Margaret was born, there is a coal mine which supports 45 families, all distant relatives of the matriarch. Because of the trend of events in Central Europe, Mrs. Margaret will seek to sell the property.

On her return she and her daughters will spend several weeks visiting such places as the spa near Brussels, Belgium and partake of the famous waters of Vichy, France. The party will return on the Queen Mary scheduled to arrive July Fourth.



A New Prepared Seasoning Adds Zest to Sauce for Spaghetti and Assures a Pleasant Flavor Surprise. Illustration by New York Herald-Tribune Home Institute.

as specially written by the Home Institute of that newspaper for its popular Food Markets column. The article is by Clementine Paddleford of the Institute and reads in part as follows:

Louise Crescitelli, who is serving the Italian sauce on her spaghetti, has brought into the Home Institute one of the year's most unusual food finds, a five cent package containing two and a half tablespoons of a pungent seasoner. This sauce flavor looks like a mixture of salt and pepper, but it has everything to satisfy even the good Italian cook in giving a perfect flavor to tomato sauce, the pride of Italy.

Louise, who does the cooking at home for a family of four and likes experimenting, noticed the seasoner in a neighboring Bronx store and determined to try it "just for fun." "I was amazed with the way it flavors," she told us, "and we are good sauce makers at our house, cooking the old Neapolitan manner."

After testing it in numerous ways she wrote the Home Institute about her food find, thinking that those who like Italian sauces but having no knack with their seasoning, would like to know something about this seasoner. We thought so too, and she was invited to show us how to use it.

Olive oil is the beginning, one half cup being required (use a pure oil). With oil hot in the pot she introduced one-half pound of chopped meat and

cups of water was added to the meat and paste mixture.

Now the pot was covered and the sauce left to cook over a mere wink of a fire for one and one-half hours. At the end the mixture was thick and deeply red with an abundance of olive oil, a rich collection of flavors. With the sauce ready, Louise drained the cooked spaghetti, separating the strands with a quick and skillful maneuvering of the fork. She twirled the spaghetti into loops and the fat bundles were placed on serving dishes. Neat work, Louise! Next she dipped great spoonfuls of the sauce on each portion of spaghetti and sprinkled grated Parmesan cheese over the top with a graceful movement like those delicate little runs of thumb and fingers on the piano treble keys.

Result—a properly seasoned dish of spaghetti fit for a king.

### Matzoth and Noodle Queen Visits Birthplace

Mrs. Regina Margaret, popularly known as the Matzoth and Noodle Queen and the genial matriarch of a family that numbers 350 members, is in Europe on a visit to her birthplace in Hungary. She sailed the last week in April with her four married daughters on the Queen Mary of the Cunard White Star line and expects to return in July.

The trip is in fulfillment of a long-



Mrs. Regina Margaret, Matriarch, Noodle and Matzoth Queen, New York City

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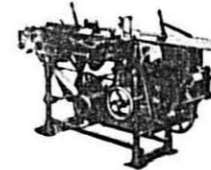
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## Maintains Bureaus for Standards

Enforceable standards for macaroni-noodle products have been frequently discussed, even seriously considered for years, but as yet none has been adopted that seem to have the force of law. True, some Government agencies have set up standards or specifications and some states have laws governing labeling and such, but these do not have the effects of standards as applied in other lines—mainly due to haphazard or entire lack of uniform enforcement.

The macaroni-noodle industry is not alone among trades lacking proper standards and their equitable enforcement. Others face equally serious problems. A few have apparently solved them, at least temporarily. Among the latter is the Gummed Industries Association which has attacked the problem by the establishment of an independent Certified Products Bureau designed permanently to insure the maintenance of quality standards in the industry so as to effectively combat the manufacturing and distributing of substandard sealing tape products under misleading quality endorsements. Minimum standards have been set up and a certification plan established that the promoters think will be generally helpful to all who use the service and abide by the standards agreed upon.

The services of its Certified Products Bureau will be available to all subscri-

ers. It will maintain an extensive laboratory where not only standards will be determined and regulated, but where consumers and distributors may send products received for quality verifications, assuring the preservation of standards once set.

To members whose products conform with Bureau standards the Bureau will offer the use of a new copyrighted label which is to be a hallmark of quality for all products consistently meeting specifications. When the standards of any endorsed product drop below these specifications the Bureau shall, through a suitable procedure wherein the manufacturer will be allowed to present extenuating circumstances, deny the use of the label to the product.

The establishment of the Bureau is not intended as a criticism of the activity of the Bureau of Standards of the United States Department of Commerce, through which in 1930 recommendations for a physical property test for No. 1 Kraft Sealing Tape were made and a Simplified Practice Label offered to conforming goods. Though the program set minimum standards of paper property, length, width and aimed to standardize the packaging of these objects, it failed to establish an adequate guard against violation, and substandard manufacturers have been able to distribute tape short of length, width and of inferior

paper quality under the unmerited endorsement of the Simplified Practice Label.

The root of the evil, which has worked for the substantial injury of the industry as a whole has lain not with the Department of Commerce but with the failure of members of the industry to realize their responsibility in maintaining standards against violation and evasion, and with the practical difficulties in their way. The Certified Products Bureau will give the industry for the first time the opportunity of uniting to preserve its own standards of quality, and will offer all the practical facilities necessary for such action.

Manufacturers who are members may submit products for Bureau endorsement at any time and to products conforming with its specifications the Bureau will authorize the use of the Certified Products Label, which the product may bear as long as its quality remains intact. Other members may submit products for service reports. To all concerned with each report made the Bureau will send the data included in the report. Forfeiture of the label at any time shall be no bar against its being regranted whenever the delinquent product conforms to specifications.

In addition to the technical supervision of quality the Bureau will work to enlist the sympathy and interest of consumers of products of its members in quality standards established and to conduct suitable publicity campaigns to enhance the standing of the Bureau and the value of membership.



## PLAIN and POINTED TALKS

By A. Noodler

### Hitting at Waste Balls

Some years ago when I was playing semipro baseball, we took on a pitcher who was full of big talk about what he would do to the batters in our bush league.

For his first game we took him back into the country to play a bunch of big huskies who knew nothing and cared less about inside baseball, but who would clout for multiple bases any ball they could reach, and they reached high, wide and handsome!

They hit our new pitcher for singles, doubles, triples and homers and put the game on ice before the third inning was over. On the way home we rode the pitcher and we rode him hard.

"Well," he alibied, "I'd have held 'em all right but they kept hitting at waste balls!"

Those hick players the pitcher had

scorned didn't give a tinker's so-called dam for the theory of batting or pitching. They were there to get results and they got them.

That story is like a double pointed tack. It points in two directions at the same time. It points at the business man who underrates his competitors and is careless in his efforts to meet and defeat them. It points at the business man who is alert to grab any opportunity no matter how wild or impossible it may look, any chance offered by the slip of a more experienced competitor.

The former business man is the pitcher who thinks he can fool younger, less experienced players with wild pitches. The latter is the batter who doesn't wait for the pitcher to pitch to him, but reaches out and gets the wide breaking curve.

One business man thinks about theory and expects to outpoint competitors by being strictly ethical. The other business man knows little about theory, but is all for getting results.

### Macaroni - Noodles Trade Mark Bureau

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

This Bureau of the National Macaroni Manufacturers Association offers to all manufacturers a FREE ADVISORY SERVICE on Trade Mark Registrations through the National Trade Mark Company, Washington, D. C.

A small fee will be charged nonmembers for an advanced search of the registration records to determine the registrability of any Trade Mark that one contemplates adopting and registering. In addition to a free advanced search, Association Members will receive preferred rates for all registration services.

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

### "Golden West" Ineligible

A search of the Patent Office records shows that the words "GOLDEN WEST," as a trade mark for food products, and particularly macaroni have already been registered.

"Golden West" was registered for Macaroni and Macaroni products Aug. 21, 1917 by Scarpelli Brothers, Inc., 2012 Sprague av., Spokane, Wash., who claim use since March 28, 1917. Their registration—No. 118223—has expired.

Also find "Golden West" for wheat flour, No. 206572, registered Dec. 8, 1925 having been used since July 30,

1902 by the Wells-Abbott-Nieman Co., Inc., Schuyler, Neb.

Besides the above registrations these words have been registered by different parties for candy, syrup, salad oil, butter, bread, honey, dried fruit, canned salmon and a number of other food products.

Since it has been the practice of the Patent Office to reject any mark for a food product on the same mark for any within Class 46,—Foods, an application for registration of "Golden West" for Macaroni would be rejected on any, or all, of the marks referred to above.

### Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registration of macaroni trade marks applying to macaroni products. In May 1938 the following were reported by the U. S. Patent Office:

Patents Granted—None.

#### TRADE MARKS REGISTERED

The trade mark affecting macaroni products or raw materials registered was as follows:

##### La Marchesa

The trade mark of Long Island Macaroni Co., Inc., Long Island City, N. Y. was registered for use on alimentary pastes. Application was filed Oct. 7, 1937, published March 1, 1938 by the Patent Office and in the April 15, 1938 issue of THE MACARONI JOURNAL. Owner claims use since Dec. 18, 1933. The trade mark shows a picture of a lady to the right of which is the trade name in black outlined type.

#### TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in May 1938 and pub-

lished in the Patent Office Gazette to permit objections thereto within 30 days of publication.

##### Madonna

The private brand trade mark of Riverbank Canning Company, Riverbank, Cal. for use on macaroni, cooked spaghetti, spaghetti sauce and other groceries. Application was filed Oct. 4, 1937 and published May 17, 1938. Owner claims use since April 1937. The trade mark is the trade name in very heavy type.

### Dr. W. F. Geddes Heads Cereal Chemists

The American Association of Cereal Chemists at its 24th annual convention held in Cincinnati, Ohio, May 23 to 27 elected Dr. W. F. Geddes of Winnipeg, Canada as its president for the coming year. Dr. Geddes is known to the macaroni manufacturing trade for his exhaustive research work in durum wheat and semolina. At the convention where-in he was honored he presented a paper in collaboration with Dr. Binnington, also of Canada on the subject of "Quantitative Methods for Evaluating the Quality of Macaroni Products," extract of which appears on page 22 in this issue.

Other officers elected were George Garnatz, Cincinnati, vice president; I. M. Doty, Omaha, secretary; and Dr. Oscar Skovholt, New York city, treasurer.

Dr. M. J. Blish, Lincoln, was elected editor-in-chief of *Cereal Chemistry*, the official organ of the association and Dr. R. M. Sandstedt was elected managing editor.

### Advertising Accounts

The Grocery Products Manufacturing Company (Grocery Store Products) New York city has made some changes in the handlers of its advertising. The account of the Kitchen Bouquet and the Jacobs Mushrooms divisions will be handled by Ruthrauff & Ryan, effective July 1, 1938.

The Foulds macaroni products, the Golden Age macaroni products and the Cream of Rice accounts will continue to be handled by McCann-Erickson.

### Sales "Pullers"

Premiums with food products are not new. Indeed salesmen find them very helpful in moving products from factory to consumer.

Newspapers that circulate in the Great Lakes area recently carried an announcement of a rather novel offer, a "scraper" spoon that may be obtained with purchases of three packages of Quaker Macaroni for 25c.

### EVERYTHING IS RELATIVE

Diner: There's nothing more exasperating than to find a hair in one's soup.  
Waiter: Wouldn't it be worse, sir—to have the soup in your hair?

### Changes in General Mills

General Mills, Inc. announces the retirement of Earle I. Barker, one of the head millers at its Buffalo mill, effective May 15, after serving over 34 years in the Buffalo plant. Mr. Barker is widely known and highly regarded as an outstanding miller. His retirement comes because of his desire to spend his remaining years free from the pressure of active duty.

Mr. Barker was born Oct. 1, 1871 in Mackville, Ky. He started his career as a miller at the age of 15 in the Lebanon (Ky.) Roller Mill, and has completed nearly 52 years of active milling work.

After eight years of association with milling companies in Kentucky, Indiana, Maryland, Michigan, Pennsylvania and Nebraska, Mr. Barker went in 1894 to Superior, Wis. where he became second miller in the plant of the Minkota Milling Company. His connection there lasted five years, being interrupted only by service with the Third Wisconsin Infantry in the Spanish War.

In 1899 Mr. Barker went to Minneapolis, where he was employed as a bolter in the Pillsbury "A" Mill until 1903. In that year he was engaged by the late John Girard to go to Buffalo where Washburn Crosby Company was just completing its new mill. He served as head miller of the "A" and "B" mills in Buffalo until 1913, when he was put

### MERCANTILE COLLECTIONS

OFFICIAL REPRESENTATIVES FOR N. M. M. A.

#### WRITE—

For Bulletins of Claims Placed by the Industry.

For Pad of Service Forms and Information about our Procedures.

#### CREDITORS SERVICE TRUST CO.

Tyler Building  
LOUISVILLE KENTUCKY

in full charge of the "B" mills continuing in that capacity until his retirement a quarter of a century later.

#### New Superintendent of Milling

General Mills, Inc. announces appointment of C. E. Robinson, located in Chicago as Divisional Superintendent of the Central Division Manufacturing Department. In this capacity Mr. Robinson will have general responsibility for manufacturing operations in all plants of General Mills, Inc. in the Central Division.

### Bison Makes Noodles

Bison Foods, Inc. operates a noodle plant at 1522 Bailey Ave., Buffalo, N. Y. Three of its most favored brands of egg noodles are sold under the trade names of "Mammy's Pure Egg Noodles," "Golden Glow" and "Cook's Delight."

Miss Myrill J. Black is the manager of the concern. She has a favorite Noodle-Apple recipe which she recommends to a growing list of satisfied consumers, a recipe which should prove a favorite among all lovers of good egg noodles.

First peel and slice into thin slices six apples. Boil one package of broad noodles for about 15 minutes and drain off the remaining water. Mix cooked noodles with two tablespoons of fresh butter and add cinnamon and sugar.

Aurelio Tanzi Engineering Co.  
430 Jefferson St. Brooklyn, N. Y.

### PATENTED DRYING MACHINE

The Only ROTATING AIR PRESSURE Macaroni & Noodles Dryers

### Galassi Drying Machine

4454 Gladys Ave., Chicago, Ill.  
Phone Mans. 8426

WHY? IT PAYS FOR ITSELF!

### "DO NOT," PLEASE!

The ingredients used in the manufacture of macaroni products have a great deal to do with their quality.

"DO NOT" allow an otherwise good food to be frowned upon when served, merely because an inferior grated cheese has been used in seasoning!

Manufacturers and Packers!

Get our message!

We have QUALITY and PRICE!

STELLA CHEESE CO.

651 West Randolph St. Chicago, Ill.

Place in a baking pan, alternate layers of egg noodles and apples until the pan is filled, having the noodles on top. Dot with pieces of butter and bake until apples are tender.

## AT THE CONVENTION

We will gladly answer all questions regarding Macaroni Dies

We'll Be Seeing You at the Hotel

## F. MALDARI & BROS., INC.

178-180 Grand Street



New York, New York

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



**The MACARONI JOURNAL**

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

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

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 L. S. Vagnino.....Adviser  
 M. J. Donna.....Editor

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

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

Vol. XX June 15, 1938 No. 2

**Macaroni, A Budget Aid**

Budgets are things that have the habit of hitting right between the eyes every so often. They can be neglected just so long, then they make themselves very apparent. So writes the editor of the food page of the Call-Bulletin, San Francisco, Cal.

Food is the last item that should be cut down or economized in. Other items of the household can be cut to better advantage than the food allowance, but there are many ways of extending or broadening the amount of money allotted to food.

For instance, there is that excellent food product, macaroni, that can be incorporated into the diet, extending and stretching more expensive foods with excellent results. So many delicious and tasty dishes can be made by combining macaroni or spaghetti with meat or fish, or other ingredients, that the wise homemaker will find frequent use for this product.

**New York Region Elects Officers**

Frank A. Zunino, president of the Atlantic Macaroni Company, Long Island, N. Y. was elected Regional Director to represent Region No. 2 on the national board of the National Macaroni Manufacturers Association at a well attended

meeting of the members of the New York area held May 25, 1938.

John P. Zerega, Jr. of A. Zerega's Sons, Inc., Brooklyn, N. Y. was named Regional Chairman at the same meeting. V. J. Cuonzo, vice president of Westchester Macaroni Company, Bronx, N. Y. was elected as Regional Secretary.

The New York Region No. 2 is one of the most active organizations operating under the auspices of the National Macaroni Manufacturers Association. Its membership roll has more than doubled since the first of the year when a special drive was inaugurated. A large delegation of macaroni-noodle manufacturers and allied tradesmen and their ladies will journey to the national convention in Chicago this month in a body.

**Macaroni Facts**

High in Nutritive Value, Low in Cost

About macaroni, prepared in almost any way, there is a substantial, satisfying something which makes it an excellent dish for either meat or meatless meals designed to keep within slim budgets. And few are the families that do not count it among their favorite dishes.

That is the definite opinion of Miss Laura Kay, food expert and newspaper writer, as recently published in a syndicated article.

Macaroni, and the various members of the same family, such as vermicelli, spaghetti and similar products, are high in nutritive value . . . equal in starch content to that of other cereals, and higher in protein than most of the others. When we combine them with cheese, milk, tomatoes, green peppers, onions or other vegetables, there are, of course, the added vitamins and minerals which make the macaroni dish a particularly well-balanced mainstay for any one of the daily meals except, perhaps breakfast. We like it equally well for luncheon, dinner or supper, and use it interchangeably.

**Tasty "Picker-Upp.."**

A helpful suggestion that macaroni makers should never fail to make for the good of the business and for the pleasure of the consumer:

Add diced celery to your next dish of macaroni and cheese, Mrs. American Housewife. A third of a cup of celery will be enough for three cups of macaroni and cheese.

No one will recognize this old reliable dish with its new flavor. And a lot more respect the family will show toward it, too, passing up their plates for a second serving and never once looking down their noses to say in a bored way: "What! Macaroni and Cheese again?"

**SURE THING!**

Are you sure that you love me? Why, darling when we were in the hall last night your dog bit a hole in my leg—and I never noticed it till I got home.

**Exchange of Macaroni Products**

The Monthly Summary of Foreign Commerce issued by the Bureau of Foreign and Domestic Commerce for March 1938 reports a decided increase in the importation and exportation of macaroni products.

**Imports**  
 The imports total a high of 105,389 lbs. with a value of \$10,991 as compared with the February import, amounting to only 59,704 lbs. worth \$5,876.

The first three months of 1938 showed a total importation of 243,956 lbs. valued at \$23,932.

**Exports**  
 The month of March 1938 showed an exportation of this foodstuff amounting to 351,584 lbs. with a value of \$29,596. The increase is noted when compared with the exports for February 1938 which totaled only 186,328 lbs. with \$15,889.

During the first three months of 1938 the macaroni products exported totaled 780,308 lbs. worth \$65,780.

Below is a list of the countries to which macaroni products were exported during March 1938 and the quantities shipped to each:

Countries	Pounds
Netherlands	7,200
United Kingdom	1,900
Canada	155,552
British Honduras	888
Costa Rica	945
Guatemala	900
Honduras	416
Nicaragua	2,215
Panama	12,789
Panama Canal Zone	14,238
Salvador	317
Mexico	34,329
Newfoundland and Labrador	13,409
Bermuda	582
Barbados	227
Jamaica	784
Trinidad and Tobago	1,186
Other British West Indies	1,290
Cuba	16,240
Dominican Republic	8,533
Netherland West Indies	34,754
Haiti	6,387
Colombia	1,020
Surinam	25
Venezuela	911
British India	48
China	3,546
Netherlands Indies	996
Hong Kong	2,341
Palestine	25
Philippine Islands	22,564
Other Asia	2,150
British Oceania	240
French Oceania	1,388
New Zealand	528
British East Africa	22
Union of South Africa	210
Liberia	232
Mozambique	100
Total	351,584

INSULAR POSSESSIONS	Pounds
Alaska	20,801
Hawaii	107,838
Puerto Rico	272,580
Virgin Islands	2,347
Total	403,566

FOR SALE—1½ barrel used Kneader, reasonably priced. Fully automatic noodle equipment for sale. WANTED: 14" Vertical Press and 1½ barrel Mixer. E. V., c/o Macaroni Journal, Braidwood, Illinois.



**HIGH STANDARD IN QUALITY**

is assured in our extensive plant equipment.

Ample wheat supply is carried to maintain the closest possible protein content at all times.

Our day-to-day variation in laboratory analysis is not more than a small fraction of one per cent.

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**NORTH BERGEN, N. J.**

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



<p><b>OUR PURPOSE:</b> EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p><b>OUR OWN PAGE</b> <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p><b>OUR MOTTO:</b> First-- INDUSTRY</p> <hr/> <p>Then-- MANUFACTURER</p>															
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## The Secretary's Message

# What Price Stability?

"Is The Price Too High?" That's the question asked and very appropriately answered in a recent issue of The American School Board Journal, extracts from which follow:

There are two elements that cause stagnation in business or contribute to recessions. *One is too high prices—the other too low prices.* The former is unprofitable to the buyer—the latter unprofitable to the seller.

The industry that has pegged prices up causes less buying and oppresses business. (The macaroni industry can unblushingly plead *not guilty* to this charge.)

Buyers who insist upon unreasonably low prices are taking away from the wage earners their buying power and thus are contributing to a recession. (A plea of guilty might properly be entered by many manufacturers who continually bow to the wiles of the unscrupulous buyers.)

The only group of sellers who can sell at cut prices are *In-and-Outers*. They cannot long continue to sell. They come and they go—mostly go—but they remain long enough to hamper and disorganize legitimate business.

The buyers who demand and encourage cut prices are great factors in hampering the general flow of legitimate business. They build up the *In-and-Outers* class.

They contribute to and encourage a disorganized business condition.

Any operator knows that the *In-and-Outers* in any industry hamper the workings and the efficiency of that industry.

Stable and reliable operators are the dependable factors. They are the ones who contribute to an industry record of stability.

Every individual who is civically minded strives to contribute something to his community.

Every individual who is socially minded desires to contribute something to the good of society.

Every individual who is industry minded wants to contribute to the stability of the industry.

Every citizen who is nationally minded does contribute to the stability of the country.

No purchaser who is a cut price buyer can contribute to any of these factors.

Both buyers and sellers have a responsibility which goes beyond the immediate sale or purchase and both should strive for stability.

Stability can never be attained by selling too high or buying too low.

This country can have either instability or stability. The solution rests largely with buyers and sellers.

The present situation calls for a philosophy of "Live and Let Live." It cannot be brought about through cut rate buying or cutthroat selling.

It can be brought about through a normal price stability.

Is the price of stability too high?

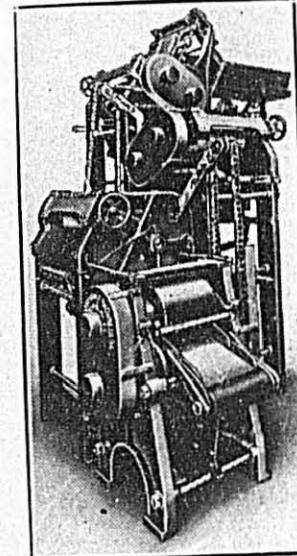
This message is reproduced because of its worthiness and its timeliness. Why not let the buyer read it, the buyer who insists on cut price and cut quality. It may work to your benefit.

M. J. Donna, Secretary.

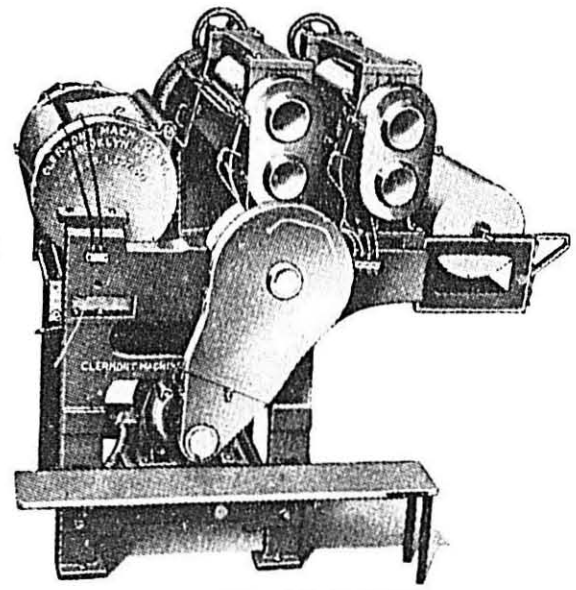
## The "WONDER TRIO" of today and for tomorrow

A Continuous Automatic Process from the Mixer to the Packing Table  
at the Rate of 1000 Pounds per hour complete drying process--2½ hours

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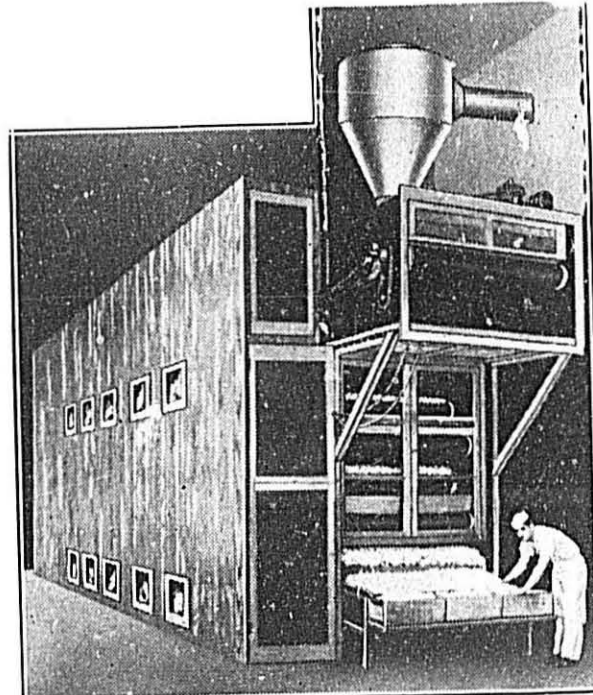
Kneading and Sheet Forming



High-Speed Noodle Cutter

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LABOR  
FLOOR SPACE  
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Maximum In  
QUANTITY  
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Continuous Noodle and Short Cut Dryer

Perfect operation under any climatic condition checked by automatic heat and moisture control.

**For Particulars**  
**Write to**  
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268 Wallabout St.  
Brooklyn N. Y.





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OF MACARONI  
LEADS THE REST  
IN COLOR AND  
COOKING QUALITY  
THAT'S THE  
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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**PILLSBURY'S DURUM FANCY PATENT**  
**PILLSBURY'S DURUM GRANULAR**

*Desirable color and strength . . . in whatever grade you choose.*

**PILLSBURY FLOUR MILLS COMPANY**

General Offices—Minneapolis, Minnesota