

**THE
MACARONI
JOURNAL**

**Volume XVIII
Number 1**

May 15, 1936

The
Macaroni Journal

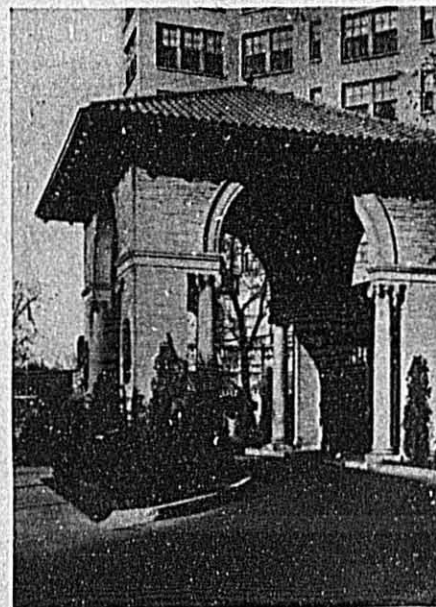


Minneapolis, Minn.

MAY 15, 1936

Vol. XVIII No. 1

Through This Friendly Portal
Enter YE of Good Faith



Here will be welcomed June 15 and 16, 1936, all the progressive
Macaroni-Noodle Manufacturers and Friendly Allies who have
faith in the future of the Macaroni Industry.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



Niagara Macaroni Manufacturing
INCORPORATED
 MANUFACTURERS OF
 ALL STYLES MACARONI

240 Court Street Buffalo, N. Y.

March 31, 1936.

Rosotti Lithographing Co.
 121 Varick St.
 New York City.

Dear Mr. Rosotti: Att: Mr. Charles Rosotti.

Although it is only a month since we first introduced the 1-lb carton, it has already met with apparent approval and we optimistically predict its future successful marketing.

A number of people have favorably commented on the package designed by our Mr. Cavallieri and the storekeepers in particular are very much enthused with it. They are giving us counter and window displays, which of course, help considerably to sell our merchandise.

Allow me to thank you for the splendid workmanship performed by your company, as it is instrumental in making our package a demand item on the grocer's shelf.

Very truly yours,

NIAGARA MACARONI MFG. CO., Inc.
Leonard H. Leone
 Leonard H. Leone.

PRIZE WINNERS - GENOVA ITALY 1926 -



"The storekeepers in particular are very much enthused with ... they are giving us counter and window displays."

These words of Mr. Leonard H. Leone of Niagara Macaroni Manufacturing Company, give you the REAL reason why you, too, should consult with us on your packaging problems. We can do, design and manufacture folding cartons and labels that are modern and beautiful. BUT, in addition to that, we dig deeper. It is also a part of our job to produce a package that will sell merchandise. Rosotti cartons and labels attract attention and sales. The trade loves them and often goes out of its way to give them preferred display positions. And, housewives prefer to buy their noodles and macaroni products in sturdy, serviceable containers that are useful until the entire contents are consumed. Phone or write our nearest office today. Let our packaging experts give you ideas, estimates and color sketches. No obligation.

ROSSOTTI LITHOGRAPHING CO. INC.

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

CHICAGO BOSTON PHILADELPHIA BUFFALO LOS ANGELES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

May 15, 1936

THE MACARONI JOURNAL

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President's Call to Conference



In an open letter to the trade, N.M.M.A. Executive urges all to attend the 1936 Conference of the Macaroni Industry in Chicago, June 15-16, 1936.

St. Louis, Mo., May 6, 1936

To Every Progressive Macaroni-Noodle Manufacturer of America,
 And To All Friendly Representatives of Allied Trades:

As President of the National Macaroni Manufacturers Association, speaking for my fellow Officers, the Employees and the Members of the Organization, I desire at this time and by this means to cordially and officially invite you and all your interested friends to the 1936 Conference of the Macaroni Industry of America—the 3rd annual convention of the Association at the Edgewater Beach Hotel in Chicago, starting June 15, 1936.

From my experience during the past year, I sense a growing demand for a stronger national organization self-sustained and capable of sponsoring some promotional activities not properly coordinated. Just how we should proceed to strengthen our National Association is one of the important matters on which we will want the experienced advice of every progressive macaroni-noodle manufacturer.

Our Secretary, M. J. Donna, advises that a splendid program is being prepared for our 1936 convention, with business foremost in mind, but with the comfort and pleasure of members, visitors and their families also considered. We want you to do your part in the convention's business, to have you, your family and your friends enjoy a share of the convention's pleasures.

We are counting on YOU and YOUR FRIENDS to come to Chicago next month to give us the benefit of your experience and advice. I hope it will be my personal pleasure to welcome you the morning of June 15, 1936, at the opening session of our two-day convention at the Edgewater Beach Hotel, Chicago, Ill.

Cordially,

(Signed) LEONARD H. LEONE

P.S.—Secretary Donna will welcome word of your coming and plan for your comfort. Just drop him a line as soon as you have made up your mind to attend to this business—your business. It will aid him materially in his program planning. L. S. A.



WE DO OUR PART

QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XVIII

MAY 15, 1936

Number 1

Trade Associations as Aids to Industries

It was the famous Charles Steinmetz who most appropriately said:

"COOPERATION IS NOT SENTIMENT—
IT IS AN ECONOMIC NECESSITY."

Never before has cooperation between members of the Macaroni Industry been more necessary than under present conditions. Never before would the beneficial results from true and sincere cooperation be so welcomed by macaroni-noodle manufacturers, individually and collectively. Despite this known and admitted fact, some are still refraining from doing a duty they owe to themselves, to their fellow manufacturers and to their trade.

The Association minded members in the macaroni field, and those others in the business who could profitably give their trade association much more attention and a little more support, will find much of interest and help in a pamphlet recently issued by the Trade Association Department of the Chamber of Commerce of the United States, copies of which may be had for the asking.

It stresses the generally admitted fact that a well directed trade association offers invaluable service to members of an industry in promoting the manufacture and profitable distribution of products, as does for instance the National Macaroni Manufacturers Association for the macaroni trade or some service organizations for the service trades.

Those in the macaroni field who for any personal, business or economic reasons are not now giving their national organization the inexpensive encouragement it is deserving, will find in this pamphlet many convincing arguments—provided they want to be convinced—on why they should give more general support to and take a greater personal interest in their trade organization—an unselfish voluntary group of the progress element in the trade.

Great men, successful men, had and still have many good things to say about the trade association movement as conceived in this country for the betterment of business. They, of course, refer to the legitimate trade bodies concerned only in the general welfare of the business from the angle of the producer and the consumer alike, and not to the few that attempt to operate in restraint of trade. If such business leaders and outstanding Government executives as will be quoted later, recognize the need, the value and the importance of unified trade action, it seems hard to understand why some macaroni-noodle manufacturers for instance, all able executives in close touch with the needs and shortcomings of their trade, should hesitate even for one moment in doing their full duty to the national organization ready and willing to serve their best interests.

Our Presidents are considered good authorities in these matters as during their whole careers they dealt with busi-

ness. We quote the oft stated opinions of several whose sincerity is respected:

Former President Theodore Roosevelt, the renowned wielder of the "Big Stick" against illegal combinations a generation ago, was thoroughly in accord with the legitimate trade association movement as evidenced by his frequently quoted opinion:

"Every Member of an Industry owes an inviolable duty to the Trade Association of HIS Industry."

Former President Herbert Hoover, an executive that was most friendly with business, on this same subject said:

"Within the last few years trade associations have rapidly developed into legitimate and constructive fields of the utmost public interest and have marked a fundamental step in the gradual evolution of the whole economic life."

Our New Deal President, Franklin D. Roosevelt, puts it this way:

"I am . . . confident that the spirit of enterprise which our trade associations have evidenced will continue with constant increasing momentum."

Later Roosevelt, The First, clarified his attitude toward trade association in these words:

"It is the duty of every man to devote some time to the upbuilding of the profession to which he belongs."

Speaking for our own trade association, it seems that every trained executive has faith in our organized movement for the betterment of the macaroni-noodle makers, except a few who would be in a position to profit most from the quiet work being done by the National Macaroni Manufacturers Association. When the "Great Teddy" made the clarifying statement previously quoted, he must have foreseen, almost a generation before, the state of mind that exists today among some members of the macaroni industry.

The National Macaroni Manufacturers Association is a purely voluntary organization of manufacturers and allied anxious to improve general conditions in the macaroni trade. There is absolutely nothing it can do to compel even so much as the smallest manufacturer in the business to contribute to its activities unless he willingly elects to do so. A member of this trade must realize his own obligation to his trade association and so long as he is not convinced that an organized group can accomplish a great deal more than individual, spasmodic efforts, just that long will that individual continue to play the game of the "Lone Wolf." Happily, the general attitude of the rank and file in the industry toward the National Association is undergoing a radical change. Those in charge of the organized movement welcome the change as evidenced by the number and the kind of firms that have recently tendered their applications for membership. This same healthy trend is reported in all the principal lines of business. Leaders of business everywhere are offering "to devote some of their time to the upbuilding" of their trade.



The 1936 Convention Theme

"Practical and Profitable Macaroni Merchandising"

Every line of business is facing acute problems that grew out of the world's worst economic upset. Among the 373 macaroni-noodle manufacturing firms in this country the problem of deepest concern is that of better merchandising.

How can the industry best stem the tide toward poorer and poorer grades of products that have had and are having such unfavorable effects on macaroni consumption?

How can individuals or the industry as a whole curb the ruinous tendency of continuous lower and lower prices on all grades of products?

It may not be possible to immediately stop either of these profit-robbing tendencies, but if only a halt were called and the trend pointed upward and forward the industry will have made a move toward permanent improvement from which every one in the trade will benefit.

That is the spirit behind the program for the 1936 conference of the industry to be held June 15 and 16, at the Edgewater Beach hotel, Chicago. It is the hope of the sponsors that the progressive manufacturers will show the interest they should manifest in the planning to be done at this convention, first by attending and second by proposing remedial action.

CONVENTION FACTS

This year the convention proper will be restricted to two instead of three days. It will open on Monday, June 15 and close with a big dinner party on Tuesday night, June 16.

It will be open to all who are directly or indirectly interested in the welfare of the trade, because the program is so arranged that meetings will be provided for (1) Association Members to transact association business, (2) Manufacturers, members and nonmembers to consider production and other trade problems, (3) for manufacturers and allies to study problems of a general trade nature.

While there are a few details that await a last minute decision, the program generally will be as follows:

SUNDAY, June 14—The final meeting of the 1935-1936 Board of Directors and informal conferences between the early arrivals.

MONDAY, June 15—The formal opening of the convention at 9:30 a.m. following the registration of members, guests and visitors.

The President's address; the Secretary-Treasurer's annual report; reports of association committees and recommendations by the Washington Representative.

Then there will follow an address on the need of well supported trade association action. It will be led by one of the best known trade paper publishers in the food trade, E. L. Rhoades, editor of the Food Field Reporter.

"The Macaroni Chamber of Horrors" conducted and discussed by G. G. Hoskins, the Association's Adviser, will show in all their abhorrence the things that are causing business stagnation.

At 1:30 there will be a group luncheon at which all who register for the convention will be the guests of the National association. After the luncheon there will be an interesting, educational dramatization of the right and the improper kind of macaroni sales-

manship. This will not only be funny, but well worth the expense of attending the convention.

During the afternoon there will be committee meetings, hearings and sectional gatherings, permitting study of unscheduled matters as may present themselves up to the very last minute.

There will be no set program for Monday evening.

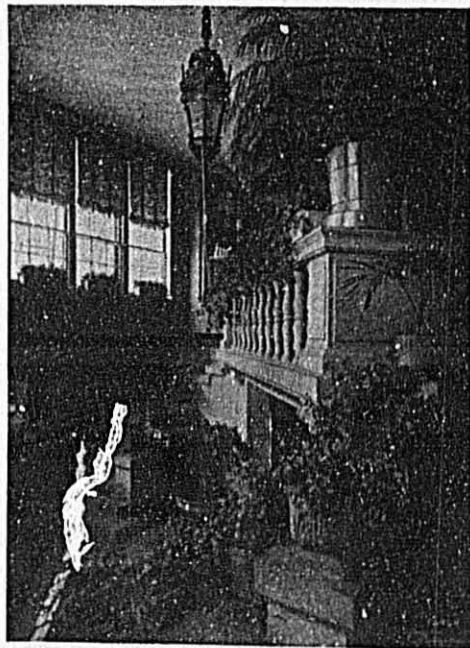
TUESDAY, June 16—During the morning there will be an executive session of the members of the National Association, with round table discussions of special problems, reports of Association committees, adoption of

resolutions, election of Directors and other strictly association action.

During the luncheon recess the Board of Directors will organize and elect the 1936-1937 Association officers.

In the afternoon the session will again be open to all manufacturers and allies, who will first summarize such action taken by the Association that may be of interest to all manufacturers, after which two outstanding speakers will conclude the study of the convention theme "Practical and Profitable Macaroni Merchandising" in specially prepared talks.

H. C. Petersen, Secretary-Treasurer



Entrance to lobby of the Edgewater Beach hotel, Chicago where leaders of the Macaroni Industry will confer June 15 and 16, 1936.

QUALITY . . .
any way you figure!



of the National Association of Retail Grocers will speak on "Macaroni Merchandising Through the Eyes of the Retailer." A speaker of high standing in the jobbing trade will discuss the subject of "Macaroni Merchandising Through the Eyes of the Wholesaler." All in all this should be a fitting climax to a serious consideration of the most acute problem facing the trade.

TUESDAY EVENING, June 16— The business of the convention having been completed, the conventioners will give over to pleasure and the committee in charge of the convention has provided a happy opportunity for a very entertaining evening. The annual dinner will be served to all convention registrants, their ladies and other guests at 7:30 p.m. There will be a variety of entertainment of the high class for which the promoters have built up an enviable reputation in the past, following which there will be dancing till the wee hours of the morning.

Room reservations may be made direct with the hotel management or through Secretary-Treasurer M. J. Donna, Braidwood, Illinois.

Special room rates will prevail for the convention.

Single \$4.00 and double \$6.00.

It is the hope of the promoters of this convention that all the progressive manufacturers in all parts of the country will plan to attend this year's very important conference in Chicago June 15 and 16, 1936.

Special Rates for Macaroni Convention

The management of the Edgewater Beach hotel, Chicago, the headquarters for the 1936 convention of the macaroni industry June 15 and 16 advises that "The spring rates will be granted the macaroni manufacturers and their allies even though the convention dates are partly over the dead line when such favorable rates cease to be in effect."

This is a fine "break" for the macaroni-noodle manufacturers and representatives of the allied trades who are planning to attend this year's important conference.

The special rates are:
\$4.00 single (summer rate is \$5.00).
\$6.00 double (regular summer rate being \$7.00).

Many reservations have already been made, some direct with the hotel management and others through the office of the National Macaroni Manufacturers association that is sponsoring the conference.

Because the Edgewater Beach hotel is very popular in the early summer, good accommodations may be scarce, though the management claims that it will take good care of all convention guests. However it is recommended that advance reservations be made as early as possible.

Special Luncheon Attraction

A novelty that is being planned for the education and entertainment of those who register as guests of the 1936 convention of the macaroni industry at the Edgewater Beach hotel, Chicago at the week of June 15, will be staged during the luncheon recess the opening day. Only the details are to be worked out. In a general way here is the planned feature:

The luncheon to be served at 1:30 p.m. Monday, June 15, 1936 is to be free to all who register as guests of the convention.

The menu will be one of the best that the famous hotel chef can recommend for a luncheon of this kind.

Following the luncheon a cast of well known manufacturers will dramatize the different kinds of macaroni salesmanship. It will be in the nature

of a burlesque, with a valuable lesson on the right and the wrong way of selling macaroni products.

The "schemers" who are planning the affair wish to keep the details secret, but "sub rosa" have been tipping off their friends that it will be something worth while, a feature that progressive macaroni-noodle manufacturer should pass up.

Tickets of admission to this free luncheon and this vivid presentation of the drama concerning the most important phase of successful macaroni marketing will be passed out to manufacturers and allies when they register for the convention—and for which the usual registration fee will be charged—entitling registrant to this luncheon and other entertainment, tickets to the annual banquet on Tuesday evening June 16 and all convention privileges. No decision has yet been made as to whether tickets will be available for additional guests at this free luncheon and timely dramatization.

Macaroni Industry's Chicago Convention Home



A new view of that famous Chicago hotel, the Edgewater Beach, with its spacious recreation park in the foreground. Here on June 15 and 16 there will gather the leaders of the industry in the 33rd consecutive annual conference sponsored by the National Association. Here these leaders will study the problems confronting the trade and plan cooperative action to improve general trade conditions.

Secrets of Successful Trade Marking

Clinching the Trade Mark by Cooperation With Schools

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

The marketing experts who believe in making the most of one's trade mark are for reasons of their own quite in sympathy with the trend away from promiscuous free sampling. These specialists as a result of investigations covering a period of years had just about reached the conclusion that hit-and-miss scattering of samples was a poor, or at least an expensive way of planting the seeds of trade mark recognition. When along comes the current revolution against scatter-sampling and plays into their hands.

No need of course to tell watchful macaroni marketers what has set the kids under old time practices of broadcast sampling. For several years, the idea had been growing that consumer sampling if carried on at all should be selective. Geographically, or by income groups or some other sifting process. What gave sharpened point to the impulse was the latterday increases in the cost of mass sampling. What with the rise in the prices of raw materials in the food field, the entry of processing taxes and other fresh burdens, it was all too clearly indicated that outlays for sampling must be scrutinized as pointing to the red.

Trade mark strategists are among those who are busy looking about for alternatives. Now that it seems probable that the old formulas of sampling are definitely on the way out as a universal practice, be it said in all fairness that the trade mark sharps have never been against any and all sampling. They are not prejudiced. On the contrary, they recognize in the fundamental institution of sampling a technique that is capable of constructive contributions to the cause of trade mark aggrandizement. So behold these marketing doctors busy at the moment plotting to turn to their own account the revised forms of sampling that are coming into favor.

With specialization in sampling thus the cue for the future, the trade mark pluggers are revealed as earnest advocates of utmost capitalization of schools as a channel and vehicle of sampling. All along, the would-be reformers of wasteful sampling have been for concentration of effort. As luck had it however, many of the brethren did not at the outset visualize the schools as an ideal means to this end. If they thought about the proposition at all they were probably ready to reject it on the ground that exploitation of schools was a case of educating tomorrow's consumers. Whereas the main job is to line up today's consumers.

What has changed or is changing the focus on this situation is the dis-

closure that there are schools and schools, as sampling fields. In other words there is something more to the story than the standard public school as fertile soil for food sampling. Indeed the experts on this lay are thinking least of the public schools—at any rate as to the lower grades. Bulging in their minds is the cooking school, and the domestic science class in the public high school. And, as possible disciples for the missionary work among the elect, hope centers in the teachers of domestic economy.

By the by all that has been said with respect to the shift in sentiment in respect to sampling holds equally true of demonstrations of food specialties. As our readers realize, the cost of demonstrations in retail stores, at fairs, food shows, etc. has not pinched as has the outlay for extensive field sampling by special crews. At the same time budget-parers have been increasingly conscious of the expense of continuing demonstrations where the food manufacturer paid the demonstrator, furnished the food, and in some instances faced a demand for rent of store space, or for pro rata contribution to the cost of local newspaper advertising.

In contrast to that setup there is a soothing quality in the program of demonstrations as conducted in cooking classes and at the popular public cooking schools staged in large auditoriums by metropolitan newspapers, by gas and electric power companies, etc. As a rule the food manufacturer who cooperates in these ventures is put to little expense beyond donation of supplies of his wares to be used in the demonstrations. On the face of it he enjoys valuable publicity for his product. And if he sees fit to seize the opportunity for a limited amount of free sampling he has a handpicked quota of prospects as recipients for his trial packages. Ringing the changes on the same basic idea are the demonstrations in hotel schools, at nurses training schools, sanitariums, hospitals, etc. Even the chain restaurants, etc. that conduct coaching or training courses for employes are not to be slighted as openings for demonstrations.

All this is not mere dream or fine theory. It is a recipe that is already working successfully. For example the cranberry sales drivers, than whom

there have been no more resourceful attackers, have found salvation from the high cost of sampling in well chosen forays in demonstration. One believer in the idea drops the hint that in the case of products such as macaroni, peculiarly adapted to camp fare as an energizer for active outdoor life, it might be amiss to overlook the field of young peoples summer camps—as approached via the institutions for training camp commissary executives and workers.

And now for the manner in which this closehauled introductory work clicks with trade mark perpetuation—which is our specific text. Much of the criticism leveled at blank fire sampling was based on the belief that it did so little for increase of trade mark consciousness. The argument was that if the trade mark on a free sample was not already known to the consumer he was likely to pay little heed to it. Because he or she had no deep concern as to the brand until the proof of the pudding had been obtained in the eating. And by that time like as not, the sample carton had been discarded. To put it differently, free sampling does not qualify for reiteration in advertising. The sampling contact must make a smash hit for the brand, or it fails to register.

The pickled-and-chosen ritual of sampling gets around this difficulty to a considerable extent. Principally because it places the tryout portion in the hands of an individual who by habit is accustomed to noting consciously or subconsciously identifying trade marks, trade names, firm names, etc. And who furthermore is most likely helping herself from a sample sufficient for more than one serving, thus keeping at hand a carton which may be consulted for brand identity when a favorable impression has been created. So too, with cooking school experimentation and demonstration. Repeated routine mention of a brand product by the teacher or supervisor who has a proper sense of cooperation will do much to cause a trade mark name to sink in where it will do the most good.

Last but by no means least is the value of choosy sampling as a means of planting an unknown trade mark in uncultivated sales territory. The object being, say to attain quickly a nationwide or broad regional distribution for the purpose of preempting a trade mark in an ultimate expansive market. A single gesture in promiscuous free sampling to consumers will seldom get anywhere in permanently rooting a sprouting trade mark. But the same amount of money and effort

WHO SELLS IT

BUYER'S GUIDE

WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina
Barozzi Drying Machine Co.
Macaroni Noodle Dryers
Armour & Company
Frozen Eggs

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



centered on well chosen school spots
is capable of creating an impression
that is lasting, if limited in extent.

Just here it must be added though,
that no reader should get the impres-
sion that sampling, new style, any
more than sampling, old style, is capa-
ble singlehanded of rendering a trade
mark legally impregnable. In order
to obtain a Federal certificate of reg-
istration a trade mark must be regu-
larly used in interstate commerce. That
stipulation presumes, though it may
not say so in so many words, that the
marked goods are the subject of bona
fide sale in response to natural de-
mand. At least the pattern of com-
merce which qualifies for trade mark
registration implies a permanent or
more or less continuous distribution.
Territorial trade mark rights based on
a single, brief adventure in sampling
(general or special) are open to chal-
lenge on the suspicion that the sam-
pling was solely for purposes of stak-
ing a claim, rather than to launch a
lasting business.

A man is in a bad way when a word
of cheer means nothing to him, and
a glass of it means everything.

A bachelor is a man who never makes
the same mistake once.—*Phoenix*.

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

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

Commander Milling Co.
Flour and Semolina

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

Creditors Service Trust Co.
Mercantile Collections

Duluth-Superior Milling Co.
Flour and Semolina

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

King Midas Mill Co.
Flour and Semolina

Frank Lombardi
Dies

F. Maldari & Bros. Inc.
Dies

Midland Chemical Laboratories, Inc.
Insecticides

Minneapolis Milling Co.
Flour and Semolina

National Carton Co.
Cartons

Service—Patents and Trade Marks—The Macaroni Journal

Macaroni to Music

Eating spaghetti with a musical intake
sound is not a rarity. Neither is a tasty
macaroni supper after the opera, a treat
which the late Enrico Caruso enjoyed so
much and so frequently that it is re-
puted that he often sang his best and
his loudest when confronted by his
favorite dish of Spaghetti-a-la-Caruso.
But manufacturing and packaging maca-
roni to music is something more rare
and extremely modern. Read of this in-
novation as told by a reporter of the
Louisville (Ky.) Times under the head-
ing "Music for Workers 'HIT' at Ken-
tucky Macaroni Company's Plant":

Poets throughout the ages have be-
stowed rare praise upon music. One of
them discovered "There's music in the
sighing of a reed—there's music in the
gushing of a rill." "There's music in all
things," this poet wrote more than 100
years ago and, living today, he might
have offered to prove his point by citing
music that workers now hear daily at
the big plant of the Kentucky Macaroni
company, Floyd st. and Southern R. R.

The food processing firm has installed
a sound system by means of which
choice radio programs are picked up
or records of late song hits are passed
on to the hundreds of the firm's em-
ployees through amplifying equipment set
up in various parts of the building. At

15-minute intervals the "music goes
'round and round'" and the innovative
according to Thomas J. Viviano, treas-
urer of the company, who conceived it
is meeting with unusual favor among
the workers. The music continues for
six minutes and is "back on the air"
quarter of an hour later.

Mr. Viviano's plan to provide what he
described as "musical recreation" espe-
cially for the scores of women workers
in the huge packing division of the plant
had the full approval of his father, Joseph
Viviano, president, and Peter
Viviano, his brother, who is vice pres-
ident of the firm.

Packing of macaroni, spaghetti and
noodles is carried out entirely through
the use of modern automatic machinery.
"Naturally," he said, "the girls tending
these machines, weighing and checking
packages find the work monotonous
times. Monotony induces fatigue and
is the idea to minimize fatigue by bring-
ing music to our workers. The plan is
working and as long as it continues to
meet with the approval of employes, for
whose benefit we have adopted it, the
musical way of combating fatigue will
be continued."

As the result of experience gained
during the depression many are living
more, on less.



Paramount Paper Products Co.
Paper Bags

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers

Sherwood Petroleum Co., Inc.
"Biancol" Mineral Oil

The Star Macaroni Dies Mfg. Co.
Dies

Swift & Co.
Frozen Eggs

Washburn Crosby Co. Inc.
Flour and Semolina



Program for Convention

- 1—The 1936 Convention of the National Macaroni Manufacturers Association will be the Thirty-third consecutive, annual Conference of the Macaroni-Noodle Manufacturing Industry to be sponsored by this National organization.
 - 2—The 1936 meeting will be held at the Edgewater Beach Hotel, Chicago, June 14, 15 and 16.
 - 3—It will be divided into—
 - a—Meetings of Association Officers and Executives.
 - b—Open sessions for all manufacturers and allied.
 - c—Executive sessions for Regular Association Members only.
 - d—Public Hearings before Committees concerned in the solution of specific trade problems.
 - e—Round-table discussions.
 - f—Festivities for the entertainment of members, guests, and families and friends.
 - 4—The Convention Theme is—"PRACTICAL AND PROFITABLE MACARONI MERCHANDISING."
 - 5—Every one in any way interested in the welfare of the Macaroni Manufacturing Industry in America will be welcomed to take part in the conference and Members of the National Macaroni Manufacturers Association are especially urged to send not only their leading executives, but their production managers and salesmen.
- All are asked to arrive as early as possible, to spend the week end at the convention hotel for a little beneficial fraternizing with fellow manufacturers before the actual opening of the conference.

Sunday—June 14, 1936

4:00 p. m. Final meeting of 1935-1936 Board of Directors.

Monday—June 15, 1936

MORNING—9:30 a. m. to 1:30 p. m.

9:00 a. m. Registration.

9:30 a. m. Opening Ceremonies.

Reports of Officers and Executives.

Reports of Committees.

Address—The Need and Value of Cooperation in Our Industry.

Address—The Macaroni Chamber of Horrors.

Group Luncheon—1:30 p. m.

Luncheon Entertainment—*Dramatization of Macaroni Salesmanship.*

Three Scenes—(a) The Wrong Way.

(b) The Usual Way.

(c) The Right Way.

(A burlesque with a point. A Scream—An object lesson in Selling that should have beneficial effects on all Salesmanagers and Salesmen.)

Afternoon—2:30 p. m. to 5:00 p. m.

1—Committee Meetings.

2—Group Sessions.

3—Hearings.

Evening

No set program.

Tuesday—June 16, 1936

Closed Session—9:30 a. m. to 12:30 p. m. (Open only to Active Members of Association.)

Round Table discussions.

Action on Committee Reports.

Preparation of Resolutions.

Election of 1936-1937 Directors.

Luncheon 12:30 p. m. to 2:00 p. m.

Special—First meeting of 1936-1937 Board of Directors for organization and election of Officers.

Afternoon—2:00 p. m. to 5:00 p. m.

Open Session for All Manufacturers and Allied.

Summary of action taken and recommendations made at the closed Session as may interest nonmembers.

Announcement of 1936-1937 Officers.

Address—"Macaroni Merchandising Through Eyes of Retailers."

Address—"Macaroni Merchandising Through Eyes of Wholesalers."

General Discussion.

Final adjournment.

Evening—7:30 p. m. to 1:00 a. m.

Annual Dinner-Dance with special entertainment, dancing.

Macaroni Marketing Agreement Board

The macaroni manufacturers of northern California have recently organized to operate under the marketing agreement set up by the California Department of Agriculture to prevent unfair competition and discrimination to the detriment of agriculture and consumers. The Macaroni Industry Board, licensed under the agreement, consists of M. DeMattei of the San Jose-Ravenna Paste company, San Jose as chairman; L. R. Podesta of Fontana Food Products Co., South San Francisco as vice chairman; A. Bertucci of Pompeii Macaroni Factory, San Francisco as secretary-treasurer; J. Scarpino of Colosseum Macaroni Co., Sacramento and A. DeMartini of Roma Macaroni Factory, San Francisco as directors.

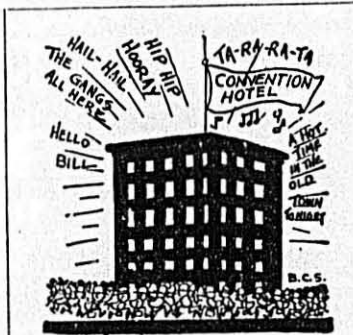
The Macaroni Industry Board for northern California was organized under the California Marketing Agreement and License Act passed in 1935 and has for its specific purpose "To provide for the formulation and enforcement of marketing agreements between the Director of Agriculture of this state (California) and the producers, packers, processors, distributors, shippers, handlers or marketers of agricultural products or the products thereof," etc.

Macaroni manufacturers in other states are watching with considerable interest the operation of this marketing agreement in northern California, the enforcement of which has been placed squarely up to the members of the industry. There is a probability that a delegation of the manufacturers from the San Francisco area will attend the National convention of the Macaroni Industry in Chicago next month to explain the operation of this voluntary agreement and to advise how macaroni manufacturers in outside states can cooperate in making the marketing agreement more effective.

Canadian Manufacturer Weds

Henri Constant, well known macaroni manufacturer in St. Boniface, Manitoba, Can. has announced the marriage of his eldest son Jean, who frequently accompanied his father to conventions of the macaroni industry in this country. The wedding took place last month in St. Boniface cathedral with Right Reverend Monsignor W. Jubinville officiating.

The bride was Miss Juliane Fortier, popular among the younger set in her home town in Manitoba. The nuptial ceremony was followed by an informal reception at the home of the bridegroom's parents on Dumoulin st. followed by a luncheon for the immediate relatives in the Marlborough hotel. Marriage brings change. Because of the added responsibilities involved Jean Constant has elected to quit the



CONVENTION

Edgewater Beach Hotel

Chicago

June 15, 16

COME!

macaroni manufacturing business, at least temporarily, and has acquired an interest in a confectionery concern. His father, long associated with macaroni making in Manitoba recently retired from business.

New Salesmanager for Superior Company

Through the trade channels of southern California, Fred Spadafora, president of the Superior Macaroni company, Los Angeles, recently announced appointment of a new salesmanager in the person of H. J. (Heinie) Johnson.

For years "Heinie" Johnson was salesmanager for Gold Medal flour and Wheaties in the Los Angeles territory and is well known to the retail trade through which the macaroni concern sells most of its output. In addition Mr. Johnson has officiated as master of ceremonies at many important food shows throughout the state, in numerous cooking schools. His genial personality is known to thousands and thousands of women. His thorough knowledge of the trade and consumer buying habits among the inhabitants on the Pacific coast is bound to result in increased business for his new connection, which manufactures and distributes the popular Superior Products.

Kills Self and Daughter

A verdict of "murder and suicide while temporarily insane," was returned by the coroner's jury at an inquest into the deaths of Peter Viviano, aged 64 and his daughter Grace Viviano, aged 23, whose bodies were found April 28, 1936 in the Viviano suburban home in Oak Park, Ill. From notes left by the father, the jury determined that the well-to-do macaroni

manufacturer had shot his daughter as she slept in their 15-room residence and then ended his life while seated before a picture of his wife Antonia, who died six years ago.

In these words, press dispatches described one of the greatest tragedies in the history of the macaroni manufacturing business in this country, involving a member of one of the pioneer families long associated with the business.

Peter Viviano was the president and founder of the Viviano Macaroni Manufacturing company whose plant is at 2326 S. Western av., Chicago. With his brother Joseph Viviano, now president of the Kentucky Macaroni company, Louisville, Ky. he was formerly associated with the Chicago Macaroni company, 2148 Canalport av., Chicago. Prior to his going to Chicago in 1913 he was in business in St. Louis, Mo.

A note indicating that the tragedy had been planned read: "I am responsible for this. Don't ask any questions." Before perpetrating the deed that shocked all his relatives and his many friends in the macaroni trade, Mr. Viviano had awakened his son Alphonse, the vice president of the macaroni firm and Thomas, the sales manager, telling them that he had a headache and asking them to go to the office of the plant where he would meet them and talk over some business affairs.

His daughter Grace who preceded him in death was a graduate of Oak Park high school and of Notre Dame convent at Bourbonnais, Ill. Two other daughters survive, Mrs. Rose Cusimano of Chicago and Mrs. Lena Palazzolo of Cincinnati, Ohio.

To the members of the bereaved family and to relatives of the deceased many of whom are connected with the macaroni manufacturing industry in Louisville, Cincinnati, St. Louis, Carnegie, Buffalo and Detroit, fellow manufacturers expressed their sympathies over the double tragedy.

New Canadian Plant

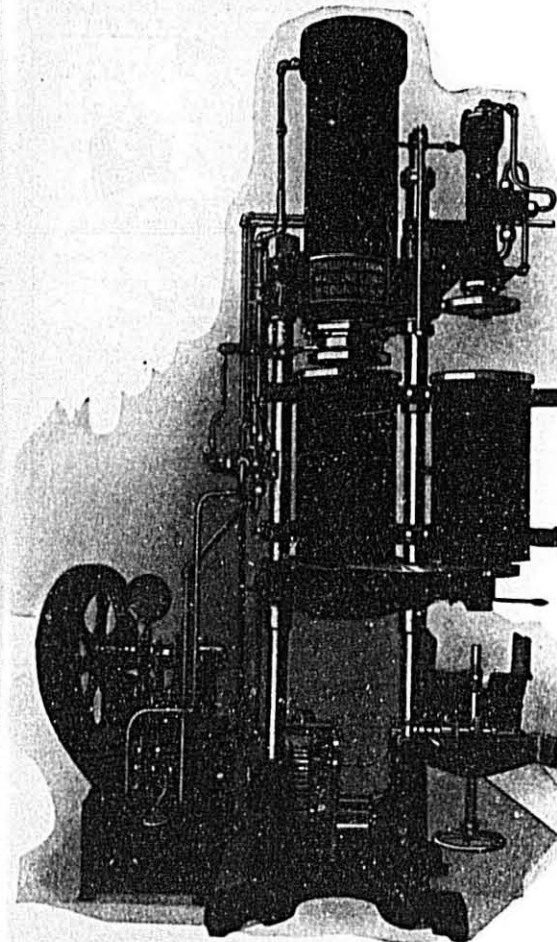
Following in the footsteps of a pioneer macaroni manufacturer on the western plains of Canada two sons and one daughter have formed a new macaroni manufacturing firm in Winnipeg, Manitoba to be operated in the name Constant Macaroni Products.

The plant now in production is at 28 Ross av., Winnipeg. Lucien Constant who frequently represented his father's business at the conventions of the National Macaroni Manufacturers' association is the chief executive of the firm. He is being assisted by his sister Madeline, and a younger brother Ferdinand.

The company will distribute its products throughout the Prairie Provinces specializing in packaged goods, though it will continue to hold the bulk buyers who were for years the friends of the senior Constant.

Consolidated Macaroni Machine Corporation

Designers and Builders of High Grade Macaroni Machinery



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The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

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

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

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Packaging in Window Cartons Shows Big Increase

A survey of many leading manufacturers of egg noodles and macaroni products shows a definite trend toward use of folding cartons with transparent windows for packaging their top brands. One of the principal reasons for this swing toward so-called window cartons is the desire on the part of manufacturers to eliminate losses resulting from breakage and returned goods. This is the conclusion of G. W. Vanden, president of the Vanden Co., Inc., Chicago, a student of packaging trends.

After all, macaroni and particularly egg noodles, are fragile products. Unless the package gives adequate protection the merchandise is easily broken. And, broken egg noodles and macaroni hardly make an appetizing presentation to consumers. It is reported that because leading manufacturers are packing their best brands in this type of package, the consumers are coming to recognize this type of package as containing top quality. Window cartons give ample visibility of the contents. Consumers and the trade can easily detect the better quality of merchandise through these cellulose windows. The golden, amber color of the product, whole and unbroken as it leaves the factory, presents an attractive high quality appearance.

A leading manufacturer of these transparent window cartons claims that they have perfected this type of packaging to an unusually high degree. It is also their contention that this type of packaging will do as much if not more than anything else to raise the standard of macaroni and egg noodle products in America.

A few of the outstanding advantages of this type of package are: 1. Shows the quality of your product. 2. Protects the contents and makes a serviceable container on the pantry shelf until entirely consumed. 3. Gets brand name up big. 4. Room for recipes and sales story on side panels. 5. Easier to stack and display. 6. Less breakage, fewer returned goods. 7. Sealed by semi or fully automatic machinery. 8. Can be printed in brilliant full color lithography at moderate cost.

Marketing Agreement Urged by Macaroni Men

Under the favorable laws of California it is permissible for processors of agricultural products to have a marketing agreement under the supervision of the state Department of Agriculture. Believing that much good will result



from such a code or agreement affecting the macaroni-noodle manufacturing industry in that state, 90 per cent of the macaroni manufacturing establishments in California signed a petition urging the adoption of a marketing agreement especially designed to meet the requirements of the trade insofar as that is possible under the law.

A hearing on the proposed macaroni marketing agreement was held in Sacramento April 9 when State Director of Agriculture A. A. Brock met with representatives of the 41 macaroni companies operating in that commonwealth. The agreement provides fair trade practice rules, establishes quality standards, prohibits the selling of macaroni products below cost and provides for the open filing of wholesale prices.

This pact to be set up under the Marketing Agreement Act of California provides that if two thirds of the manufacturers actually sign the agreement, Director Brock may promulgate it as law. To enforce the agreement two separate control boards would be established. One would control the manufacturers in northern California numbering about 28 plants, and the other in southern California numbering about 13 plants.

Macaroni-noodle manufacturers in other states, most of which have enabling legislation of this kind are anxiously awaiting the results of this California experiment. Shippers of macaroni products to California are also anxious to learn what effect the agreement will have on this business.



CONVENTION . . . Eggewater Beach Hotel, Chicago . . . June 15, 16

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BY USING ARMOUR'S DEEP COLOR FROZEN YOLKS

Cloverbloom Yolks are Graded for Color

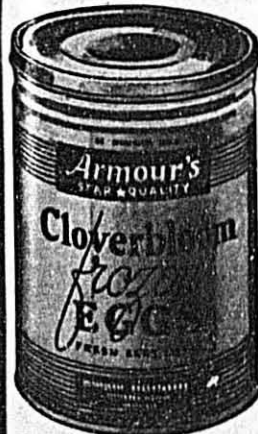
We classify Armour Frozen Egg Yolks by color as well as solids content. This makes it possible for you to specify Frozen Egg Yolks of a deeper shade, and thereby make sure of a richer egg color in your product. The advantage of using Armour Frozen Egg Yolks is that you are sure of turning out noodles with the rich color that creates sales.

Guaranteed solids content

Another important feature of Armour's Frozen Eggs is the uniform solids content. As a result of thousands of laboratory tests we have developed an entirely new method of determining egg solids, so that they can be adjusted to the required percentage — either 43% or 45% — before freezing. By using Armour Eggs with uniform solids, you can be sure of turning out a more uniform product.

Armour eggs free from grit, shells!

The clarification process — exclusive with Armour — is another reason why Armour Eggs are better. The bottom of the can is as clear as the top, and all gritty particles are completely removed. What's more, there is no separation of the liquids and solids before freezing, while frozen, or after de-frosting.



24-HOUR DELIVERY
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Now is the time to order your year's supply. We will deliver according to your needs.

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For more information write to
THE FROZEN EGG DEPARTMENT, ARMOUR AND COMPANY, CHICAGO



Determining the solids content of frozen eggs with the Zeiss refractometer. A special technique for the use of this scientific instrument in determining egg solids was developed by Armour research men and is now used exclusively in all Armour egg plants.



Government Refuses Low Ash Macaroni

Under the illusion that the Federal Specifications Board had decreed that the ash limit in macaroni products intended for consumption in the army, navy, CCC camps, etc. had been entirely waived many macaroni-noodle manufacturers accepted government contracts at ridiculously low prices. When the low grade products were delivered on those contracts they were consistently refused by the agencies with the result that thousands of dollars worth of this inferior food was dumped back on the producers and shippers.

Investigations prove that the ash content permitted in macaroni products sold to government institutions of any kind has merely been increased temporarily from 65 hundredths per cent to 80 hundredths per cent on account of the condition of the 1935 wheat crop. Just how the impression got out that the ash limit had been waived entirely is not known, but it has proved a costly conclusion for many who unfortunately choose to sell inferior products instead of quality goods.

To clarify the basis on which macaroni products will be purchased under the Government's temporarily amended specifications, their modified form is given herewith:

Federal Specification for Macaroni, Spaghetti and Vermicelli

This specification was approved for promulgation by the Federal Specifications Board on December 8, 1931, for the use of the departments and independent establishments of the Government in the purchase of this commodity and shall become mandatory for all departments and independent establishments of the Government not later than June 1, 1932. It may be put into effect, however, at any earlier date after promulgation. (Amended December, 1935.)

A. Applicable Federal Specifications.

- A-1. There are no other Federal specifications applicable to this specification.
A-2. Any special requirements of the individual departments of the Government are noted under Section H.

Weekly Crop Bulletin

The Capital Flour Mills, Minneapolis, Minn. has resumed publication of its weekly durum crop bulletins that proved so informative and interesting to the macaroni industry when first published in the spring of 1935. Officials of the company will mail copies of the bulletins to all macaroni-noodle manufacturers who would like to receive them. In its April 15, 1936 bulletin is shown a sectional outline map of the principal durum wheat growing states, a record of the rainfall in that district and the durum wheat production of each of the durum areas for the crop years 1932 to 1935.

"The durum wheat crop last year aided by ample moisture and cool weather April to June, gave promise of an excellent crop, but during late June and early July high temperatures and ex-

B. Types and Grade.

- B-1. *Types.*—Macaroni, spaghetti, and vermicelli shall be such of the following types as may be specified in the invitations for bids:
Type I. Semolina.
Type II. Farina.
Type III. Combination of semolina and farina.
Type IV. Hard wheat or durum wheat.

- B-2. *Grade.*—Shall be of the grade specified herein under the respective types.

C. Material and Workmanship.

- C-1. Shall be made in a proper manner, under strictly sanitary conditions, and shall be of American manufacture. Shall be either solid or tubular stem, and, unless otherwise specified in the invitations for bids, shall be approximately 11 inches in length. The product shall have been well dried by modern methods (open-air methods of drying shall not be used).

D. General Requirements.

- D-1. All deliveries shall conform, in every respect, to the provisions of the Federal Food and Drugs Act of June 30, 1906, and amendments thereto, and to subsequent decisions of the United States Department of Agriculture, all as in effect on date of invitation for bids.

E. Detail Requirements.

- E-1. Shall contain not more than 12 per cent moisture, as determined by the vacuum oven method or other method which the Association of Official Agricultural Chemists may consider as equivalent, and not less than 11 per cent of protein (NX57), calculated on 12 per cent moisture basis.

- E-1. *Type I.* Shall be made from sound semolina No. 1, and the ash content of the finished product, exclusive of added salt, shall not be more than sixty-five hundredths per cent (sixty-five hundredths per cent changed to Eighty Hundredths per cent by amendment No. 1, December, 1935).

- E-2. *Type II.* Shall be made from sound farina No. 1, and the ash content of the finished product, exclusive of

added salt, shall not be more than forty-five hundredths per cent.

- E-3. *Type III.* Shall be made from a mixture of sound semolina No. 1 and sound farina No. 1, and the ash content, exclusive of added salt, shall be not more than fifty-five hundredths per cent.

- E-4. *Type IV.* Shall be made from sound hard wheat flour or sound durum wheat flour of good quality, or a mixture of both. The ash content, exclusive of added salt, shall not be more than fifty-two hundredths per cent when a hard wheat flour is used, and shall not be more than sixty-five hundredths per cent when durum wheat flour is used. (Sixty-five hundredths per cent changed to Eighty Hundredths per cent by amendment No. 1, December, 1935.)

F. Method of Inspection and Test.

- F-1. Inspection shall be made at point of delivery by the receiving agency unless otherwise specified.
F-2. Chemical analyses, if required by the purchaser in the examination or testing of samples and deliveries under this specification, shall be made in accordance with methods of the Association of Official Agricultural Chemists in effect on date of invitation for bids.

G. Packaging, Packing and Marking.

- G-1. Any special requirements of the individual departments are noted under section H.
G-2. *Packaging.*—Unless otherwise specified, commercial packaging is acceptable under this specification.
G-3. *Packing.*—Unless otherwise specified, the subject commodity shall be delivered in standard commercial containers, so constructed as to insure acceptance by common or other carriers, for safe transportation, at the lowest rate, to the point of delivery.
G-4. *Marking.*—Unless otherwise specified, shipping containers shall be marked with the name of the material, number and sizes of packages, and the total quantity in the container, as defined by the contract or order under which the shipment is made, the name of the contractor, the number of the contract or order and date of packing.

tremely high humidity favored rust development causing heavy damage to wheat in the maturing stage. The resultant crop while of general good quality was extremely light weight and has proved a difficult crop for normal milling results.

"This year winter precipitation was generally less than last year although close to normal in most areas. Snow and rain in March and early April, together with unseasonably cold weather is delaying field work this spring. Reports indicate sufficient seed although the light weight wheat from last crop where used for seed will require very favorable weather to get started. Planting intentions indicate substantial increase over last year, although below the 1928-1932 average."

As of May 1, 1936 we find that the seeding of durum wheat was delayed

somewhat during the last week of April due to abnormally cold weather and scattered rainfall. Reports indicate freezing nights, especially in North Dakota delaying field work, the bulletin continues.

Generally speaking durum is about 75% seeded with reports from South Dakota and southern North Dakota indicating seeding completed in some districts; and northern North Dakota reporting seeding well under way to 50% completed. Some fields in the northern district are still too wet for field work, especially in the low spots.

While the April rainfall this year was below normal apparently the ground absorbed much of the winter precipitation and most reports show ample moisture to get the crop started. Farmers are optimistic and looking forward to a good crop if conditions continue favorable.

May 15, 1936

THE MACARONI JOURNAL

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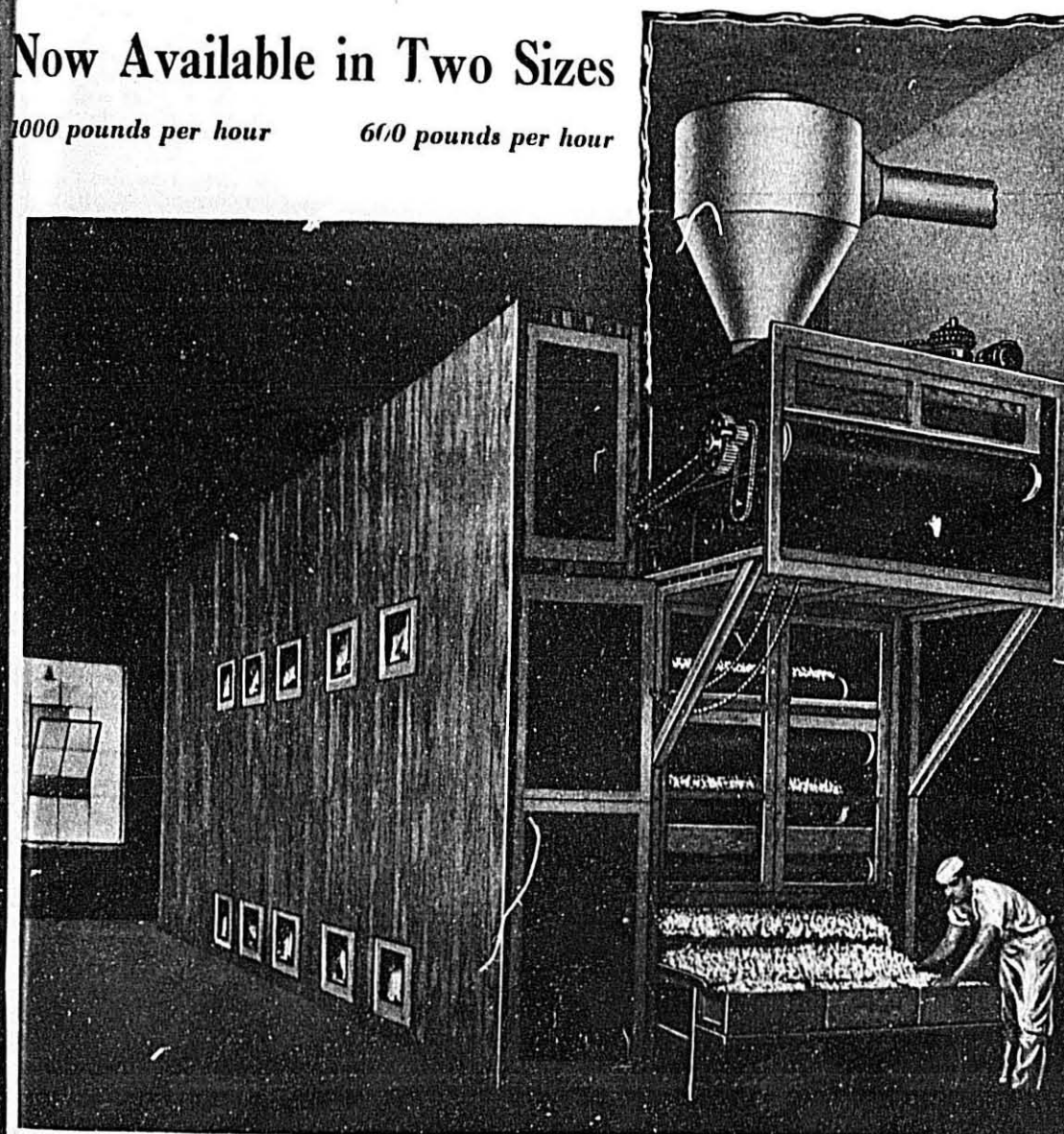
Complete Drying Process in Two Hours

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1000 pounds per hour

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From Noodle Cutter, to the Packing, in continuous operation. Perfect operation under any climatic conditions checked by automatic heat and moisture control.

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MACARONI-GRAMS

By Spag MacNoodle

Old Models

Most business men who spend a decade or more in business in the same office or store, add to and improve their premises and equipment with at least one major operation during that period.

They may overhaul and recondition and replace when they first start in or they may do it at some opportune time later. There are few who do not sooner or later do something of this sort in a bigger way than merely taking care of the ordinary wear and tear.

But how many men of your acquaintance, no matter how long they have been in business have reconditioned their places more than once?

The average man when he has re-fitted once thinks he is fixed for the rest of his business career. And unfortunately he usually is so.

The human body goes through an entire change in its component parts once in seven years. We recondition our Federal government once in eight years at least, sometimes in four years. We take a census every ten years, because we know records more than ten years old are not of much value.



We raft over our football rules every year. Once a year as the season rolls around we overhaul and add to our fishing, golf, hunting or other sports equipment. We have the old car reconditioned at not greater than two year intervals, and we buy a new car as often as we can spare the price.

But we set up one good business outfit and expect the equipment to last as long as we remain in business. We assume it will be as useful under new conditions as it was under the old. We expect to be able to operate as efficiently with it under the demands of 1936 as we did under conditions five, ten, perhaps twenty years ago. We laugh at the fellow who drives a 1920 car, but we continue to use prewar equipment in business, when it is hardly more efficient than that car would be.

King of Macaroni for 1936

In the annual contest to determine the "King of Macaroni" for the year, held in Geneva, Switzerland hundreds of pounds of macaroni were consumed by the many contestants that vied for the honor.

Louis Paris won first place for men and Henrietta Villa the same honor for the weaker sex. Over 50 others had to be satisfied with a bigger than ordinary meal of macaroni prepared by some of the best known chefs of Switzerland, France and Italy. Only six of the contestants were women.

Louis Paris, "King of Macaroni for 1936" is a short, well built construction worker. He won the title by eating more than 5 1/2 pounds in an hour. When he was acclaimed the winner he called for his regular supper, giving preference to spareribs and sauerkraut rather than macaroni, saying that though he preferred macaroni he thought he had eaten enough of that as an entree.

Henrietta Villa, who ranked first among the women, dropped out of the championship contest after consuming slightly more than 3 pounds.

Thus this "King of Macaroni" ate more macaroni in one hour than the average American eats in one year.

Those who figure on getting there some way or another, seldom do.

The Highest Priced Semolina in America and Worth All It Costs

King Midas Semolina

The Golden Touch

Leads in Quality

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

KING MIDAS MILL COMPANY

MINNEAPOLIS, MINNESOTA



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

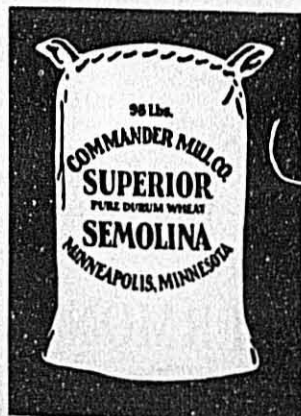
These manufacturers know, after years of experience, that Commander Superior Semolina can be depended upon for color and protein strength day after day, month after month, year after year.

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



ORIGIN OF MACARONI PRODUCTS

Many Nations Lay Claim to Fostering Famous Food

We have heard or read the claims of many nations, including Ireland, Germany, Spain, Austria and China, regarding the origin of macaroni, but we cannot overlook the fact that Italy and its possessions have the most enviable one, including the "condimento" or sauce as we have it today.

The biographies of Italy's historical, economical, scientific and classical characters, prove "by their menu you shall know them!"

Writers of the private lives of Dante Allighieri, Giotto, Michael Angelo, Columbus, Verdi and many others, portray the culture and customs which prove the general use of "pasta" or Macaroni among all the Italians of the Middle and Modern ages.

Machines for forming the various shapes or varieties were first made of wood; later reinforced with metal, and today, as in America, hydraulic presses, with a drying system that nature provided—pure fresh air, flavored with the breezes from the Atlantic ocean and the Mediterranean sea.

"Pasta," or Macaroni, in all its forms as we know them, originated in various parts and provinces of Italy. A few of many examples: Rigatoni in Sicily; Spaghetti in Rome; Spaghettini in Piemonte; Vermicelli in Torino; Linguine in Pisa;

ITALY

By JOSEPH J. CUNEO

of

La Premiata Macaroni Corporation,
Connellsville, Pennsylvania

Forati in Naples; Mostaccioli, Fidelini, Tufoli and other cuts in Genova; the fancy shapes in Firenze; Ditalini (used with beans) in Calabria and Naples, and all the way down the list of any macaroni chart or catalog, each shape or cut has its origin and improved upon by other Italian centers to suit the tastes of the rich and the poor.

"Menestrone," the original Genovese soup with some shape of macaroni, has been known for ages and is used abundantly in American hotels and restaurants today.

Giving serious thought to the origin of the famous food, it is a positive fact that while China contributed a "paste" made from rice flour the real and proper ingredients for good macaroni of Italian

origin were the best semolina and pure water—nothing else. Most of the semolina used by Italy was originally imported from Russia.

Semolina (ground from durum or hard wheat) has a very bright amber color—granular, in appearance—not a flour but rich in gluten, low in ash, contains an excellent percentage of protein and contributes the famous "chew," so desirable in eating macaroni. Of course many imitations of macaroni manufacturing have appeared in America and while some manufacturers use the proper raw materials, it is regrettable to find some in America using a cheap flour high in ash, that is a disgrace to the education of the consuming American people of this famous dish, for the sake of a few pennies in price. The American consumer however, is quickly learning that semolina macaroni is the only desirable dish and, happy to state, the consumer is refusing flour macaroni or substandard substitutes.

As the spirit of Virgil led Dante Allighieri through Heaven, Hell and Purgatory, according to the Divine Comedy, our menu, with semolina macaroni in some variety, shall lead us to health, long life and happiness, of which the semolina macaroni manufacturer in America plays so important a part.

tion is concerned, the exceptions being candy, syrups and oysters.

"If this is a new mark with your member, we advise that he select something else."

The Association Member seeking to register "Mother Hubbard" as his trade mark for macaroni-noodles, is appreciative of this free service to Members because it saves him the trouble and expense of preparing the art work, designs, etc. that must accompany all applications for registration. It would be wasted money and effort to make such application in the face of information divulged by this search which is free to members and for which a small reasonable charge is made to nonmembers of the National Macaroni Manufacturers association.

PATENTS AND TRADE MARKS

A monthly review of patents granted on macaroni machinery, of applications for and registration of trade marks applying to macaroni products. In April 1936 the following were reported by the U. S. Patent Office: Patents granted—none.

TRADE MARKS REGISTERED

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

Golden Crown

The trade mark of the Atlantic Macaroni Co., Inc., Long Island City, N. Y. was reg-

istered for use on macaroni. Application was filed Nov. 30, 1935 published by the Patent Office Feb. 11, 1936 and in the March 15, 1936 issue of THE MACARONI JOURNAL. Owner claims use since December 1908. The trade name appears in outlined type under which is the golden crown.

Triangle

The trade mark of the Atlantic Macaroni Co., Inc., Long Island City, N. Y. was registered for use on alimentary paste products. Application was filed Nov. 30, 1935, published by the Patent Office Feb. 11, 1936 and in the March 15, 1936 issue of THE MACARONI JOURNAL. Owner claims use since March 1907. The trade mark is the name in black type with the triangle in the background as within a circle.

Dixie

The trade mark of the Atlantic Macaroni Co., Inc., Long Island City, N. Y. was registered for use on alimentary paste products. Application was filed Nov. 30, 1935, published by the Patent Office Feb. 18, 1936 and in the March 15, 1936 issue of THE MACARONI JOURNAL. Owner claims use since Sept. 17, 1912. The trade name is in large, black letters.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in April 1936 and published by the Patent Office to permit objections thereto within 30 days of publication:

Brunswick

The private brand trade mark of Eldridge Baker company, Boston, Mass. for use on macaroni and other groceries. Application was filed Feb. 11, 1936 and published April 2, 1936. Owner claims use since August 1887. The trade name is in heavy, black type.

May 15, 1936

THE MACARONI JOURNAL

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Rossotti Holds First Sales Conference

The Rossotti Lithographing Company, Inc. of New York city, one of the most progressive firms interested in supplying the macaroni-noodle industry with modern packages and attractive labels, held a general sales conference of its branch managers during the week of April 18. Representatives from branch offices from coast to coast were brought to New York for the conference, where the entire sales organization spent a solid week at work and play. Plans were laid for the new fiscal year sales campaign.

Charles Rossotti, vice president and director of sales acted as the chairman of the conference. He is the firm's contact man who travels extensively from branch office to branch office and he boasts of personal acquaintance with

macaroni and noodle makers that is unexcelled by any other representative of other supply firms.

Alfred Rossotti, the president of the firm delivered an address of welcome, took an active part in the several sales meetings as well as in the entertaining features. Others who addressed the conference during the week were H. Block, comptroller and Albert Heil, sales manager.

The Rossotti Lithographing Co., Inc. with offices and plant at 141 Varick st., New York city, has made rapid strides during the past few years, starting in a small way under the able direction of the late Edward Rossotti, founder of the firm. A battery of the latest and most modern lithographing presses has recent-

ly been installed in the plant. Production facilities have been increased to accommodate the greatly increased volume of business. This concern specializes in folding cartons, either with or without transparent windows, as well as in labels of all varieties for food products.

South African Inquiry

The superiority of American made macaroni machinery is becoming more and better appreciated throughout the macaroni manufacturing world. American builders of dependable machines number among their satisfied customers some of the most successful firms in Australia, Asia and South America. Their reputation has also reached South Africa as evidenced by the following inquiry through the National Macaroni Manufacturers association headquarters:

Laurence, Marques, South Africa,
March 13, 1936

Gentlemen:

Through another publication we learned about your Journal and feel that you would have among your advertisers some who would be able to supply our needs. We would like to know if they can supply mixers for the mixing of flour, as we need one for our macaroni factory.

If so we will be glad to have them send us their illustrated catalogues and prices C.I.F. this port; also terms and conditions of business. Also please answer the following questions:

- 1—What quantity of flour can be mixed in one operation?
- 2—Can you insert a water can or anything that can hold the water for mixing the flour?
- 3—What horse power is required to drive your mixer?
- 4—Can you supply a mixer with pulley drive?
- 5—What will be the price of the separate motor?
- 6—What are the measurements and weight of your mixer?
- 7—How many units are required to run your mixer for an hour?

Also send us the illustrated catalog of all the machinery you manufacture and upon receiving all the necessary particulars, we hope that we can do business.

Respectfully,
Fabrica Colonial de Masses Alimenticias.

BRANCH MANAGERS IN SALES CONFERENCE



Sales representatives of the Rossotti Lithographing company, Inc. from branches reaching from Boston on the Atlantic seaboard to Los Angeles on the Pacific coast attended the first sales conference of the firm in April in New York city. Seated (left to right): Jerome Neri, New York; D. W. Killip, Chicago; Charles Rossotti, vice president; Albert Heil, New York; Albert Aloisi, New York. Standing (left to right): Robert Stobbs, Philadelphia; Kurt Zimmer, Los Angeles; John Tobia, New York; Robert Eckels, Buffalo; Gilbert Gruber, Boston.

HYDRAULIC MACHINERY ELMES

SHORT CUT
HIGH PRODUCTION UNIT

NEW
VARIABLE SPEED
TRANSMISSIONS.
STATIONARY DIES

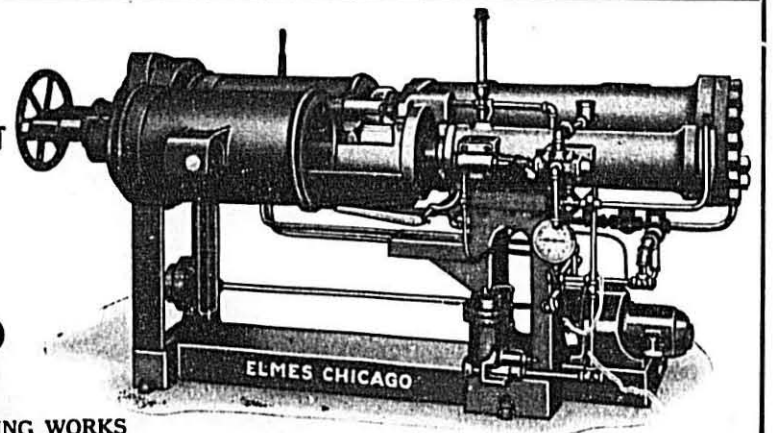
EASILY ADJUSTED

TO PRODUCE ANY LENGTH OR
FANCY CUT OF GOODS

CHARLES F. ELMES ENGINEERING WORKS

Hydraulic and Special Machinery

213 N. Morgan St. Chicago, U. S. A.



SHORT CUT PRESS MODEL No. 4102-A

Argentine Paste Industry

The Republic of Argentina, South America, has been the destination of millions of Italians who were forced to find lands of greater opportunities. It may naturally be expected that Italian industries would follow these Italian immigrants. This is particularly true of the alimentary paste manufacturing industry as evidenced by the report of Trade Commissioner DyWayne G. Clark, temporarily in charge of Argentine division of the Bureau of Foreign and Domestic Commerce, United States Department of Commerce.

From his residence in Buenos Aires, Argentina he sends his government a survey of the "Macaroni and Supplementary Paste Products in the Argentine Federal Capital Area." It is very interesting to all countries interested in exporting macaroni products. It reads, in part as follows:

—The Direction General of Commerce and Industry has just released figures pertaining to the operation of the paste products industry in the Argentine Federal Capital Area during 1934. These figures cover of course the production of macaroni, spaghetti, vermicelli, noodles and other paste products.

—According to the Direction of Commerce and Industry, during the year 1934 there were 30 factories registered, representing a capital investment of 6,903,544 paper pesos. The value of the total production during the year was 6,182,007 pesos. The value of the raw material consumed was 4,110,222 pesos. The number of persons employed was 1,258, and the aggregate of salaries and wages paid out for the annual period was 1,621,981 pesos.

—The actual production of paste produced aggregated a total weight of 68,132,592 lbs. and supplementary or by-products weighed 13,978,857 lbs.

—Of the raw material consumed 80,915,919 lbs. was of domestic origin, and only 15,182 lbs. of foreign origin was imported.

Catelli Firm to Reorganize

A plan of reorganization has been presented to the stockholders of Catelli Macaroni Products Company, Ltd., Montreal, Canada. The plan calls for a change in the name of the organization to the Catelli Food Products, Ltd. and a cancellation of its old stock. The Catelli firm operates macaroni plants in several provinces of Canada and feels that the reorganization is needed to continue the successful venture on an enlarged scale.

All some men need to do to be successful is to go the full distance, just once.

South American Republic Has 34 Plants in Federal Capital Area

—The total amount of motive power employed by the industry was 3093 H.P.

—The industrial census of 1914 showed that in the Federal Capital area there were something like 72 factories and production units of paste products, but this number included various related industries which are not covered in the most recent census material given in the preceding paragraphs. However the only comparable data available is upon the basis of the 1914 census, and the following figures are submitted with the qualification that the comparison is by no means strictly accurate.

	1914	1934	Difference in 1934
Number of production units.....	72	30	-42
Capital (paper pesos).....	3,123,109	6,903,544	+3,780,435
Production value.....	7,819,112	6,182,007	-1,637,105
Prime material value.....	5,630,775	4,110,222	-1,520,553
H.P.	882	3,093	+2,211
Personnel	1,397	1,258	-139

New Italian Macaroni Wheat

While the nations were striving to enforce the sanctions conceived by the League of Nations to embarrass Italy in its war on Ethiopia, the Italian government is proceeding methodically with its war on the African front and with its plans for feeding the soldiers.

For the production of macaroni, vermicelli and similar forms of alimentary paste which are consumed on a large scale in Italy, the manufacturers in that country whose products are renowned throughout the world were for years compelled to depend on Russia, on the United States and later on Canada for their raw material.

For macaroni making the Italians demand a very hard wheat semolina of which there was formerly very little cultivated in their country. Up to 10 years ago as much as 2,000,000 to 2,500,000 tons of Canadian hard and macaroni wheat were imported annually for grinding in the durum mills in Naples, Genoa and Venice, United States wheat growers had been slowly losing this business to their Canadian brethren on the north.

Lately the Manitoba wheat has been replaced by Italian "am'or durum" wheat, a development resulting from Mussolini's famous "Battle of the Wheats." The culture of this new wheat adaptable to the climate and soil of Italy has developed so rapidly that its price is now lower than Canadian or American durum.

The producers claim that "Scragolla"

During recent years Argentina's imports of paste products have decreased materially, while on the other hand a sizable export trade has been built up.

During the year 1932 the imports amounted to 245,199 lbs.; during 1933 to 253,449 lbs., during 1934 to 172,333 lbs., and during the last semester of 1935 to 9715 lbs.

Exports aggregated 30,316 lbs. in 1932; 833,133 in 1933; 1,432,099 lbs. during 1934 and 501,945 lbs. during the first semester of 1935.

From other sources it is learned that the consumption of macaroni products in Argentina exceeds that of any other country outside of Europe.

	1914	1934	Difference in 1934
Number of production units.....	72	30	-42
Capital (paper pesos).....	3,123,109	6,903,544	+3,780,435
Production value.....	7,819,112	6,182,007	-1,637,105
Prime material value.....	5,630,775	4,110,222	-1,520,553
H.P.	882	3,093	+2,211
Personnel	1,397	1,258	-139

wheat which is grown in Apulia has better macaroni qualities than Canadian wheat. From a few experimental bushes the production of this special Italian durum has grown until the annual crop is more than sufficient to meet the demands of the macaroni makers of Italy. Good macaroni wheat is also grown in Sicily and Cyrenacia.

Thus with one hand on the sword and one on the plow, Mussolini is winning battles for the Italians at home and abroad.

Wins Retrial in Insurance Case

The United States Circuit Court of Appeals in Cincinnati, Ohio reversed an order remanded for a new trial last month the suits of the Kentucky Macaroni Company of Louisville, Ky. against the London and Provincial Marine and General Insurance Company, Ltd., and the Royal Insurance Company, Ltd.

The Louisville company sued the former fire insurance company for \$5,389 and the latter company for \$4,491 as result of a fire at its plant May 26 and 27, 1932. Former Judge Charles L. Dawson on March 22, 1934 directed the jury to return a verdict for the fire insurance companies.

The Appellate Court found that the solicitor who sold the two policies to the macaroni company was an agent for the insurance companies within the meaning of Kentucky statutes and there was sufficient evidence of fraud or collusion between him and the macaroni company to warrant dismissal of the suits.

Package Design Important

Not many years ago there was a formidable group in the macaroni industry who felt that one was not of sound mind if he even mentioned macaroni packaging. Fortunately for the industry that group has recognized more and more the trend in all food trades away from the "old cracker box," "the jelly pail" and "the open macaroni hamper" toward the more convenient, the more cleanly package with readier consumer acceptance, so that now the matter of macaroni packaging can be mentioned without risking one's reputation for sanity.

Nearly every week finds some sort of new macaroni or noodle package being offered, even by manufacturers who have long persisted in marketing their products the old way, in bulk. There will always be a good quantity of macaroni products sold in bulk—in 5, 10 or 20 lb. boxes or containers, wood or paper, and even in larger hampers to big retailers and to institutions, but by far the greatest part of the macaroni production in years to come will be sold by American manufacturers to American housewives in appropriate package form. Because of this, macaroni-noodle men everywhere will be interested in the movement sponsored by "Modern Packaging" to encourage the development of more

distinctive, more practical packages.

In the last 12 months, Mrs. John Public received her biggest year's dividend of extra value through better package design, according to figures announced today with the names of 41 winners of the Fourth Annual All-America Package Competition, by Modern Packaging magazine, which sponsored the event for American industry.

More than half the winners, chosen from nearly 10,000 packages used for the first time during 1935, based their claim for recognition on package designs which provided better protection or easier use of their products. Most of the winners were old favorites in brand new dress, though a few appeared for the first time in package form.

A window carton for noodles and other macaroni products, metal bags for potato chips, a non-slip furniture polish bottle, a package that pumps, a non-drip medicine bottle, a cleaning fluid in a glass tube that squeezes, a razor kit with a place for everything in its place, and of course beer in cans were just a few of the features.

In the opinion of the judges, American industry has been made package conscious by women, the important buyers and users of everyday mer-

chandise. As a consequence, this year's packages were found to be more artistic, designs more expressive, color psychology was well used, greater ingenuity was utilized in both the uses of materials and in the reuse value of packages. But most important, the judges felt, was the very sensible trend toward permitting easier use of contents.

The object of the competition is to aid the development of better packaging by each year bringing together for comparison the best package efforts of American manufacturers, who in turn look to this competition for guidance and assistance in their packaging problems.

Says Mr. Bristol, one of the judges of this year's competition, "No one can estimate the dollars and hours that modern packaging has saved retailers and consumers. Certainly the most significant trend evidenced by the amazing number of ingenious designs entered in the competition each succeeding year is the increased emphasis on packages designed to give the consumer better protection or easier use of the product she buys."

The hopes of life are most surely realized by doing the duties of the day.

Life isn't so much a matter of what is met as how it is met.

EVERY DAY in EVERY WAY

macaroni manufacturers come to the conclusion that it is ultimately far more economical to deal with a reliable responsible firm.

Follow the example of leading macaroni manufacturers, send your orders for *Insuperable Macaroni Dies and Repair Work*

TO,

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"

Rules for Macaroni Salesmanship

"Believe It or Not," as Mr. Ripley would say, there are certain rules of ethics that even the most brazen salesman must observe if he hopes to continue calling on the trade. Macaroni-noodle salesmen are no exception to this rule.

The customer is an important cog in the triangle—manufacturer to customer to consumer and the macaroni salesman who ignores the customer or buyer of his products is digging his business grave. The customer or buyer knows this and in fairness to all salesmen has adopted a set of 10 basic rules, according to "Continental Comment," rules which have been adapted by us to apply to the contact men between macaroni makers and buyers. These important rules prepared by the customer and which are recommended for serious study and judicious use by all salesmen of macaroni products are:

1. **BE AGREEABLE.** Other things being equal I patronize the salesman who tries to please me. I buy macaroni products of the man who acts as though he likes me. Exert yourself to make a pleasing impression on me—PLEASE! I appreciate it—hence dress neatly. Untidy clothes mean you don't care what I think of your appearance. Give me the impression of a gentleman, honest square, anxious to please, and good natured.

2. **KNOW YOUR GOODS.** Don't let me ask any questions relative to the manufacture of the product that you cannot answer. Get all the points about the items you are selling. Put in your spare time making yourself thoroughly familiar with the goods you are selling.

3. **DON'T ARGUE.** Go with me in your talk—not against me. Lead, don't

oppose. Don't show me where I am wrong; show me where I am right. Suggest. Don't antagonize. Argument as a rule results in irritation, not conviction.

4. **MAKE THINGS PLAIN.** Don't use any word I don't understand. You can explain the most complicated matter to a washerwoman if you know your subject perfectly and practice using simple language.

5. **TELL THE TRUTH.** Don't lie or exaggerate, nor mislead or conceal. Let me feel that you are sincere, and mean every word you say, and that every statement you make can be taken at par value.

6. **BE DEPENDABLE.** Even in small things create the impression that whatever you promise is as much to be depended upon as your signed note. If you make an appointment at 3 p. m. Tuesday, be there at that time or phone me at the appointed hour, a legitimate reason for your inability to do so.

7. **REMEMBER NAMES AND FACES.** If you have not a natural gift for this—acquire it! Buy a little book and jot down every day the names of those you met with their characteristics. Practice this until you become expert. No man likes to be forgotten or to have you ask his name after it has been given to you.

8. **THINK SUCCESS.** Success begins in the mind. Tell Success stories, not incidents of failures and hard luck. Eradicate optimism and prosperity! Feel prosperous! It's catching and will most quickly lead you to personal prosperity. Always keep your chin up.

9. **BE HUMAN.** The reason that you are selling is that you are a human being. Otherwise the firm might just as well have sent a catalog. So be a

Human Being, likable, engaging, full of human understanding, for I patronize most readily the salesman I like.

10. **REMEMBER SELLING IS GREATEST BUSINESS IN WORLD.** It takes the best there is in a man. It takes tact, intelligence, self control, courage, persistence and inexhaustible good humor. It is not a job for a s--rater but the traits and qualities enumerated as essential to success are mighty easy to acquire. Any man with the necessary ambition and determination can gain them.

Special Macaroni Press Oil

After 15 years of serving the Macaroni trade with Biancol it is reported from the main offices of the Sherwood Petroleum Oil Company, Inc. at the Bush Terminal building, Brooklyn, N. Y. that the demand has increased to the greatest high in its history.

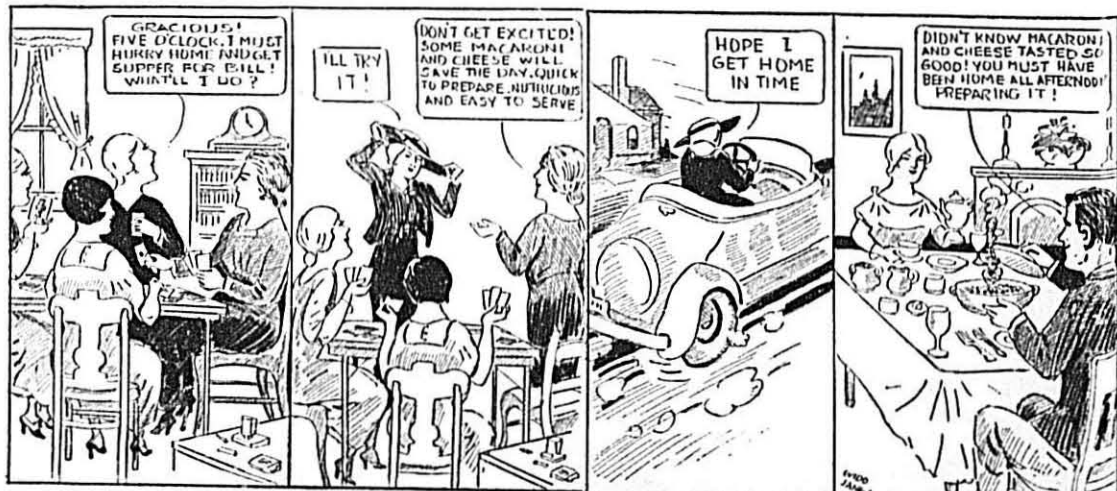
Specifically made for this industry, Biancol is a highly refined white mineral oil which is used steadily to prevent sticking wherever dough comes in contact with machine parts in presses, kneaders and mixers. Biancol has received wide acceptance because it is completely tasteless, colorless and odorless. It contains no animal or vegetable oils or fats and can never become rancid.

Biancol is refined at the Sherwood refinery at Warren, Pa., and is packed in convenient small and large containers from one gallon cans up to gallon drums. Stocks are carried in principal cities.

All that can be said for sarcasm is that it hits first.

Having a balance at the bank helps to keep one balanced.

MACARONI PROMOTES DOMESTIC BLISS



Mi-Lady adores her bridge. Mi-Lord likes a good meal. She heeds a timely suggestion. He appreciates her good taste. Both are satisfied.

Sugar Institute Decision

Very few decisions of the United States Supreme Court have created such nationwide interest among business men and executives of trade associations as that handed down recently in the Sugar Institute case. Trade executives are particularly interested in the paragraph in the decision which reads, "Voluntary action to end abuses and to foster fair competitive opportunities in the public interest may be more effective than legal processes and cooperative endeavor may appropriately have wider objectives than merely the removal of the evils which are the infractions of positive law."

Trade publications and newspapers

gave considerable space to résumés and analyses of this opinion, all of which are of particular interest to industry leaders:

The *Wall Street Journal* said editorially that—"law and common sense are united in the Supreme Court's approval of the OPEN PRICE system."

The *New York Times*—"The Sherman law, as the Court described it in the Sugar Institute decision, remains a CHARTER OF FREEDOM, permitting wholly voluntary action to end abuses in industry, but it does not sanction methods which UNREASONABLY restrain competition."

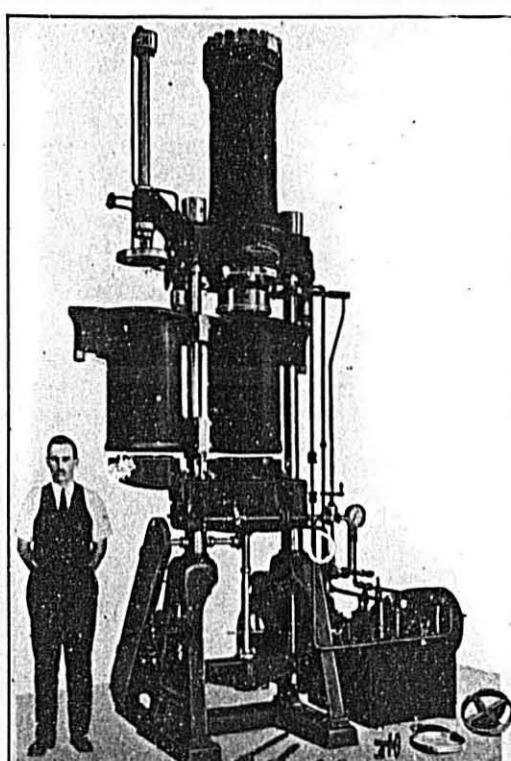
The *New York Journal of Commerce*—"The Supreme Court's decision com-

mended as proper efforts to stabilize the industry and end cutthroat competition, but properly insisted that the methods pursued to gain this end must conform to antitrust law restrictions."

The *Baltimore Sun*—"The Supreme Court did not hold the Sugar Institute itself to be a combination in restraint of trade, and so did not order the association dissolved, but it did rule that through several of its RULES OF FAIR PRACTICE it had violated the Sherman Act."

The only way to provide for the future is to work, practice self denial and save.

BIANCOL The Pure Crystal-White Mineral Oil	ODORLESS
	COLORLESS
	TASTELESS
Prevents Sticking	
Wherever Dough Comes in Contact with Machine Parts	
Inquiry invited—Refined by	
SHERWOOD PETROLEUM COMPANY, INC.	(Refinery, Warren, Pa.—Stocks carried in principal cities)
Bush Terminal, Brooklyn, N. Y.	



PRESS No. 222 (Special)

John J. Cavagnaro Engineers and Machinists

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- Presses
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All Sizes Up To Largest in Use

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MacNoodle on Signs

"SIGNS," observes Ole Man MacNoodle, Sage of the Macaroni Industry, "may mean much or little, depending on how you care to interpret 'em."

"However, every live person heeds the 'STOP' and 'DANGER' signs. Those who did not are dead."



"Note this 'SIGN.' It merely marks the end of the road. It just means 'STOP' because there is 'DANGER' ahead for all those who disregard it."

"The 'SIGN' was originally intended to point in no particular direction, but some blind fellows who failed to heed its significance went through the 'SIGN' to the left and broke off a portion of the sign board."

"The 'SIGN' is intended to point NOWHERE. That's exactly where Macaroni-Noodle manufacturers may expect to get if they fail to heed the 'DANGER' signals ahead."

"All business 'SIGNS' point out the fact that business men must cooperate if they are to continue to hold their independence."

"The Macaroni-Noodle Industry in the United States is composed of about 375 separate plants, individually owned and personally managed. The better element therein should carefully study the 'SIGNS' of the 'TIMES' in unison with fellow members who are equally interested in the industry's future."

"Frankly, Mr. Macaroni and Miss Noodle, what I'm trying to tell you is that the 'SIGNS' are shouting,—'BETTER JOIN WITH YOUR COMPETITORS IN THE NATIONAL MACARONI MANUFACTURERS ASSOCIATION IN FIGHTING A COMMON 'DANGER.'"

"Other trades are presenting united fronts. Macaroni-Noodle manufacturers should do likewise ere it's too late."

"A word to the wise is equally as good as a 'SIGN.' Sign up now!"

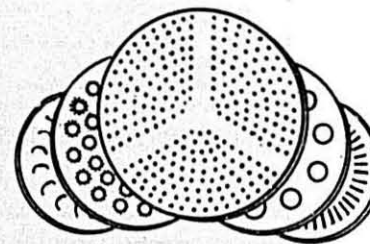
MacNoodle.



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

... we recommend Venezia Semolina uniform granulation AMBER MILLING CO. J. F. DIEFENBACH President Minneapolis E. J. THOMAS Vice Pres. & Gen'l Mgr. exclusive Durum Millers of QUALITY SEMOLINA

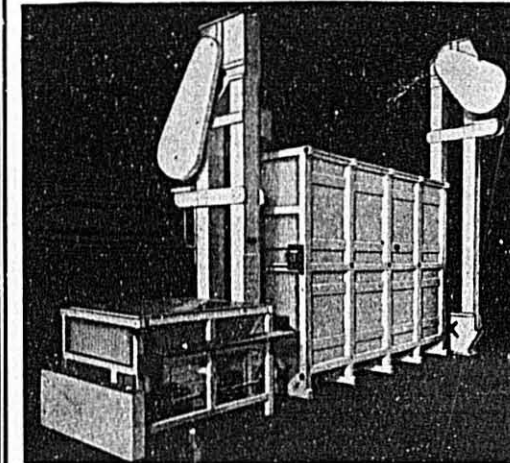
FOR QUALITY SERVICE



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

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

Sift and Save



with CHAMPION Flour Handling Outfits

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

Faster

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

Cheaper

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

Better

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

Write for complete information on this popular priced equipment.

Champion Machinery Co.

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

Trade Mark Registered U. S. Patent Office
 Founded in 1903
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 facturers Association as its Official Organ
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 All matters intended for publication must reach the
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 The publishers of **THE MACARONI JOURNAL**
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 facturers Association.

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

Vol. XVIII May 15, 1936 No. 1

**Weevil Information
 Wanted**

The summer season is fast approach-
 ing. With it comes the non-ending prob-
 lem of ridding macaroni-noodle plants
 of insect infestation. A manufacturer,
 anxious to learn of the experiences of
 others in this connection asks:

Editor Donna: May 2, 1936
 A representative of a firm that sells fumigants
 to our industry advises that the con-
 stant use of his fumigants will do away with
 the necessity of annual or semiannual fumiga-
 tion with cyanide.
 What information have you on this claim?
 Do you suppose that it is possible to keep
 plants free from insect infestation by using
 sprays and thus do away with fumigants?
 Would like to know the personal experi-
 ences of others in connection with this matter
 of deep concern to all who seek to save much
 work, thousands of dollars of returned, in-
 fested goods and invaluable reputation.
 Suggest you invite all Macaroni-Noodle
 makers to express their views on the subject
 in your helpful publication. Your general edi-
 torial is splendid, but personal experiences on
 such questions as this would add materially
 to the helpfulness of your splendid trade
 paper.
 I trust that others will agree and that they
 will freely express their views and experi-
 ences, not only on this timely matter but on
 any technical questions on which the manu-
 facturers should be better acquainted than are
 nonmanufacturers.

This publication will welcome an open
 discussion of this matter, not only by
 manufacturers but by those who sell
 materials or services to combat the weev-
 il evil that threatens to be so costly
 again this summer. Tell us your per-
 sonal experiences, either in a short para-
 graph or in a longer article, for pub-

lication with or without your name, as
 you choose. Now is the opportune time
 for this discussion. You start it!

**Macaroni Products
 to Foreign Countries**

Macaroni products showed a decided
 decrease in the foreign trade markets
 during the month of February 1936
 according to the monthly report of the
 Bureau of Foreign and Domestic Com-
 merce.

Imports
 The decrease in imports is shown
 plainly when comparing the February
 1936 figures of 68,285 lbs. worth \$5,452
 with the January 1936 imports amounting
 to 129,679 lbs. valued at \$11,347.

During the first two months of 1936
 there was a total importation of this
 foodstuff amounting to 197,964 lbs.
 valued at \$16,799.

Exports
 For the month of February 1936 the
 exportation of macaroni products to
 foreign countries totaled 151,999 lbs.
 bringing to American exporters \$12,-
 298. The decrease is shown when com-
 pared with January exports of 200,044
 lbs. with a value of \$17,064.

Exports for the first two months of
 1936 totaled 352,043 lbs. with a value
 of \$29,362.

Here is a list of the foreign countries
 to which macaroni products were ex-
 ported during February 1936 and the
 total amounts shipped to each.

Countries	Pounds
Netherlands	2,800
United Kingdom	4,500
Canada	26,516
British Honduras	170
Costa Rica	616
Guatemala	1,234
Honduras	377
Nicaragua	1,500
Panama	27,825
Salvador	1,197
Mexico	16,091
Bermuda	227
Jamaica	500
Other British West Indies	756
Cuba	13,913
Dominican Republic	9,692
Netherland West Indies	6,395
Haiti, Republic of	2,778
Bolivia	51
Venezuela	349
China	8,254
Hong Kong	194
Japan	200
Philippine Islands	24,056
Siam	153
Other Asia	436
Australia	53
British Oceania	72
French Oceania	1,094
Total	151,999
Insular Possessions	
Hawaii	139,700
Puerto Rico	99,668
Virgin Islands	1,187
Total	240,555

**Macaroni Traffic
 Damaged Road**

It may be hard to believe, but even the
 highly reputed Roman roads were not
 built of sufficient strength to bear up

under the heavy traffic to which they
 were subjected. Here's a little story
 about roads and macaroni that emanate
 from Neapolitan sources that will be of
 interest to road builders and macaroni
 manufacturers alike.

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

WANT ADVERTISEMENT

FOR SALE—One Egg Barley machine and
 Noodle Flake unit complete. These machines are
 first-class condition. Write Roth Noodle Co.,
 Kelly St., Pittsburgh, Pa.

BUSINESS CARDS

BAGS
 WINDOW FRONT
 CELLULOSE
 FINE PACKAGING
PARAMOUNT
 EGG NOODLES
 PARAMOUNT PAPER
 PRODUCTS CO.
 1601 GLENWOOD AVE., PHILA., PA.

MERCANTILE COLLECTIONS

OFFICIAL
 REPRESENTATIVES
 FOR
N. M. M. A.
 WRITE—
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MR. DONNA

SECRETARY'S MESSAGE
You Must Solve Those Problems

A man who never feared going into any city, no matter how large or unfamiliar, said that he would not get lost because there was always someone around who could easily answer his questions and show him the way. He had learned a valuable secret that so few ever learn: that there is usually someone who has the solution to the problem that is bothering you, and your task narrows down to finding that person.

In the macaroni business the manufacturer is beset by many problems, and he may at times feel that his day is made up largely of questions, questions, questions—all of which he must answer if he is to continue to make progress. Yet if he would remember that practically every single one of his problems has been met and conquered by someone at some time, he would take heart and immediately begin to see his way out.

Machinery problems are of course among the most pressing ones. Local conditions, raw material, available labor, and his market may any or all demand things of his machinery that the maker could not possibly know about in advance. So he tries this method and that method to get around the difficulty. It is surprising how seldom he sits down and writes a long letter of explanation of his problem to the companies producing machinery, asking what they have to offer to help him.

In other words he worries about the matter instead of going straight to those who could and gladly will give him the very information he needs. There is no sense in avoiding the ones who could best aid him in solving his problems, but he often does.

Or again, he may want to know where to buy certain equipment or products and he wonders and wonders what he should do about it. Yet only a postage stamp away is the staff of THE MACARONI JOURNAL, well informed and ready to answer hundreds of questions or put him in touch with someone who can give him further light. Indeed a careful and regular study of our columns would give many of these facts, but the staff is always quite willing to cooperate in getting special information to aid you with individual business problems.

Then too, the macaroni manufacturer may feel pretty well satisfied with his present methods, production and profits. Still he thinks that just possibly there may be others who are doing things a little differently, and that if

he knew about them he might make a good business even better. But how can he find out these things? He cannot visit all these other men and go through their plants, nor can he sit down and talk mutual problems over with them. What other way is open?

It is right here that THE MACARONI JOURNAL does its best work, for it collects and puts into usable form the best ideas and thoughts of the industry each month, and presents them to you at a lower cost per year than would be required for the expense of a single visit to get such details for yourself. Look on every issue as the newspaper of the macaroni business bringing you everything worth while pertaining to your work, and you will discover the problem of keeping in touch with the entire field is easily and quickly taken care of for you.

So we see that most of the problems that haunt you each working day lose most of their hopeless look if you will get in touch with those who know the solutions. Where a complete solution is not available from the experience of others, you will at least note that their ideas will be helpful in handling certain aspects of the main problem. Nine times out of ten however, someone knows what you want to know and will be happy to tell you all about it. The equipment and supply companies that advertise in the journal, the experienced staff and the information in our articles will drive away most of your business troubles.

Conducting a business is largely a process of obtaining correct answers to your daily problems. But you must solve those problems, and there is nothing to keep you from doing so.

When you come face to face with a problem that seems a bit too big for you, put it in the form of a question. Then reflect a few minutes on just who would most likely know that answer, and get in contact with the source of the information immediately. Clearly defining your question will in itself be a big step toward finding its answer. And then when the reply comes back with the note, "Here is how other men did it—" you will know that you have wasted needless time and energy trying to work out everything for yourself.

Let our manufacturer-advertisers help you. Let our staff be of service. Don't neglect to seek the answers in the articles we publish each month. Do those three things and no ordinary problem will ever "stump" you for very long. There is help all around you, and it places an unnecessary amount of work on your own shoulders to try to get along without using it.

Now what was that trouble that about had you floor today? Give the three aids above a chance at it, and watch it disappear like magic!

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