

**THE
MACARONI
JOURNAL**

**Volume XX
Number 1**

May 15, 1938

The Macaroni Journal



Minneapolis, Minn.

MAY 15, 1938

Vol. XX No. 1

Trade Organization Essential

Intelligent cooperation through trade associations is business' greatest need. United group action such as that recently undertaken by the National Macaroni Manufacturers Association is what the President of the Chamber of Commerce of the United States had in mind when he said, recently:

"Most of the problems with which we are now dealing are **not** solely problems of individual concerns. If business is to provide solutions for them, they must be provided by **concerted action**."

"We have had enough experience to know that if the business men do not solve these problems, an attempt will be made to solve them in some other way. In either case, whether business men are attempting to meet these common difficulties in a constructive spirit or whether they are attempting to protect themselves against ill considered efforts of others to dispose of them, **organization is imperative.**"

Support Your Trade Association



Quality PRODUCTS IN *Quality* PACKAGES



Folding cartons by Rossotti are especially designed to emphasize the quality of your products. They impress the trade... catch the eye of the consumer... practically shout "TAKE ME, I'M BETTER!" That's why so many successful manufacturers of Egg Noodles and Macaroni Products have switched to Rossotti Cartons for increased sales and profits.

put. They like the convenience of a sturdy container that serves until all the contents are consumed. Appetizing recipes on side panels suggest serving egg noodles more often. Bold brand names and trademarks are easy to remember, causing housewives to buy your product again and again.

Repeat business is the most profitable! Get more of it. Repackage your line, too, in brilliant full color Rossotti cartons. Send for samples. Let our experts give you ideas, suggestions, and cost estimates. Write today. No obligation.

Busy shoppers prefer to buy Egg Noodles in our DUBL-VU cartons. They can see the clean, unbroken product through clear windows that stay

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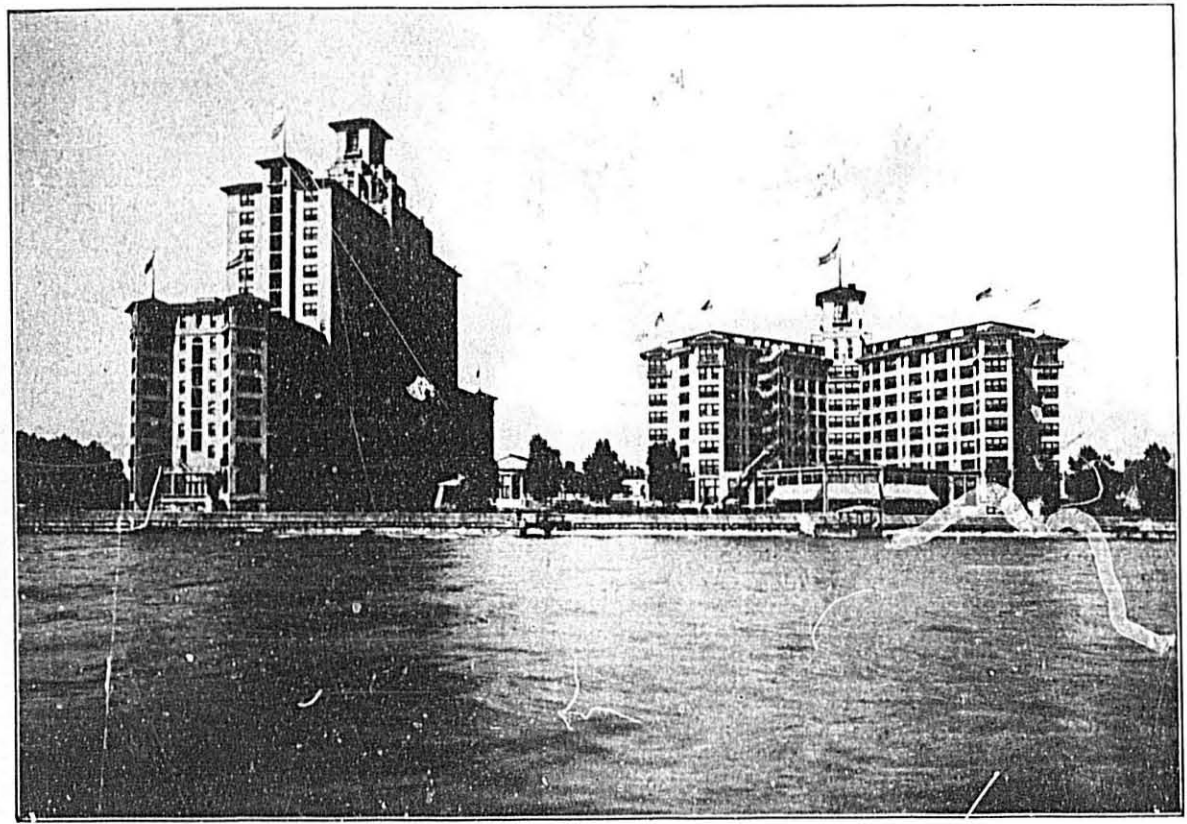
ROSSOTTI LITHOGRAPHING COMPANY, INC.

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BRANCH SALES OFFICES IN PRINCIPAL CITIES

PACKAGING HEADQUARTERS FOR THE FOOD TRADES

CONVENTION HEADQUARTERS
For the 1938 Conference of the Macaroni-Noodle Industry of America



The Edgewater Beach Hotel (on Lake Michigan), Chicago, Illinois

Macaroni-Noodle Manufacturers
. . . . Duty Calls!!

Your friends in the trade, your competitors,—friendly and others,—the semolina millers, the machine builders, the egg dealers, carton and box manufacturers, and supply firms of every nature interested in the general welfare of the macaroni industry, join with the National Macaroni Manufacturers Association in extending to you a cordial invitation to attend the 1938 conference of the trade to be held June 20 and 21, at the Edgewater Beach Hotel, Chicago.

The forthcoming conference will be the occasion of the 35th annual convention of the National Association members: the organization which has always sponsored such a gettogether for the past generation. It will be an open forum for the free discussion of every problem confronting the trade anywhere in the country and by the manufacturers irrespective of their affiliations. It will present an opportunity which no progressive manufacturer or interested allied can afford to miss.

Because the conference falls within a period of unprecedented business fluctuation, from bad to worse, and at a time when hope is highest for something to be done to bring relief from within rather than from without, it is expected that the attendance at the convention in Chicago next month and interest in the well planned program will surpass any ever held by the industry.

The leading firms of the country, large and small, will send representatives to the conference instructed to join in a careful and intelligent search for remedies for the many ailments that are seriously affecting the industry's present and future welfare. In this they will be joined by spokesmen for the allied trades that are similarly affected by the current depressed conditions.

Generally speaking, the prime purpose of the Chicago conference June 20 and 21 is to find ways and means for putting a definite stop to the downward trend in the trade and to point out the way toward a better day for which all are hopeful and which will be realized more easily and much quicker through intelligent cooperation and better understanding.

It's your trade conference, Mr. Macaroni-Noodle Manufacturer, it's your business. Plan to attend to it personally. Your fellow businessmen and your National Association will gladly cooperate with you for the common good. Arrange now to be in Chicago on June 20 and 21 for the 1938 Conference of the Macaroni-Noodle Manufacturing Industry of the United States.



QUALITY
IS
SUPREME
IN

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MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN

THE MACARONI JOURNAL

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Speak Up, Business

Business and industry has been *taking it on the chin* meekly for too long, says the April 1938 release of National Industries News Service. It has been abused, blamed and criticized, and its friends—and that includes most of us—have been wondering how long it would be before it took notice of the smear campaign against it.

Apparently business is waking up. The director of public relations of General Motors, Paul W. Garrett, made a talk recently which has attracted widespread attention. This spokesman blames nobody but industry itself. He says that industry has given the American consumer the highest standard of living in the world, but he also says that industry has been too busy, too stupid or too lethargic to take the time to explain to the consumer just how it is that Americans have comforts and conveniences that are denied to people of other countries of the world.

He says industry has been asleep at the switch in allowing untruths to develop about its contributions to the consumer. He says it is industry's own fault if it is regarded as a device operating for the unholy benefit of a few economic royalists; if it is accused of going on a sitdown strike to bring on this depression to embarrass the New Deal and to embarrass labor—some people think that the way to spread wealth is to multiply it, not to multiply it; if some believe that the machine is driving men into idleness; if some criticism is based on the belief that management is overpaid at the expense of the workers, and if there are people who think that bigness in industry is synonymous with badness.

This spokesman says industry was badly frightened at what he called the "smear technique of the opposition" until many a business man had a notion that if he moved at all, he would have to move with subterfuge and secrecy.

This knocking of the knees, he infers, has gone far enough. He calls for industry to wake up and speak up, and to act and talk without fear, without apology and without reserve. He believes that industry's best point is in its service to the consumers of the country; he thinks that industry has done a fine job for the nation of consumers, but a mighty poor job in defending itself against attack; and that unless this is realized there are serious difficulties ahead, and a rude awakening for the consumer himself.

Most people will agree that business has been far too meek and patient. There has been too much of a Milquetoast attitude. Let's see some spirit. And someone should whisper to Mr. Garrett and his colleagues in industry that when their side starts to talk, the consumers of the country will be cheering for them.

Speak Up, Macaroni Men

The Macaroni-Noodle Manufacturing Industry has been *"taking it on the chin"* meekly for too long, in the opinion of business students who have taken the time and the pains to study current trends and conditions.

The industry has been criticized, principally by those who have done and are doing the least to relieve the unfavorable trends and adverse conditions about which they complain so loudly. The small but determined group of nondefeatists that have been striving consistently to lead the trade out of its present slump, have been abused and blamed until the friends of the business—and that includes most of us—have been wondering how long it would be before the whole industry took notice of the self smearing campaign and would act unitedly in a fight to restore the trade to its rightful place among food industries.

Apparently the macaroni industry is awakening to the opportunity being presented by the aggressive program being sponsored by the National Macaroni Manufacturers Association. This awakening followed a decision by the Board of Directors of the organization that the seriousness of the situation confronting the industry had reached a stage that called for drastic measures to save the business. Further, that it is the bounden duty of the industry and of its component members to help itself and themselves through sensible cooperation rather than destructive competition.

For generations after its adoption as an American industry, the macaroni-noodle makers have been giving the American consumer products of a quality standard unsurpassed by macaroni products produced anywhere in the world. For reasons generally known in the trade and with the economic conditions as the excuse, there has been a general lowering of quality and an unchecked trend to "price goods"—so much so that this country is fast losing its reputation for quality in the macaroni line.

America still makes the best macaroni in the world, but the proportion of inferior grades has grown alarmingly in the past decade. The manufacturers alone will be to blame if this condition is allowed to continue until it destroys one of the best food trades in the world.

This trend toward mediocre grades of what is naturally one of the most economical foods has gone far enough. It is time for the leading manufacturers, especially the believers in quality products to wake up and to speak up—to act and to talk without fear, without apology and without reserve. These quality minded manufacturers rightfully feel and believe that the industry's best point is in service to the consumers who have a right to expect the best quality grades which will cost them only a penny or more a pound than is asked for the inferior grades.

Their appeal to the trade is—let's show some spirit—let's join in a fight against the low grade that can only increase consumer nonacceptance and resistance. Let's regain our rightful position as the *sellers* of our products.

Report of Director of Research for April

by Benjamin R. Jacobs

Several purchasing agencies of the Federal Government who buy macaroni products under the Federal Specifications state that they have experienced a great deal of difficulty in the purchase of macaroni products to conform with the requirements of the Federal Specifications. This is particularly true when invitations for bids call for Type I macaroni and spaghetti, which require that these products be made from sound No. 1 semolina with an ash content in the finished product, exclusive of added salt, of not more than 0.65%. Under the old specifications the amount of ash was increased to 0.80% for Type I products and this amount is still accepted by some of the purchasing agencies. However, the authorization has been granted to others to reduce this requirement to 0.65% ash.

I called on one of the purchasing agencies that had rejected a number of deliveries which involved very large quantities of macaroni products. I was given an opportunity to see samples of the deliveries and was convinced merely by a visual examination of the product that it was made from semolina No. 1 and was a product of very high quality. Investigation showed that proper allowance had not been made for added salt and that therefore the apparent ash of this product exceeded the maximum allowed under the invitation for bids. When however, proper allowance was made for added salt the true ash of the macaroni product was found to be within the limits permitted. This brings up the question of uniformity of methods of determining ash in macaroni products delivered under specifications. It is my suggestion that macaroni manufacturers

cease using added salt until all Government purchasing agencies can be advised to become acquainted with proper procedure for determining salt-free ash. This is now being done by sending to these agencies a method which is acceptable to the United States Department of Agriculture, and which has been used by this Laboratory since the days of the code administration. This method is based on the examination of several hundred samples and has been found to yield the true ash in macaroni products containing salt, with no greater error than is usual in duplicate determinations of the same product when it does not contain added salt.

However the ash determination alone does not guarantee the buyer that he is obtaining a macaroni product which complies with the specifications in other respects and it was agreed at this conference and at a subsequent conference with a member of the Federal Specifications Board that samples of the raw material used should be furnished the Purchasing Office before shipments go forward. The following specifications were also tentatively agreed on as fulfilling these requirements more nearly. It will be noted that one of the types of macaroni products, that made from straight farina, has been eliminated and this has been done because no purchasing agency has ever requested this type of product.

Proposed changes in the Federal Specification were discussed and the following are proposed under "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 Agri-

cultural Chemists may consider as equivalent, and not less than 11 per cent of protein (NX5.7), 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 eighty hundredths per cent.

E-2. Type II. 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 not be more than fifty-five hundredths per cent.

E-3. Type III. 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 eighty hundredths per cent when durum wheat is used.

E-4. Contractors to whom business is awarded under Types I and II must furnish the Purchasing Office, before shipments go forward, with a one-pound sample of the No. 1 semolina (Type I) or the No. 1 semolina and No. 1 farina (Type II) which they have used in the manufacture of the products called for. The term No. 1 semolina means the purified middlings of durum wheat, and the term No. 1 farina means the purified middlings of hard wheat other than durum. The products supplied shall be of such granulation that not less than ninety per cent will be retained on an eighty-mesh wire screen (U. S. Standard), and not more than two per cent will pass through a one hundred twenty-mesh wire screen (U. S. Standard).

Spaghetti With Spanish Meat Balls

One-dish meals are the prime favorites of busy housewives. So spaghetti makers will commit no unpardonable sin if they suggest, even urge the more frequent serving of their products in the meat combination popularly called "Spaghetti-Meat Balls."

Meat and wheat is a natural food combination that attains its ideal form when the wheat portion is in the form of quality spaghetti. The one-dish meal is economical and easy on the housewife. It is economical in that the cheaper cuts of meat are usable without detracting one iota from the tastiness and the nutritiveness of the meal, particularly when high grade spaghetti is used at a cost of not more than a penny or two over the inferior grades that should never be used, and which no spaghetti manufacturer will openly recommend. It

is as easy to prepare as it is easy to eat.

A la Espanole

1 lb. Spaghetti
½ lb. ground pork
2 eggs
1½ tsp. chopped onion
1½ tsp. green pepper or parsley
Flour
1 lb. ground beef
1½ cups soft bread crumbs
1 can tomato soup
2 bouillon cubes
1½ tsp. salt

Thoroughly mix meat, bread crumbs, onion, pepper or parsley, salt and eggs. Form into a dozen or so small balls. Brown in hot shortening; add tomato soup and bouillon cubes dissolved in hot water.

Simmer slowly, about 30 minutes. Remove meat balls and thicken sauce with flour, using 1 tablespoon flour per cup of sauce.

Boil spaghetti in salted water and drain. Place on platter and pour hot sauce and meat balls over spaghetti. Serve hot. (Makes 6 ample servings.)

Appointed to State Board

The macaroni industry of Pennsylvania will be represented on the State Board of Hours and Wages for the industry by Joseph J. Cuneo, chief executive of La Premiata Macaroni Corporation, Connellsville, Pa. and member of the Board of Directors of the National Macaroni Manufacturers Association, representing Region No. Four. He was named last month by the Pennsylvania Department of Labor and Industry to serve on the board recently set up by that department.

Director Cuneo has been active in organizing the macaroni industry in western Pennsylvania. He is expecting an early call for the organization meeting of the new bureau, which will probably be held in Harrisburg to establish minimum wages and maximum hours for the macaroni-noodle industry.

Convention Program Preview

If there is one lesson we need more than any other it is the responsibility of the individual in bringing about a better state of affairs. Public opinion will do it, but public opinion does not spring forth full-born.

We individuals are the framers of public opinion, and it is the responsibility of each to make that public opinion a well informed, intelligent force, based on facts.

—Dr. Mary E. Woolley.

If there is one lesson which the rank and file of the macaroni-noodle manufacturing industry needs more than any other, it is the realization by individuals composing the industry of their respective responsibilities in bringing about a better state of affairs as a whole.

The individuals are the framers of industry opinion, and the industry as a whole will think and act as the individuals themselves think and act. To guide industry thinking along approved lines, trade conventions have been found almost indispensable in making industry thinking and industry opinion a well informed, intelligent force, based on facts and on conditions confronting the trade.

Primarily the chief purpose of the 1938 convention of the macaroni-noodle manufacturers of America next month is to plumb the thinking in the trade, to sound out the views of the leaders and to develop therefrom a definite policy of industry action that will bring about a better state of affairs in the industry itself and between the manufacturer and the consumer.

With that objective in view, the executives in charge of the preparation of the program are making haste slowly. Every phase is planned carefully and cautiously. Interested manufacturers have been invited to make suggestions and recommendations. Awaiting such invited help, the sponsors for the program of the 1938 Macaroni Industry Conference in Chicago, June 20th and 21st, have released this brief announcement:

- 1—That the final draft of the convention program will be ready about June 1;
- 2—That the current thinking is that the program should be built around three or four of the most pressing problems that directly affect the greatest number;
- 3—That even as finally adopted the program will have sufficient flexibility to enable the sponsors to introduce new features that suddenly become most important, and finally—
- 4—That it will be a program for the whole industry wherein the manufacturers themselves will act all the important roles.

Around these motives is being built a

program for convention action of which the following is a brief preview:

—President Lester S. Dame, the new NMMA leader, will review his many activities since his assumption of the difficult role of chief executive. He will report on conditions found to prevail last fall when he first assumed his arduous duties, steps that he has taken or recommended to improve those conditions and remedial action he proposes to bring about a better understanding between manufacturers, with friendly allies and helpful governmental bureaus—all aimed at permanent improvement.

—Unfair Trade Practices have unquestionably contributed more to the creation of the present chaotic state of affairs in the trade than any other ill from which the industry suffers. With the help of the self adopted and government approved Trade Practice Rules which it is hoped the Federal Trade Commission will soon announce, with their honest enforcement by said Commission that will tolerate no deliberate violation, plus a sincere desire of the manufacturers to obey and help enforce said rules, the hoped for business improvement which all so earnestly desire, will not be long delayed.

The Trade Practice Rules will be studied and explained,—every controversial point therein made clear, to the end that all innocent manufacturers will be saved both annoyance and unfavorable publicity and the intentful violator given fair warning of what he might expect unless he adhere strictly to the self imposed rules.

—The Macaroni Publicity session will present some interesting features because it is generally agreed among all classes of manufacturers that the true food merits of macaroni, spaghetti, egg noodles, etc. are not as well known as they should be to the millions of American housewives whence must come the per capita consumption increase which all manufacturers hope to see in the near future.

The leaders have no costly advertising program to propose, though no food industry needs such a campaign more badly than does the macaroni trade. However, plans will be presented for the 1938 celebration of National Macaroni Week next fall, wherein individual manufacturers will voluntarily support the promotion for their immediate individual welfare and general benefit to the industry.

—Equally interesting and educational will be the proposed session on "Macaroni Marketing and Merchandising." Next to production, no phase of the macaroni business is so important as its proper and profitable selling.

The subject will be treated from two angles; the manufacturer-distributor and the manufacturer-consumer angle. It will be augmented by the discussion of trade

improvement as may be available with the help and cooperation of friendly allies and means of improving such helpful manufacturer-allied relations,—a prime essential to better understanding and better business.

The program as finally announced will give the subjects that are to be considered and the names of the leaders of discussion. The well planned business program with the usual recreational features should make it worthwhile for every interested manufacturer and allied to attend this important industry conference at the Edgewater Beach Hotel, Chicago, June 20th and 21st, where a welcome awaits all who are directly or indirectly concerned in the future welfare of the Macaroni-Noodle trade.

Noodles With Ham

An All-season, Wheat-meal Combination

There are ever so many dishes that are foreign in origin but which have been adapted over a period of years to the American taste and varied to suit American products and the American standards of living. Such is the case of a dish that is becoming more and more popular in American homes of all classes of people—NOODLES with Ham.

This appetizing and satisfying dish is of Italian origin and still includes the most widely known Italian seasonings, but at the same time it is most suitable to most states. It is a well balanced wheat-meal combination, easily prepared and very suitable as the main dish of any meal in any season of the year. Its food value and its ready acceptance will be enhanced by the use of high quality egg noodles that cost only a cent or two more than do the "eggless" substitutes offered in some markets. The recipe:

½ lb. Egg Noodles
1 tbsp. butter or olive oil
1 cup grated Parmesan cheese
1 clove garlic
1 small carrot
1 lb. sliced raw ham
1½ cups soup stock
2 medium sized onions
1 tsp. tomato paste
Pepper and salt

Cut the ham in long narrow strips, using the fat as well as the lean. Put onions, carrots and garlic through the meat grinder. Heat the olive oil in frying pan and add to it the ham and vegetables. When mixture is brown add tomato paste dissolved in stock and let simmer gently for 10 to 12 minutes. Add pepper, but taste before adding salt as ham will probably make it salty enough.

Cook egg noodles tender in boiling water, drain and arrange them on a hot platter, making a nest in the middle in which place the pieces of ham. Pour sauce over the whole and serve with grated Parmesan cheese.

MACARONI PUBLICITY

*Attract and Hold the Consumer Spotlight By
Taking the Public Into Your Confidence*

Industry Demands a National Week

Compilation of Views, Opinions, Decisions, Criticisms and Suggestions in Answers to Questionnaires sent Leaders Indicates almost Unanimous Approval of Continuing and Enlarging the Industry's Annual Observance of a National Week with the Necessary Promotional Publicity.

The Macaroni Industry needs, and the manufacturers and supporting Allies want an annual National Week wherein all interests can combine in calling forceful and favorable attention to Macaroni-Spaghetti-Egg Noodles as a food that merits more favorable acceptance by the consuming public. Perhaps no other activity ever undertaken by the Macaroni Industry has ever received such unanimous approval.

That is the conclusion arrived at by the officials of The National Macaroni Institute after studying the replies to its questionnaire of April 6, 1938 which was sent to all interested manufacturers and allies. Replies are still coming in and may yet reach the proportion that the subject matter merits, but from those already in, the trade shows the fullest approval of the planned producer-distributor action to draw consumer attention to the products of the industry at a time in the year when consumers crave variety.

All the replies received were from those who favor the idea of a National Week; those who oppose or are indifferent, maintained their usual silence. It is generally agreed that what the industry really needs is a year around cooperative advertising campaign but since this seems impossible under present conditions, the industry should concentrate its efforts behind something that it can afford and which it is willing to undertake in a semi-coordinated way. Sentiment was also very strongly in favor of a publicity campaign of some sort in Lent every year and perhaps even a summer campaign that would sour consumption of macaroni products during months when the use is at low ebb.

Replies to most questions were so varied and in some cases so detailed, that only a resume of the views will be attempted. The questions and leading replies will be treated in their order.

Question No. 1—Is it advisable to have a NATIONAL WEEK for Consumer Education on Macaroni Products as an annual feature? If not, why?

The vote was 100% in favor of such an annual feature.

Question No. 2—Should our National Week be called "Macaroni Week," "Macaroni-Noodle Week," "Macaroni Products Week," or what, and why?

60% voted in favor of "Macaroni-Noodle Week."

20% prefer the shorter name—"Macaroni Week."

15% thought "Macaroni Products Week" as preferable.

Others suggested: (a) Why not have October as Macaroni month; (b) The shorter the name the better; (c) Under no circumstance should it be called "Macaroni-Noodle Week."

Question No. 3—For consistency's sake and for best results, it seems best to choose a permanent week for annual observance. Can you suggest more appropriate date than the week of Columbus Day as used last year? Give reasons.

The week of Columbus Day, the second week in October, received unanimous support. A few supplemented their vote with the suggestion that the trade continue its Lenten promotion activities, while others hope that some way may be found to finance a summer campaign in 1939.

Question No. 4—Except for a change in our story and illustrations in publicizing our National Week, we recommend the same plan of publicity that gained for the event millions of lines of publicity in newspapers, magazines and trade journals whose combined circulation exceeds 15,000,000. If you have something better to suggest, please explain it fully.

The replies were 100% in favor of repeating the plan that was so successfully used during Macaroni Week in 1937.

Question No. 5—Have you any special wording or illustration to suggest for our 1938 National Week Poster?

Opinions are that the illustration is the important feature, which leaves very little space for words in the large type that must be used in an attention-pulling poster. Many are of the view that the poster should be planned to get the cooperation of the meat dealers by showing an appetizing dish of macaroni products and meats. Others feel that quality products should be stressed and all agree that some "catchy" slogan should be adopted and played up strongly.

Question No. 6—Would a more informative 6-page Folder with ample imprinting space for manufacturer's personal message be more practical than a

highly colored recipe folder of 4 pages, and limited imprinting space?

Practically all agreed that the recipes recommended were the most important factor. That they should call for a generous quantity of Macaroni, Spaghetti or Egg Noodles in inexpensive combinations with other foods that are favorites in American homes and that buyers should be urged to pay the penny or two more asked for the Quality Products that are so superior in food value when properly prepared.

The "leaflet" idea has many supporters. They argue that instead of a 4- or 6-page folder, that all recipes be placed on leaflets which may be used as stuffers or as inserts. Imprinting space for the manufacturer's or distributor's message should be provided.

On the question of the Recipe Folder, there were almost as many ideas as there were replies, but all agreed that it was most essential that housewives be told how to prepare macaroni dishes in varied appetizing combinations, that there should be more reading matter and less color, that cooking directions should be simple and that the recipes be selected with the greatest of care.

Question No. 7—How do you like "THE MACARONI FAMILY" illustrations used in the Lenten Folders? What recipes do you recommend for our Fall folder in 1938?

"The Macaroni Family" idea was very popular.

The most favored recipes are—"Macaroni With Cheese," "Spaghetti Italian Style" and "Egg Noodles with Pot Roasts."

Ease of preparation, economy of combinations, generous use of macaroni products and resultant nutritive value and appetite appeal of dishes prepared in accordance with the recommended recipes were points stressed in making final selections.

Question No. 8—In addition to the regular poster, what do you think of the suggestions—(a) that Counter Display Cards be prepared with pockets in them for holding recipe folders and (b) that small window strips or streamers be prepared for insertion in cases, etc.?

80% voted in favor of the window strips or streamers in addition to the usual poster. The majority felt that Counter Display Cards would be rather expensive even if grocers could be induced to use them.

Question No. 9—What do you suggest we do to assure the fuller cooperation of

May 15, 1938

THE MACARONI JOURNAL

9

ANY WAY YOU LOOK AT IT —



QUALITY!

Wholesalers, Chains and Independents in National Week?

- a—Circularize Wholesalers and Chains by direct mail and invite help of Independents through trade journal articles.
- b—Get all grocery outlets to feature window and counter displays.
- c—Have manufacturers offer fair deals for National Week.
- d—Get grocers to offer combination sales of macaroni products and cheese, vegetables, milk, eggs and other accompanying foods.

Question No. 10—Discuss frankly any faults or shortcomings in National Macaroni Week observance last Fall and suggest remedies? What improvements would you suggest?

- a—Give us PLENTY OF TIME to prepare for National Week.
- b—Plan all releases with utmost care so as not to disturb the delicate manufacturer-buyer relationship.
- c—By all means we suggest that this subject be given the benefit of an open forum discussion in the coming convention.

d—Have some well known Home Economist plan daily menus for every day of our National Week.

c—Select a "catchy" slogan, rather than the conventional "Eat More Macaroni." Among some slogans suggested:

"For a Tasty Meal, Serve Macaroni."

"The better the product you buy, the better it will be on your table."

"Good Macaroni, Spaghetti or Egg Noodles cost only a penny or two more, but worth it."

"Macaroni—A Change from Potatoes."

"Buy the better Macaroni-Spaghetti-Egg Noodles in sealed packages."

"Macaroni Products—The Energy Trio."

"Macaroni Foods are Economy Foods."

The replies contained a wealth of good material, some of which would be practical of adoption only if the industry were in a position to finance a national advertising campaign. They contained much helpful advice that should make the preparation of the plans for the next National Week and the promulgation of those plans easier for both the promoters and the manufacturers who cooperate.

The National Macaroni Institute is truly appreciative of the splendid response given its first questionnaire. The cooperation of the entire industry is solicited in promoting our next National Week, tentatively set for October 9 to 15, 1938.

NOTES OF THE INDUSTRY

Money in Macaroni

There may be no money in the macaroni business as some loudly proclaim but that does not mean that there is never any money in macaroni.

A story comes out of Bethany, Mo. under the heading "Macaroni saves the day." It tells of a store robbery in which macaroni is the hero.

For once in his life, Pat Beaver, grocer, was glad no one wanted macaroni, a good food product of which he sells large quantities. By mistake he left his store's front door open while he went home to dinner. Customers helped themselves, and because they are all honest customers in "dem thar hills" they left notes telling Mr. Beaver what they had taken. Fortunately for him no one looked in an open barrel of macaroni, where Beaver had hidden \$567.

Five Minute Spaghetti Dinner

Time is becoming more and more of a kitchen factor. That is the reasoning behind the introduction of all quick meals.

The De Martini Macaroni Company, Brooklyn, N. Y. recently announced the appointment of H. R. LeQuatte, Inc. New York city to handle its new combination product that has proved quite a popular seller, "DeMartini Spaghetti Five-Minute Dinner."

Old Concern Incorporated

The Connecticut Macaroni Company that has been operating a plant in New Haven, Conn. was incorporated under the laws of that state on April 1, 1938. The capital stock of \$100,000 is divided into 1,000 shares of \$100 each. The new corporation starts business with \$85,000 capital investment.

Incorporators are Generoso Muro, Arturo Martorella, Immaculata M. Tito and two others, all of New Haven.

Opera Star Still Likes Spaghetti

With her debut in Cleveland, Ohio last month as Gilda in Verdi's "Rigoletto," Miss Armi Galli-Campi became a fullfledged metropolitan opera star. But the Honesdale, Pa. girl's appetite was not the least bit affected by her stage success—she still likes spaghetti—and she proves it in a convincing manner in the series of pictures broadcast throughout the country announcing her opera success.

Durum Man's Daughter Marries

Alex G. Graif, manager of the durum department of the King Midas Milling company, Minneapolis, Minn. is proudly

telling his customers in the macaroni trade of the marriage of his daughter Miss Alexandra Graif to Dr. Herbert D. McKay of Minneapolis. The wedding took place in Minneapolis on April 18.

"Half-and-Half" Package

There may be nothing new under the sun as some have been saying for centuries, but there are surely some novelties that may never have appeared in a particular form before. The newest is a half visible and half hidden spaghetti-macaroni-vermicelli package.

In self service stores particularly where nearly everything has to be packaged and displayed to facilitate the sale, packaging long macaroni or spaghetti is a problem. No cellophane bag is long enough to hold the long goods, full cellophane wrapping is expensive and paper wrapping hides the contents.

The proprietor of a self service store in San Francisco who has a large clientele of macaroni-spaghetti buyers, has solved the problem by slipping a cellophane bag over one end of the strands of spaghetti and wrapping the rest in paper. This leaves four or five inches of the contents displayed. It lessens wrapping expense, ends the customer's confusion and doubles the sale of the product.

Not a bad record for this new half hidden and half visible package.

Stella Cheese at New Address

The Stella Cheese Company, manufacturer of grated cheese for all purposes and of a grade especially suited for use with macaroni and spaghetti is now occupying new quarters where it is better able to handle an increasing business. The new offices were opened on May 1, 1938 at 651 West Randolph st., Chicago. Telephone number is Haymarket 5330. This firm was formerly at 311 W. Illinois st.

Steal Truck and Stock

A band of five robbers overcame the watchman at the plant of Semolina Macaroni Company at Georgiaville, R. I. last month and after binding him, proceeded to loot the place. They appropriated the firm's delivery truck and made away with supplies worth \$1,400, according to the estimate of Florindo Rossi, president of the macaroni concern.

In addition to a quantity of macaroni products the loot consisted of 242 6-gallon cases of salad oil, eight 10-gallon cases of pure olive oil and 16 cases of Italian tomatoes. The police of nearby Providence were notified and succeeded in finding the stolen goods stored in a barn near that city. One man was apprehended and recognized as the one

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Service—Patents and Trade Marks—The Macaroni Journal

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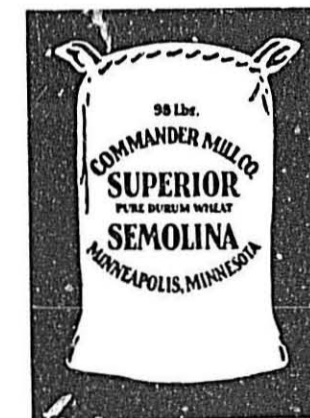
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COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
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who had rented the barn the afternoon before the robbery.

The watchman was unharmed. It was he who notified the police after releasing his bonds about two hours after the robbers escaped with the loot.

Plan New Addition

Cassarino & Carpinteri Company, New Britain, Conn. recently incorporated under the laws of Connecticut with a capital stock of \$50,000 advertised for bids on an addition which it is planning to build. According to its proprietors this firm has been enjoying an ever enlarging trade in the New England area, necessitating more production equipment and drying capacity.

The addition will be built as an annex to its plant at 62-66 LaFayette st. and should be ready by early summer. According to the announcement, Cassarino & Carpinteri Company recently was awarded a contract to supply its macaroni products to be sold by a new Italian chain store system now in the process of organization.

Sales Manager Sues

Alleging that he gave up a good position with the Porter-Scarpelli Macaroni Company of Portland, Ore. to take over the position as salesmanager for the United States Macaroni Company of Spokane, Wash., and that since making the switch, the latter has refused to work under the contract, Harry Alberts recently entered a suit for \$16,500 which he claims is due and unpaid.

He further alleges that under the contract he was to be paid no less than \$500 a month for a period of three years. The position of the employing firm and reason for not continuing the alleged contract will be made public when the case goes to trial in the courts of the state of Washington next month.

Wheeling Firm in New Home

The Wheeling Macaroni Company of Wheeling, W. Virginia, the only macaroni manufacturing firm in the state has moved to its new home at Main and 24th sts. from the former quarters at National Road which it has outgrown.

This firm produces the Belmonte brand of macaroni, spaghetti and egg noodle products. "Belmonte" comes from the Italian, which means "Beautiful Hills," a fitting name to a product made among the lovely hills of Wheeling.

In its new home the firm has three floors of working space. With the new equipment installed its daily output will be more than doubled. The products are sold only to distributors in Pennsylvania, Ohio and West Virginia. The company is under the management of W. H. Truschel, Jr. with W. H. Truschel, Sr. acting as secretary and treasurer.

Capital Renews Weekly Bulletins

Appreciating the interest of the users of durum semolina and flour in the prospects for the 1938 durum wheat crop Capital Flour Mills, Minneapolis has resumed publication of its weekly bulletin on the durum wheat crop conditions in the northwest states.

Macaroni manufacturers look upon this weekly bulletin as one of the most informative pieces of mail that reaches their desks at the time of the year when there is much general concern about next summer's harvest.

The first bulletin was mailed April 15, when planting had about been completed. Extracts from that and subsequent issues follow:

"The northwest is approaching the growing period (for durum) this spring with a rather hopeful outlook as compared with recent years, and with moisture conditions slightly better than last year.

"Winter precipitation indicates considerable improvement, and in northwestern North Dakota particularly where last year the final crop outcome was practically a failure. In most other areas moisture apparently has been quite ample and reports to date show general improvement in subsoil moisture.

"Warm weather during March resulted in farmers getting into the fields earlier this year than for eight or ten years and considerable seeding was done by the end of March, ranging from up to 50% in South Dakota to 10% in northern North Dakota.

"Farmers' intentions to plant, as of March 1, 3,613,000 acres, indicate a larger durum acreage than for the past five years although still only 75% of the 1928-32 acreage.

"With the favorable seeding weather during March, and from the reports received, there is a possibility of the wheat acreage being increased up to 10% above the government figures as of March 1. Under the new Farm act this might be the last year of unrestricted wheat acreage and many farmers are showing a disposition to take full advantage of, as one party put it, 'their last year as free men.'

"Older grain men have pointed out that early plantings in 1918 and in 1928 resulted in very good crops in those years and are pointing to the similarity in conditions so far this spring.

"As little or no rain fell during the latter part of April, seeding was practically completed about three weeks earlier than has been the case for the past few years.

"Some additional durum will no doubt be planted where seed was not available due to delay in securing seed loans but

this will not amount to much in relation to the total crop. Moisture is needed as there has been some drying out of top soil from rather strong winds."

As of May 6 the bulletin says: "Most of the durum wheat is now above ground and shows a good healthy stand, with reports from South Dakota predicting that wheat will be jointing in the next week or two. As a whole, prospects continue very favorable for a good crop of durum wheat this year."

Semolina Market Dull

Despite a lack of shipping orders from macaroni manufacturers who have previously contracted for their semolina needs, the prevailing price of semolina remains relatively high. As April drew to a close, many of the macaroni plants were found to be operating at less than 50% of capacity and semolina buyers showed very little interest in the raw material market.

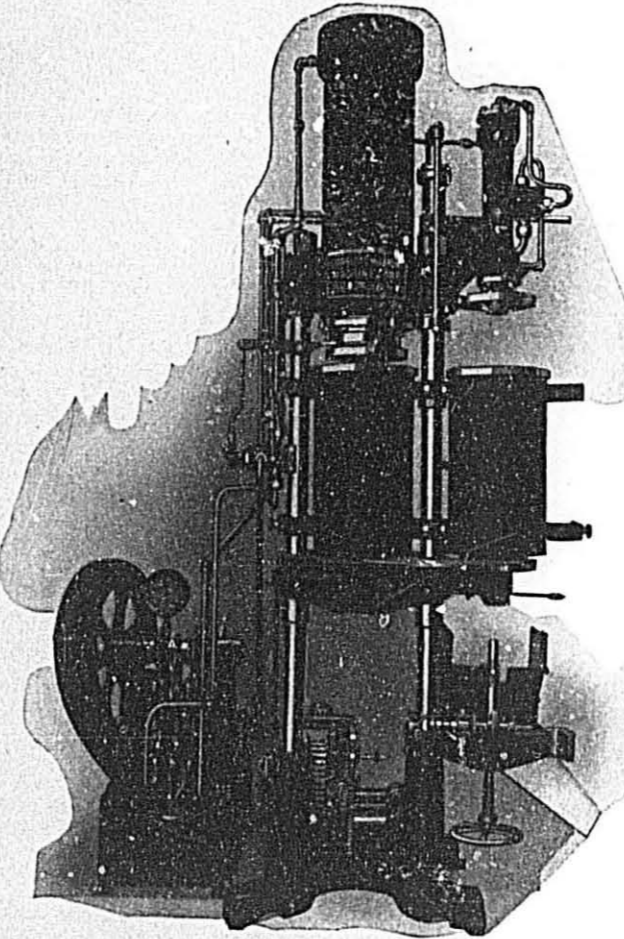
As of May 1, 1938 the prevailing prices on semolina and other durum products were slightly lower than prices quoted a month previous. No. 1 semolina, bulk in carloads, was quoted in Minneapolis at from \$6.30 to \$6.35 a barrel. Durum fancy patent was about the same price. Granulars were a little less than \$6.00 with durum flour about 15c under.

Semolina millers are looking for a slight stiffening of prices on all durum products due to the decision of France to permit the importation of durums to blend with the depleted stocks of African wheat.

The importation into France of some 1,100,000 bu. of durum wheat from abroad has finally been officially authorized, it is reported to the Bureau of Agricultural Economics. The decision to import this wheat, reached on Jan. 28, 1938 was subject to the approval of Algeria; but, with this approval obtained, final action was delayed by the opposition of the wheat storage cooperatives of France. Import authorizations were to be granted from April 1 forward, and a rebate on customs duty, amounting to 35 francs per quintal (30c bu.) was expected to reduce the regular duty to about 61.30 francs per quintal (53c bu.). The rebate may be changed every two weeks, depending upon the price of wheat and the exchange rate. Import licenses are to be issued to semolina millers, who are permitted to use as much as 85% foreign durum mixed with at least 15% north African durum. From April 1 to May 15 import licenses covering the durum needs of one month may be issued, but after May 15 they are to cover a 10-day period only.

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United States Supreme Court Upholds Federal Filled Milk Act

After 15 years of litigation in state and federal courts, the case against fraudulent substitutes for milk now appears to be definitely closed. The Supreme Court of the United States has found, as the Federal Filled Milk Act itself declares, that the use of filled milk as a substitute for pure milk is generally injurious to health and is a fraud on the public.

In a sweeping 6 to 1 decision the United States Supreme Court on April 25 held the Federal Filled Milk Act of 1923 constitutional. The lower court had previously declared the law unconstitutional. In a powerful opinion written by Justice Stone filled milk is stated to be an adulterated article of food, injurious to the public health and its sale a fraud upon the public. This is in accord with the original findings of Congress when the law was passed. The decision establishes beyond a doubt the power of

Congress to exclude from interstate commerce fraudulent substitutes for milk or cream whose use in the state for which they are destined is conceived to be injurious to the public health.

It was the opinion of the Court that the danger to health is greatly enhanced where an inferior product, such as filled milk, is indistinguishable from a valuable food of almost universal use, such as evaporated milk since fraudulent distribution is easy and protection of the consumer difficult. The Court took notice of the importance to public health of butterfat and whole milk, which contain factors essential for growth and health protection.

The question of whether or not filled milk contains substances which are actually injurious has never been the issue. The point is that the public is entitled to buy what it asks for. There are

absent in filled milk factors which are normally present in whole milk and which are necessary for the nourishment of human beings, particularly infants and growing children. Due to the deception which has been practiced, filled milk has been sold to the housewife who believes she is getting evaporated milk. Filled milk is readily confused with evaporated milk because it is similar in appearance and flavor and is packaged in containers of identical size and shape.

The value of pure, whole milk as a food cannot be expressed merely in terms of a summation of its known component parts. It is one of Nature's "wholes" and its greatest value lies in being used as such. The consequences cannot be estimated of extracting from milk some of its important nutrients, replacing them with apparently similar substances and attempting to substitute the resulting product for milk in the diet.

March Foodstuffs Exports

March exports of food products totaling \$45,490,000, more than doubled in value shipment* in March 1937, with wheat and corn, again the leading contributors to this increased export trade, according to C. Roy Mundee, Chief of the Commerce Department's foodstuffs division.

Foodstuffs exports for the nine months ending March 1938 amounted to \$292,261,000, an increase of \$129,562,000 or 80 per cent over the nine months ending March 1937.

Wheat exports in March 1938 totaled 8,510,000 bu. valued at \$9,054,000 compared with only 61,000 bu. and \$72,000 in March 1937. Exports of corn amounted to 9,007,000 bu. valued at \$6,214,000, while in March 1937 shipments were negligible at 22,000 bu. and \$42,000. In March 1938 Ireland took 3,611,000 bu. of corn and 1,775,000 bu. of wheat, the United Kingdom 1,422,000 and 1,964,000 bu., respectively, and the Netherlands 1,049,000 and 998,000 bu. respectively.

Lard exports in March were over twice those of the same month in 1937, the principal countries of destination being the United Kingdom with 11,013,000 lbs., and Cuba with 3,078,000 lbs.

March shipments of milled rice increased fivefold over March 1937, the two leading countries being Cuba 5,692,000 lbs., and Chile 4,891,000 lbs.

Fresh vegetable and fruit exports were substantially in excess of the same month in 1937, as were fresh or frozen and cured pork.

Imports of food products during March 1938, amounting to \$55,509,000,

declined 43 per cent from March imports a year ago with grain imports again a leading factor in this decrease.

Foodstuffs imports for the nine months ending March 1938 were valued at \$503,000,000, an 18 per cent decrease from the receipts of \$616,080,000 for the nine months ending March a year ago.

Notable decreases are shown in March imports of butter, fresh pork and cotton-

seed and peanut oil—the latter two a reflection of larger domestic supplies. Flaxseed imports decreased to nearly a third of the March 1937 figure. Palm nuts and kernels, and palm kernel oil reversed their previous heavy import trend to almost negligible imports in March 1938, while receipts of coconut oil were almost double those of the same month a year ago.

April Flour Production Off Sharply

Flour production of merchant mills in April was about 6% lower than a year ago, but not much different from the totals of two and three years ago, reports to *The Northwestern Miller* indicate. April production of reporting mills amounted to 5,079,371 bbls., against 5,406,836 a year ago and 5,097,438 two years ago. Three years ago, the total was 5,023,093 bbls.

There were slight gains over last year in flour output in some of the sections. In the northwest, the Chicago-St. Louis area and the southeast, moderate im-

provement took place, while the losses were recorded in the southwest, at Buffalo and on the Pacific coast. Complete details are given in the table below.

For the crop year so far, flour output appears to be running a little more than 1,000,000 bbls. less than a year ago, or slightly more than 1% lower. Since export movement in the past ten months has been about 1,250,000 bbls. greater than in the similar period of the preceding season, the decline in disappearance of flour in domestic channels has totaled close to 2,250,000 bbls. Part of this loss is due to declines in stocks and, perhaps, the remainder to smaller consumption, but it is not possible to separate the two at present.

Total Monthly Flour Production

	April, 1938	Previous month	April		
			1937	1936	1935
			Output reported to <i>The Northwestern Miller</i> , in bbls., by mills representing about 60% of the total flour output of the United States:		
Northwest	1,039,155	1,080,901	1,030,681	1,314,666	1,115,023
Southwest	1,846,623	2,037,215	2,255,981	1,713,724	1,912,959
Buffalo	79,339	858,897	821,315	833,387	787,494
Central West—Eastern Division	272,245	293,442	306,353	290,677	213,597
Western Division	284,915	338,556	251,106	264,466	263,465
Southeast	328,775	374,172	270,213	282,933	336,789
Pacific Coast	413,119	476,753	471,187	397,610	393,766
Totals	5,079,371	5,459,936	5,406,836	5,097,438	5,023,093

A "Small Cut" Becomes a "Big Slash"

How Much More Do We Have to Sell If We Cut Our Prices 10%?

Much public and governmental attention has been concentrated on the plight of "small business" as a result of the conference held in Washington last winter. The country has been made to realize the importance of the so-called "small business" concerns to the general welfare of the nation. Aside from the lack of capital which apparently has and is hampering these "little fellows" in business, the general conclusion that nothing has contributed more to their plight than the ruthless price cutting which is an almost consequence to a struggle for existence.

The U. S. Department of Commerce is attempting through education to eliminate the price cutting factor while other agencies are considering tax relief and other helps. As a part of its educational campaign there was recently released a very interesting study and argument by S. L. Kedziński, chief, distribution and cost section, Marketing Research Division, U. S. Department of Commerce, which every operator of a small, medium or large business might well read and digest. Extracts therefrom are quoted herewith:

—A 10% decrease in price (or an increased discount of 10%) may not sound like very much. It is about what a big buyer will try to get. But if the manufacturer is operating on a 50% margin he must increase his dollar sales by one quarter to come out with the same gross profit; if his margin is 30% he must increase his dollar sales by one half.

—Price reductions vary widely in motive: There is predatory price cutting from time to time in every line of business. There are deliberate price reductions based on the belief that volume will increase enough to make up the unit losses, and there are constant demands for an additional or a more generous discount.

—So far as the effects on gross profit are concerned the motive behind the price reduction means nothing. With the unit gross margin remaining the same, a certain increase in sales must be secured in order to maintain gross profit volume.

—Commonsense shows that when a substantial cut is made in the prevailing price for any reason whatsoever the volume of dollar sales must be proportionally increased to maintain the same dollar gross margin or profit, otherwise there must be an accompanying decrease in cost to keep the concern operating at a reasonable profit.

—For example, if a concern is operating with a 30% gross margin, a 20% price reduction would have to be offset by an increase of 200% in volume of

sales. Or, in another case, if a concern is operating with a 20% gross margin, a 10% price decline would have to be offset by a 100% increase in volume of sales to maintain the same dollar gross margin, otherwise cost of business operation will have to be pared materially. This can be applied to any kind of business, whether large or small, or for any unit of sale, or for total volume of sales.

—To illustrate, an item costs 70c to make, and it sells at \$1, with a gross margin of 30%. A price reduction of 10c would make the new selling price 90c. Since the original dollars and cents gross margin, which includes operating expense and expected profit, remains the same, as in this case 30c, the new price creates a shortage of 10c. Two practical ways to recover this loss are (1) by increasing sales volume, or (2) by paring down operating expense.

—To absorb or recover this loss by the first method, would require a volume of sales increase of 50%. The percentage of increase in volume of sales for a given item or for the business as a whole is contingent upon the original gross margin and price reduction.

—The continuous striving of manufacturers to obtain a greater sales volume, often producing more than the immediate market can absorb, is one of the primary causes of predatory price cutting and small profits in industry. There are literally thousands of business establishments that sell their products at prices that leave a profit so small that only by neglect of essential and necessary improvements in product, equipment, methods and personnel, can they pull through without loss.

—The more successful business establishments find their returns not near enough to normal, even though they consistently pay some dividends to their stockholders. As a rule, these concerns operate with exceptional efficiency, but obtain only ordinary returns, or less, for their exceptional operating ability.

—The principal reason for the unsatisfactory showing of these well managed enterprises is the low prices at which their products must be sold to hold a reasonable share of business from going to less efficient volume hungry competitors. It is common knowledge in all trades and industry that there are scarcely any products for which the production capacity is not greatly in excess of requirements. Yet many business men spur their salesmen to get additional volume. Down go prices and some additional business is secured, chiefly by the offering of prices lower than customers had been paying to others. The competitors soon learn about it (because market news travels fast) and "meet the price." Thus a serious price war is on, and it is only a question of time before the origi-

nal price cutter discovers that he has no monopoly on low price quotations, because there are others in his field who are just as apt to not only meet the price, but often "go them one better."

—The weakness lies in the failure to understand that low price does not always increase consumption. It often means a mere shift of trade from one concern to another at an astounding cost to the industry and the public. If the product is one that is supplying an already heavily covered market, the only possible way to get the increase in business desired is to take other concerns' customers. But this does not last long. In sheer self-preservation, competitors are forced to hold their established trade and so they meet the new prices and strive to economize to make both ends meet. As a result, the industry in a short time has a tremendous excess of capacity and a new low level of price is established.

—Reaching for additional volume through price reduction soon leads to many trade practice evils such as free deals, quantity discounts, and many other concessions. Many business men lose sight of the fact that the economies in the production department wrought from sales increases are often invalidated or completely devoured by increased marketing cost. Increase in sales usually is accompanied by increase in selling cost and often the added volume of business is not large enough to offset these increases.

—In the final analysis, as often proved by experience, very few firms can increase their volume of business without adding something to handling cost, selling cost and office expense, to say the least of the price cut which invariably narrows the gross margin from which marketing expenses must be paid, unless economies in the business are immediately introduced to offset the downward price schedule.

—The remedy for pricing for volume is simple enough. Better knowledge of commodity costing and the introduction of pricing for profit principal, not for volume, will go a long way to alleviate many mal-trade practices. Most lines of manufacture, as well as wholesaler and retailer (as any price war generally affects all business down the line in the same trade), have their normal market expectancy, allowing for steady growth. If sales effort is intensified, there is no need to slash prices to meet competition.

—Therefore, it should be to the concern's interest to adjust its business to a level of production, consistent with a reasonable price, to insure a fair return on its investment. If this policy is adopted, price paralysis and economic derangement in the trade may be eliminated.

PLAIN and POINTED TALKS

By A. Noodler

The Bottleneck

The bottleneck of your business is the person who meets people who come to do business with you. It may be a retail salesperson. It may be a girl at an information desk. It may be the person who answers your telephone for you. It may be you!

Whatever your business, someone must contact those people who have come to do business with you. Customers, patrons, do not do business with a board of directors, nor with a building, an advertising slogan nor a big stock of products. They do business with an individual.

That individual is the bottleneck of the business.

I received a lot of handsome advertising matter from a store. It was supplied, no doubt, by the manufacturer of a certain line of goods, but it bore the store's imprint. It told me what a marvelous stock the store carried, what

fine service it rendered, how gladly they would welcome me and show me goods without urging me to buy if I did not want to buy.

It gave me a picture of a store I thought it would be a pleasure to enter, just to look around, with the thought that I could buy or not.

I went into that store one day when I had some spare time on my hands. Nobody gave me a glad hand or even a glad look. I was met by a salesman who said—or demanded—"What for you?" Right away I saw it was going to be up to me to buy or beat it. I beat it, only saying "Oh, I thought I was in a different store."

The stock may have been all it was advertised to be. The manager may have had the welcoming spirit as promised. Someone there may have been willing, even anxious to spend time with a mere "looker." But apparently not the man who met me. I got as far as the neck of the bottle and there I stuck.

Commercial Forms Simplified Practice

The standing committee in charge of reviewing Simplified Practice Recommendation R37-28, Commercial Forms (Invoice, Purchase Order and Inquiry), has again reaffirmed the recommendation without change, according to an announcement of the division of simplified practice of the National Bureau of Standards.

The development of this recommendation was begun in 1919, due largely to the efforts of the Railway Accounting Officers Association, the National Association of Purchasing Agents, the National Association of Cost Accountants, and the Purchases and Stores Division of the Association of American Railroads. After testing tentative drafts in actual use the final forms were adopted at a general conference held in 1925. The invoice form adopted at that time became generally known as the "Simplified Invoice Form," and attained widespread use.

The Simplified Invoice Form was revised in 1927, since which time it has received increased support by a great many business concerns. The Purchase Order and Inquiry Form was not revised in 1927.

The standing committee reaffirmed the recommendation twice before, in 1931 and 1934.

Printed copies of this recommendation are no longer available. Pending reprinting, facsimiles of the forms illustrated in R37-28 may be obtained free

from the Division of Simplified Practice, National Bureau of Standards, Washington, D. C.

Viking Eggs

"Viking Eggs" are not eggs of either fowl, bird or fish. It is an extract from the cheaper fish, a compulsory substitute for eggs.

In Germany, "The Land Of Substitutes" the newest thing in the way of food substitutes or "Ersatz" is one for the common hen egg. Here's the story:

Because German bakers and noodle makers use 800,000,000 eggs annually in making their rich pastries and nutritious egg noodles, and because the millions of hens in that country are unable to supply the demand, eggs have to be imported. Seeking to make the country self supporting, the Nazi government was delighted to find a substitute by which it hopes to save the 400,000,000 eggs annually imported.

German scientists have discovered that out of 32 pounds of cheap fish it is possible to produce a pound of extract which is supposed to be an adequate substitute for 160 hens' eggs. To make this extract palatable to Germans who had more than a bellyful of "Ersatz" (substitutes) during the War and the lean years that followed when the people of that country were again fed up with substitutes as a result of Nazi isolation policies, the government hit upon the artful device of calling the new extract—"Viking Eggs."

International Exchange Of Macaroni Products

According to the Monthly Summary of Foreign Commerce issued by the Bureau of Foreign and Domestic Commerce for February 1938 both the imports and exports for macaroni products continued to decline.

Imports

This report on imports showed only 59,704 lbs. of this foodstuff worth \$5,276 as compared with the January 1933 imports which amounted to 78,863 lbs. with a value of \$7,065.

The first two months of 1938 showed a total of 138,567 lbs. of macaroni products imported having a value of \$15,941.

Exports

During February 1938 the exportation of macaroni products by American exporters amounted to only 186,328 lbs. worth \$15,889 while the January 1938 exports totaled 242,396 lbs. valued at \$20,295.

During the first two months of 1938 the exports totaled 428,724 lbs. with a value of \$36,184.

Listed below are the countries to which this foodstuff was exported during February 1938 and the quantities shipped to each:

Countries	Lbs.
Netherlands	6,080
United Kingdom	2,735
Canada	47,237
British Honduras	1,089
Costa Rica	1,459
Guatemala	540
Honduras	414
Nicaragua	1,209
Panama	8,462
Panama Canal Zone	4,020
Salvador	1,022
Mexico	22,748
Newfoundland & Labrador	1,020
Bermuda	1,829
Barbados	360
Jamaica	1,198
West Indies	1,111
Cuba	25,607
Dominican Republic	8,069
Nether. W. Indies	15,663
Haiti	5,938
Colombia	499
Ecuador	48
Venezuela	1,799
Saudi Arabia	528
British India	77
Burma	25
British Malaya	41
China	395
Netherlands Indies	225
Hong Kong	1,499
Philippine Is.	20,720
Other Asia	1,495
Australia	328
British Oceania	114
New Zealand	36
Un. of So. Africa	593
Gold Coast	96
Total	186,328
Insular Possessions	
Alaska	19,205
Hawaii	167,248
Puerto Rico	90,221
Virgin Is.	4,971
Total	281,645

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Curb Severe Price Cutting

"SELLING BELOW COST BENEFITS NO ONE." That was the crux of the message presented by Paul S. Willis, president of Associated Grocery Manufacturers of America, Inc. in an address recently made to the Sales Executives Club of New York.

I have been actively engaged in the food and grocery industry for many years, and have witnessed some severe price cutting situations, but the present one is worse than any previously experienced. This, because the present severe price cutting prevails in most of the major markets throughout the United States, not just locally. The cutting is very deep—in many instances, at prices below actual invoice cost and a long list of products are affected. In other days, one would hear of price cutting in a few markets and on a few special items, but not today. Today we have it all over the country and as stated, on a long list of articles—that is what makes it so bad.

What Caused It?

Probably a combination of several things. The supermarkets through rapid progress in the field of distribution have taken business away from existing distributors—and the depression has reduced volume of business generally—both of these factors have contributed to the cause. Dealers in order to hold volume have resorted to the handy weapon of price cutting. The results are: volume is still off—gross margin is considerably lower—a combination which spells bad results.

Who Is Affected?

All of the dealers in the market where this price cutting prevails, the growers of the commodities from which these products are manufactured, the manufacturers and processors—all are affected.

Who Benefits From This?

No one in the long run. Dealers cannot stay in business for long when they sell at invoice cost prices or below invoice prices. This is demoralizing to business generally in that market. Consumers in the long run are better off when business is good—and business cannot be good when dealers actually lose money.

Dealers Are Disturbed:

Not only are dealers disturbed by this situation because to "sell goods at cost prices" means ruination if kept up, but they are disturbed also because they never know what competitors will do next by way of featuring cut prices. They are reluctant to prepare advertising and merchandising programs, fearing if they feature Product X at 27c competitors may immediately feature it at 29c even though it may have cost 26c. In Chi-

cago a dealer recently advertised 10 lbs. of sugar for 5c—the actual cost to the dealer reportedly, was 49c.

What to Do About It?

This question needs to be given serious attention, for with the present changing trends in distribution and with the unsettled conditions in retail distribution, price cutting very likely will be with us for a long time.

How to Do It?

Fair trade acts were intended for use in preventing price cutting. But our manufacturers with very few exceptions have not lined up to operate under these acts. Our feeling has been—because of the strong competitive conditions which prevail in this industry—that any plan which operates upon a voluntary basis, at best can be only short-lived, and we also face the question—"How can a manufacturer afford to price fix his products when his competitors' products will remain price free and will be price featured?" Some of our manufacturers have experienced where they established a resale price on their products that dealers highly welcomed this, but after a short time the manufacturers found that while their products were price fixed, competitors' products were price featured.

However, notwithstanding all this the present price cutting situation has developed into such seriousness that some manufacturers are now studying the possibility of using FAIR TRADE ACTS in the particular markets where price cutting is so severe. This does not mean that we have changed our attitude toward fair trade acts but it means, in the absence of any other legal measures being available for dealing with this matter, we might use the acts as an expedient.

We do not believe in price fixing, but we are of the opinion that we should have a law in each state binding upon all dealers alike, which will establish a floor price below which dealers cannot legally sell—a law patterned after the model bill which the National Food and Grocery Conference Committee recently prepared. It is a simple bill which fixes the floor price at invoice cost or replacement, whichever is lower. Such a law would stop a dealer and his competitors from selling at prices which are below invoice cost, while at the same time dealers will retain their full opportunity of benefiting from any efficiency in the operation, but it starts all competing dealers off at the same line.

Changing Trends in Distribution

With the many changes taking place in distribution—and these changes will continue to occur for some time—it is our opinion that unless this severe price cutting is effectively curbed it will be

with us for a long time. It is not a temporary problem. All of this emphasizes to us the desirability of having proper legislation enacted which will provide floor prices along above described lines.

Sermonette Of the Month

"Plan your work, then work your plan"—this is the formula for action and success.

It takes brains to plan but the odd thing is that so many people fall down on the "work your plan" part of the formula. It often takes determination, persistence, and the ability to go when the going is hard to work your plan.

Weakness not of the mind but of the flesh is the chief cause of failure. Too many folks fail because they do not do the things which they themselves know they should do . . . and could do.

Once you have set your course never let a day go by without making some step, however small, toward your goal.

A good start is half the battle, but the payoff is at the finish. Keep up the pace. Be a good finisher.

—The Progressive Grocer.



False perceptions are responsible for many accidents. Statistics show that a large proportion of railway crossing accidents are caused by drivers actually running into trains. Some of these accidents may be due to optical illusions.

Many persons do not have accurate distance perception. An object which seems to them to be several hundred yards away may be only a few blocks away. A person driving 50 or 60 miles an hour does not have sufficient time to correct an initial misjudgment.

Anyone who is directly implicated in any accident involving distance judgment should have his eyes examined. Until examinations are made it often is difficult to determine whether or not eyesight is bad.

Some of the large trucking concerns are now requiring that their drivers have their eyes checked. This provision will not only protect the truck drivers and their cargoes; it will protect other motorists as well.

It is important for the driver of a car to be in first class physical condition as it is for the motor of the car to be in good mechanical repair.

May 15, 1938

THE MACARONI JOURNAL

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Wholesale Grocery Trading Areas Delineated

A wholesale grocery atlas delineating the 184 major wholesale grocery trading areas within the United States in which there are situated 3850 full line, full service and limited function wholesale grocery establishments which service about 532,000 retail food stores, 66,700 general stores, and other grocery distribution or consuming establishments, is made public by the marketing research division, Bureau of Foreign and Domestic Commerce.

In a foreword to the report Alexander V. Dye, director of the bureau stated that this revised issue of the atlas has been made public because of the many changes in distribution practices since the original issue of the study in 1927 which are traceable in part to the greater utilization of motortrucks in the handling of groceries.

That there is an increasing need for such information as is contained in the report is evidenced by the many requests for trading area information and market data which are being addressed to the bureau, he stated.

The report was compiled with the cooperation of the wholesale grocery trade and should be of assistance to research directors of advertising agencies and publishing houses, economists and general students of wholesale distribution, it was stated.

This atlas is designed to present a true, realistic picture of the trading areas pertaining to the major centers of wholesale grocery distribution, the combined areas making up the United States. Its further purpose is to present the latest pertinent market data which may be used to evaluate the various areas described, according to the Commerce Department.

The delineation of the trading areas was based primarily on information obtained by means of schedules mailed to approximately 2500 general line, full service wholesale grocery establishments. The areas shown may be termed the local wholesale grocery trading areas of the major centers of wholesale grocery distribution, i. e. regional or national areas of distribution from such centers as New York and Chicago, and the areas of very small centers with perhaps only one wholesale grocer could of course not be shown.

One important improvement in method adopted is the indication of the overlapping of areas where it is known to exist. Wherever overlapping of areas was indicated on the schedules returned, it was pictured on the trading area maps in the counties outside the heavy lines marking the area boundaries. By means of the numbers assigned the areas and the corresponding numbers on the state key maps one may easily locate a particular area, it was stated.

Accompanying market data tables show by trading areas, counties and cities of 2500 population and over, the 1930 population; 1935 retail food stores, number and net sales; 1935 general stores (with food), number and net sales; and for cities of 10,000 population and over, 1935 full line, full service and limited-function wholesale grocery establishments, number and net sales. Another table presents state summaries of retail food and grocery stores by kind of business and type of operations. The final table gives state figures for the to-

tal wholesale grocery and food business, by type of operation.

The practical application of the material furnished in this atlas is illustrated by a description of a hypothetical wholesale grocer's use of the atlas and a simple illustration of the construction of potential sales figures by the use of data in the atlas.

The United States map inserted in the back shows the 184 wholesale grocery trading areas, exclusive of the overlapping.

Titled "Atlas Of Wholesale Grocery Trading Areas" and further identified as Market Research Series No. 19, copies of the report may be had at \$1.00 each upon application to the Bureau of Foreign and Domestic Commerce, Washington, D. C., or any district office of the bureau in commercial centers in the United States.

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Secrets of Successful Trade Marking

Trade Mark Registrants Deserve Their Money's Worth

The time is rapidly approaching, if it isn't already here, when owners of macaroni brands must give more attention to the cost of trade mark protection. Both outside and inside influences, if we may so distinguish them, are at work to increase the aggregate cost of trade mark defenses. Pointedly this holds good for the domestic field. The necessity of bigger budgets for trade mark security is however all the more pressing where a macaroni marketer desires to entrench his good will tokens at home as well as abroad.

By way of ascertaining what's what let us turn first to the situation external to the trade mark proper. In the days of a simpler business life the cause of brand safety was usually served by registration of the trade mark proper. No longer is that sufficient. The wary owner of a familiar "identity" is now wont to supplement and reinforce his trade mark by registration by copyrighting his label and perhaps by patenting his package or some feature of his container. If he has any fear of foreign counterfeits he deposits copies of his brand name and insignia with the Treasury Department at Washington along with a certificate of corporate title, which gesture serves to set the customs officials at our ports on the watch for gate crashers. None of these precautions costs very much. But all told they help to run up the bill.

Dipping deeper into many a trade mark insurance fund is that trend of the times which prompts a brand owner to register not one trade mark but several. Multiple registrations are to be taken for granted where a firm has a full line, or family of products under varietal names. But there are frequent instances of pyramiding of registrations where a brand has what the average layman would account merely a single trade mark. It all comes of the desire, as trade marks grow in value, to make assurance doubly sure. So the modern resourceful trade mark guardian is wont to cover his industrial property with not one but several parallel or cumulative registrations. He may take out one registration on the brand name and another on a fanciful or ornamental design or decoration surrounding it. According to numerous court decisions a composite trade mark is to be considered in its entirety. All the same not a few brand owners clamp their claims by separate registrations on the different elements. If perchance a slogan is used incident to the name plate the owner is almost certain to want a special diploma for that, if he can get it.

Repeaters, or variant registrations of details or units within a brand setup, all take money out of the till. Even if registrant, being a quantity buyer so to speak,

By Waldon Fawcett
Written Expressly for
the Macaroni Journal

can get away with a minimum fee to his patent lawyer, on top of the official entrance charge at the Patent Office. But what is at the moment rather disquieting is the frequency of suggestion at Washington that in one way or another trade mark patents be charged more for Uncle Sam's birth certificates.

This particular threat of inflation is arousing the ire of trade mark owners who feel that they are already paying plenty for the service rendered and that the Federal trade mark fee should be reduced rather than raised. In the eyes of the victims any markup at this juncture would add insult to injury because during the past year or two the Patent Office has been lamentably slow on the trigger. As our readers know, the Patent Office more than pays its way via fees collected. But with receipts breaking records it has had to worry along with a personnel short at least one hundred men of the number of examiners, clerks, et cetera needed to keep the work current.

Allowing no mercy for branders suffering indifferent service at a top price, would-be reformers at Washington are flirting with two recipes for raising the trade mark ante. One scheme which has the poorer chance of accomplishment would involve a flat increase in the registration fee. The other ruse is more subtle. No less than a proposal to reduce, possibly cut in half the term of trade mark franchise. If a registration had to be renewed every 10 years instead of every 20 years it would constitute an increase of 100 per cent in cost not to mention the extra burden of paper work. Yet another gimme move is found in a current draft of a general revision of our basic trade mark law, which would necessitate the reregistration of practically every mark now enrolled under the Act of 1905 or the Act of 1920.

Any suspicion of a soak-the-trade-mark-owner policy at Washington would be all of a piece with the attempted raids in various states, through the medium of state laws of compulsory registration. To be sure none of these latter plots has as yet come to pass. But the epidemic of several years ago brought an alarm that was followed by an "all out" signal before it was justified. The dream of easy money by mandatory registration, tantamount to taxation of trade marks, still haunts the hungry revenue seekers in scattered state legislatures. This spring saw the end

for the time being of several state bills. Of their own accord certain owners of trade marks make it a rule to register in every state where their goods have distribution. The vicious phase of the planned force-jobs aside from the high fees proposed, is that many of the state bills have been cunningly devised to virtually compel registration of all trade marks, even though used only in interstate commerce.

Some of the trade mark specialists who give counsel to the trade mark owners who have most at stake are leaning to the theory of a more sweeping and comprehensive Federal registration law—so drawn as to provide adequate protection and leave no excuse for supplementary state laws. The Lanham bill now pending in Congress was fashioned with this idea of broad inclusive protection. That is why it would give a trade mark owner his choice of three different shelters—two selective Registers and a Deposit file. A technical trade mark fully conforming to the most rigid definition would presumably get the fullest protection. But less formal trade marks would be officially pedigreed at a more popular price. Uncle Sam would do under one roof everything he has heretofore done for trade marks and as much in addition as is contemplated by the most elastic state laws. That would leave no excuse insofar as providing authoritative credentials is concerned for any state machinery.

Ambrosia Macaroni Loaf

"A loaf of Macaroni, green peas and t'rou
Beside me steaming on the table—
Ah dining room in Paradise enow!"
—Anon.

Paradise surely awaits him or her who partakes of a meal of the tasty macaroni loaf herewith prescribed, which definitely is "ambrosia." The ingredients and the method are simple as are all perfect things:

- ½ lb. macaroni
- 2 cups soft bread crumbs
- 1 small can pimentos
- 1 cup grated cheese
- 2 cups milk
- ½ cup melted butter
- 1 tbsp. chopped parsley
- 3 eggs (slightly beaten)
- Pepper and salt

Break macaroni into inch pieces, boil in salted water and drain.

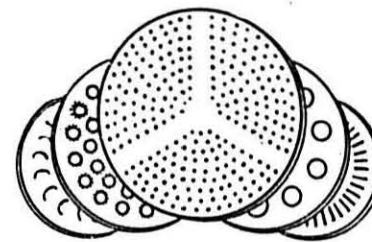
Cut pimentos into narrow strips and mix all the ingredients with the macaroni. Pour into a buttered loaf pan. Cook in a moderate oven for an hour or more. Unmold and serve with a cream sauce and green peas.

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FOR
QUALITY  SERVICE



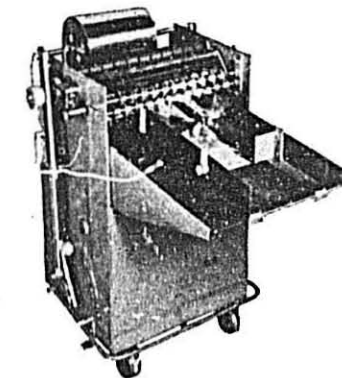
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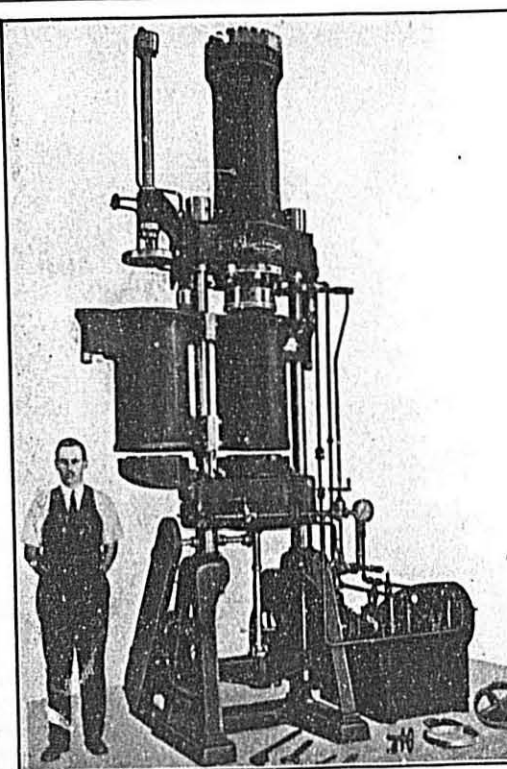
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PRESS No. 222 (Special)

Wise Buying Contributes to Profits

Because the profits coming from wise buying are not so readily seen nor measured as those from increased sales of the finished products, the macaroni manufacturer is likely to allow purchasing to be done on a hit or miss plan which he devotes all his time to production and sales problems. This may be especially true in the smaller plant where the owner feels that the possible savings would not be enough to influence his profits to any great extent.

Yet this line of work is no different from any other business in at least one respect: it must get the best materials at the "right price" or it starts out under a serious handicap. The manufacturer who tries to increase his sales or reduce production costs has a good idea, but he should not expect that to take care of his entire profit problem, while haphazard buying contributes nothing to the general welfare of the business.

Centralized buying may sound like big words to those operating on a small scale, yet really all they mean is that all phases of buying and allied work should be placed in the hands of one person who is charged with the responsibility of keeping in constant touch with market conditions, new products and improved equipment. Not only should he do the buying in a businesslike way but he should follow through to see deliveries are made correctly and on time. He should check invoices and maintain whatever purchasing records are necessary, read all the trade paper and direct mail advertising concerning supplies and equipment for the plant, and interview all salesmen who call at the office, giving their propositions such attention as they seem to deserve.

If he cannot do all these things personally he should at least be in charge of them, and see to it that his helpers do promptly and accurately whatever he assigns to them and that they report to him regularly. While he may often consult with others in the plant before making purchases this does not relieve him of the task of doing the actual ordering himself.

What are some of the economies that may be expected as a result of centralized buying? First it avoids duplication of effort on the part of two or more persons each doing only a portion of the job. Second it places responsibility for having supplies on hand when needed, for maintaining quality and for getting a price in keeping with the quality. Third it permits one man to become an expert in this important branch of the business. (It is strange that businessmen who know the value of training salesmen and who would not leave any decisions about production up to an inexperienced man, still think just anyone without training or experience can place orders.) Fourth because the buyer is an expert he will know all about quantity prices,

discounts, freight allowances and similar details bearing on the net cost of supplies and equipment. Fifth some one will feel the responsibility for staying abreast of the times in buying the best available materials and machinery. When no one has this definite duty to perform, the manufacturer will naturally be slow to hear about and adopt new and better raw materials, labor-saving or timesaving methods, and improved equipment.

If the plant is not large enough to support a full time buyer, at least part of the working hours of some person should be reserved to look after these matters. Preferably of course that person should be a member of the executive staff, capable of making his own decisions in his own department except in the case of heavy investments that would call for the advice and consultation of the plant's owner or responsible representative.

Remember that while the savings in dollars may be small at the start, placing all buying on an efficient footing will bring increasingly greater profits as the work becomes better organized. Then too the purchasing department will grow with the business, and be ready to assume its obligations and duties quite easily as the plant develops in size and importance.

The making of good products and their sale to the public are indeed problems worthy of the macaroni manufacturer's careful thought and attention. Yet it should be kept in mind that wise buying, as well as producing and selling,

Stocks of Wheat April 1

Stocks of wheat in interior mills, elevators and warehouses on April 1, 1938 are estimated by the crop reporting board at 73,075,000 bushels. Stocks in these positions on April 1, 1937 were 39,009,000 bu. and the 6-year average (1931-36) was 73,820,000 bu. Present stocks are the highest for April 1 since 1934.

Adding wheat stocks in these positions to stocks held on farms shows a total of 197,958,000 bu. on April 1, 1938 compared to 110,472,000 bu. on that date last year and the 6-year average of 205,442,000 bu.

The following table shows comparisons by classes:

Class	Stocks in Interior Mills, Elevators and Warehouses, Combined With Stocks on Farms			
	April 1, 1935 (Thous. bu.)	April 1, 1936 (Thous. bu.)	April 1, 1937 (Thous. bu.)	April 1, 1938 (Thous. bu.)
Hard red winter.....	58,863	36,256	80,106	64,215
Soft red winter.....	43,901	37,309	26,512	51,034
Hard red spring.....	32,293	39,294	24,903	35,044
Durum.....	5,071	10,538	6,293	10,759
White.....	26,738	25,584	22,658	36,906
TOTAL.....	166,866	148,981	110,472	197,958

plays an important part in determining how much of the plant's gross income will be net profit. When you increase your buying efficiency, profits are certain to increase in a quite satisfactory manner.

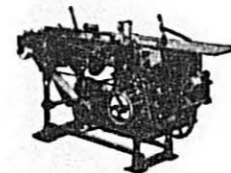
World Winter Wheat Acreage

Winter wheat seedings in 21 countries which last year harvested more than 60 per cent of the world acreage of all wheat (excluding Soviet Russia and China) indicate very little change in acreage from that of last year, the Bureau of Agricultural Economics said in its recent monthly wheat situation report. Acreage increases in a number of countries are about offset by decreases in other countries.

Growing wheat is reported in better condition this year than last in the United States, Canada, and in northern, western and central areas of Europe. Rain is urgently needed in some producing areas, however, particularly in the Mediterranean countries and North Africa. In Soviet Russia crop conditions are reported generally good but spring sowings are being delayed by cold weather. Preparations for seeding in Argentina are progressing under favorable conditions, it was stated, but in Australia unfavorable weather prior to relief by recent rains may reduce the wheat acreage.

Winter wheat production in the United States on the basis of April 1 condition, and average yields of spring wheat from the prospective plantings reported on March 1, would indicate a total output of domestic wheat of about 925,000,000 bu. "A domestic crop of this size," the bureau said, "would be about 250,000,000 bu. in excess of the 5-year average domestic disappearance for 1932-36." If the July 1 carryover is about 200,000,000 bu. and 1938-39 exports do not exceed those for the current season "the carryover into July 1939 may approach the 378,000,000 bu. reached in 1933," it was stated.

The price effect of such a supply situation, the bureau pointed out, would be offset in part by the loans provided under the Agricultural Adjustment Act of 1938. The loans would cause grain to be withheld from market and thereby serve as a check on declining prices.



FOR MACARONI MANUFACTURERS WHO WANT ECONOMICAL EFFICIENCY

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These machines are built in different models to handle various carton sizes and to operate at speeds ranging from 30 to 60 cartons per minute.

Send us samples of your cartons and ask us to recommend machines to set up and close them economically and efficiently. We will be pleased to promptly send you a reply.

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4700 Ravenswood Ave. Chicago, Ill.

Egg Macaroni Nests In Ramekins

Macaroni manufacturers who are looking for something different in recipes for serving macaroni products to recommend to housewives who long for a different recipe, might profitably suggest "Shirred Egg—Macaroni Nest In Ramekins." Though the products would be just as tasty served in casserole, with the eggs cooked in hollows made in the surface of casserole filled with boiled macaroni and the same ingredients, serving the food in individual ramekins gives

the dish that little added personal touch—the change that so many hostesses long to employ—just to be different.

Ingredients

- 1/2 lb. Elbow Macaroni
- 1 cup butter
- 2 cups milk
- 6 or 8 eggs
- 4 tbs. flour
- 1 cup grated cheese
- Pepper and salt to taste

Method

Cook macaroni in boiling salted water until tender and drain.

Melt butter; add flour, stirring it in till smooth. Add milk gradually. Salt and pepper and cook until thick and smooth. Finally add grated cheese, stir till melted. Add this sauce to macaroni.

Fill ramekins with macaroni and sauce, leaving a hollow in the center. Cook in a moderate oven until macaroni browns slightly. Remove from oven and drop raw egg in center of each. Place ramekins in a pan of hot water and return to oven until eggs are set.

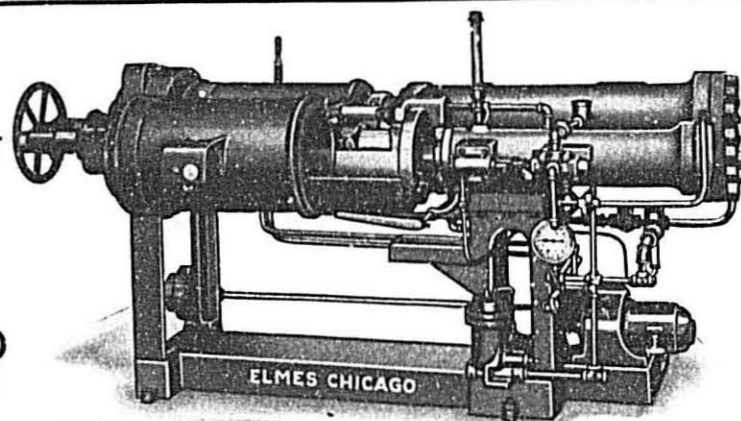
Will fill six to eight ramekins depending on their capacity.

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Chicago Meeting Well Attended

Macaroni-noodle manufacturers and allied tradesmen were given an opportunity of studying firsthand the activities of President Lester S. Dame of the National Macaroni Manufacturers Association at a regional meeting held at the Palmer House, Chicago on April 14, 1938 to which every interested operator was invited.

In his opening statement President Dame reviewed his actions since his appointment last fall and told of the splendid support he was receiving in the New York area where more than a dozen large firms have recently joined the National Association as supporting members.

He then reported in detail on all matters acted upon since the Mid-Year meeting, asking that manufacturers comment freely on any point that was not clear. All his talk was centered around the statement, "There is a job to do, and between us, the job must be done through cooperation."

His report on enforcement of present laws and rules affecting macaroni products was particularly interesting. He was commended on the splendid use of the medium of publicity in cases that had reached the courts of the land in discouraging the continuation of acts of violation. He asked the help of manufacturers everywhere in checking up on misbranded, defective and deficient products.

The general plan for the 1938 convention at the Edgewater Beach hotel, Chicago next June 20 and 21, were studied and the skeletonized program submitted by Secretary M. J. Donna was approved as the base from which to build a very interesting and helpful program. The

meeting went on record as approving the annual observance of a national week for macaroni products, recommending that the week be named "Macaroni-Noodle Week" instead of only Macaroni Week. The early part of October was voted as being the most appropriate time for national week; further that it should be set definitely for observance year in and year out to forestall other food trades that might like to adopt the same week.

Among those who were seen at the meeting were:

Stanley Dziurgot of John Dziurgot & Sons, Chicago
George Fabre, King Midas Mill Co., Chicago
Frank Traficanti of Traficanti Bros., Chicago
Henry D. Rossi of Peter Rossi & Sons, Braidwood, Ill.
J. C. Luehring of Tharinger Macaroni Co., Milwaukee
Walter F. Villame of Minnesota Macaroni Co., St. Paul
Robert B. Brown of The Foulds Milling Co., Chicago
A. Irving Grass of I. J. Grass Noodle Co., Chicago
E. Conte of Milwaukee Macaroni Co., Milwaukee
Grover E. Minter of Washburn Crosby Co., Chicago
B. A. Klein of F. L. Klein Noodle Co., Chicago
Charles Presto of Roma Macaroni Mfg. Co., Chicago
Carl D'Amico of D'Amico Macaroni Co., Steger, Ill.
B. C. Ryden of Illinois Macaroni Co., Lockport, Ill.
Joe Kohn of A. Russo & Co., Chicago
John Crangle of Duluth-Superior Milling Co., Chicago
W. W. Woolley of Duluth-Superior Milling Co., Minneapolis
J. B. Ferguson of Duluth-Superior Milling Co., Kansas City
Lester S. Dame, President and M. J. Donna, Secretary

before the convention and to do all in his power to get all worthwhile manufacturers to attend.

A. Irving Grass of the I. J. Grass Noodle Company, Chicago was unanimously elected Director to represent Region No. 6 on the national Board of Directors. He is to assume his new duties at the Chicago convention when the election of the other members of the Board is completed.

Present were: Carl D'Amico of D'Amico Macaroni Co., Steger, Ill.; R. B. Brown of Foulds Milling Co., Chicago; A. Irving Grass of I. J. Grass Noodle Co., Chicago; B. C. Ryden of Illinois Macaroni Co., Lockport, Ill.; B. A. Klein of F. L. Klein Noodle Co., Chicago; Walter F. Villame of Minnesota Macaroni Co., St. Paul, Minn.; E. Conte of Milwaukee Mac. Co., Milwaukee, Wis.; Henry D. Rossi of Peter Rossi & Sons, Braidwood, Ill.; J. G. Luehring of Tharinger Macaroni Co., Milwaukee, Wis.; and Frank Traficanti of Traficanti Bros., Chicago, Ill. Also Lester S. Dame and M. J. Donna, Association President and Secretary, respectively.

Regional Meeting In Chicago

B. A. Klein of the F. L. Klein Noodle Company, Chicago, was unanimously re-elected Regional Chairman at the spring meeting of the members of Region No. 6, National Macaroni Manufacturers Association held at the Palmer House, Chicago April 14, 1938. M. J. Donna of the national headquarters will act as secretary.

The meeting was called for discussing with President Dame the national activities which he is sponsoring and for the consideration of matters that more directly concern in Region No. 6.

Unanimous approval was given President Dame's program, particularly that of enforcement. The convention plans insofar as they have developed were approved for the convention to be held at the Edgewater Beach hotel, Chicago, June 20 and 21, 1938. Every member present was asked to use every effort to enroll on the membership roster of the National Association all the leading non-member firms in the region if possible,

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

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 1938 the following were reported by the U. S. Patent Office:

TRADE MARKS REGISTERED

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

Sauer's Dutchmaid

The trade mark of Dutch Maid Food Packing Company, Inc., Allentown, Pa. was registered for use on pure egg noodles, spaghetti and macaroni. Application was filed April 12, 1937, published July 13, 1937 by the Patent Office and in the August 15, 1937 issue of THE MACARONI JOURNAL. Owner claims use since Feb. 1, 1927. The trade mark is in large black type.

TRADE MARKS APPLIED FOR

Two applications for registration of macaroni trade marks were made in April, 1938 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Roman Cinque Minuti

The trade mark of Roman Macaroni Co., Inc. Long Island City, N. Y. for use on spaghetti. Application was filed April 3, 1937 and published April 12, 1938. The owner claims use since January 1931. The trade mark is a clock face with the hands pointing to six and one and the trade name in black type.

Deco

The private brand trade mark of Deco Restaurants, Inc. Buffalo, N. Y. for use on spaghetti with meat balls and other groceries. Application was filed Mar. 10, 1937 and published Apr. 26, 1938. Owner claims use since Dec. 15, 1936. The trade name is in heavy type.

PRINTS

Five Minute Dinner

The title "Five Minute Dinner" was registered on April 12, 1938 by The De Martini Macaroni Company, Inc. Brooklyn, N. Y. for use on spaghetti, Sauce and Cheese Packed Separately. Application was published January 17, 1938 and given serial number 16,700.

Plant Maintenance Department

" next to Godliness".

Macaroni-Noodle Manufacturers Rate
Cleanliness In The Proverbial Order

SPRINGTIME is CLEANUP TIME

Nature puts on its spring attire as an adornment. Wise operators of food processing plants will do likewise and for the additional purpose of protection.

For both plant adornment and protection purposes, nothing can take the place of good paint. There are paints for every purpose. That point is emphasized in a very interesting article on the subject of plant maintenance and cleanliness recently prepared by paint specialists employed by the Du Pont Company in research work.

Adequate maintenance of industrial plants was never more important than at present. During the past few years it has been the exception rather than the rule to find all surfaces especially the exterior, in good repair. Maintenance forces have been cut down to the bone; plants usually maintaining their own painting crews proceeded to get along without them or with skeleton organizations. As a consequence surfaces that would normally have received one or more coats of paint were left to take care of themselves for awhile, or until a healthier business state was developed. With the gradual pickup in business there has also been a quickening to see the need of more paint protection. But in the effort to catch up with the painting program, there are several important points that should be observed.

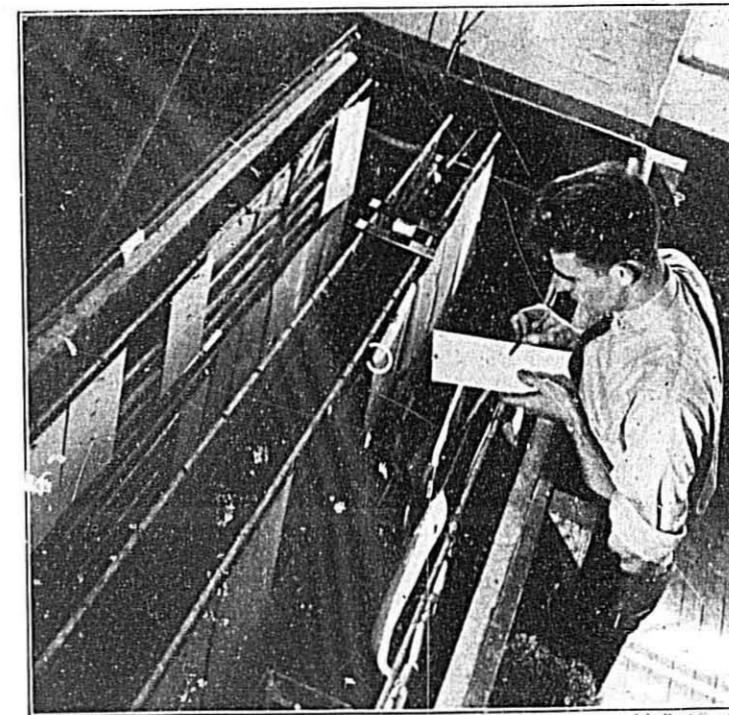
Proper preparation of surfaces to be painted cannot be neglected without damaging results, and each type of surface presents problems of its own. For instance wood surfaces exposed to high heat and humidity are likely to develop rot and decay rapidly. Maintenance of such surfaces is all the more complicated by the fact that much of the painting must be done without interfering with production schedules. The difficulty of surface preparation is apparent. Likewise the fruitlessness of applying coats of paint or enamel over

surfaces impregnated with moisture is beyond contradiction.

On concrete or cement, the problem is equally difficult inasmuch as these surfaces likewise absorb moisture. This in turn activates whatever alkali is present in the structure, bringing it to the surface, resulting in a saponification of the oils in the paint film and consequent early breakdown. Steel and other metal surfaces require equally careful preparation. Rust, the great enemy, is always alive to its opportunity to attack any unprotected metal surface. Unless metal surfaces are dry at the time of painting a new coat of rust inhibitive primer or paint will do very little to protect and preserve. The rust and cor-

rosion in the presence of moisture underneath the paint will go ahead without hindrance and unperceived until, when too late, the strength of the unit will be practically destroyed.

Of as great importance as surface preparation is the selection of suitable finishes for various surfaces. Exterior surfaces do not as a rule cause much concern. These are adequately provided for by a wide range of finishes of many types. But the selection of the one best coating to meet the peculiarities of each interior surface is not so easy. Probably the most outstanding thing to avoid is the use of cheap paints. With money being none too plentiful because of the lean years of the depression, there is



A humidity cabinet operated at 100% relative humidity at 110° F. in which finishing materials are evaluated for resistance to blistering, retention of adhesion and corrosion resistance afforded the metal. In a tank of water in the lower part of the cabinet a number of panels have been placed to test in another way the measure of the properties listed above. A correlation between the results of these tests and field performance aids in predicting the performance of a finish in actual use.



Courtesy of du Pont Company

On "paint farms" like this one at Miami, Florida, panels are coated with the finish to be tested and exposed for long periods to determine the resistance of the finish to the elements. In order to test finishes under varying climatic conditions, the du Pont Company maintains other "paint farms" in representative sections of the United States where many different weather conditions prevail.

always the temptation to look too largely at the price per gallon. It is rarely, if ever, the case that paint bought on the lowest price basis gives satisfactory surface protection.

Such paint is often porous allowing moisture to penetrate through it and attack the surface beneath. It wears away very quickly, making repainting come more often than it should. And when it does fail the failure is often by cracking and peeling, thus needing complete removal by burning or other means before the new coat of paint can be applied. In the order of their importance, maintenance materials should be selected on the basis of: (1) durability; (2) ease of cleaning; (3) light reflection; (4) resistance to discoloration; (5) adaptability to the peculiar conditions in the plant.

Not all products perform equally well on all subjects or under all conditions. Knowing this, research by du Pont chemists was begun several years ago to perfect a finish that would "stand up" under most factory conditions, that was durable and flexible, and that would not fall prey to rough usage and chip, crack or rapidly deteriorate.

Consequently research centered largely around types of binders that included all available synthetic film forming materials. Thousands of resins were investigated and tested during those years of preparation, from which a limited number were selected as having the more promising properties as vehicles for the new finish. These resins became known as "Dulux" resins and are the vehicles of this revolutionary line of finishing materials.

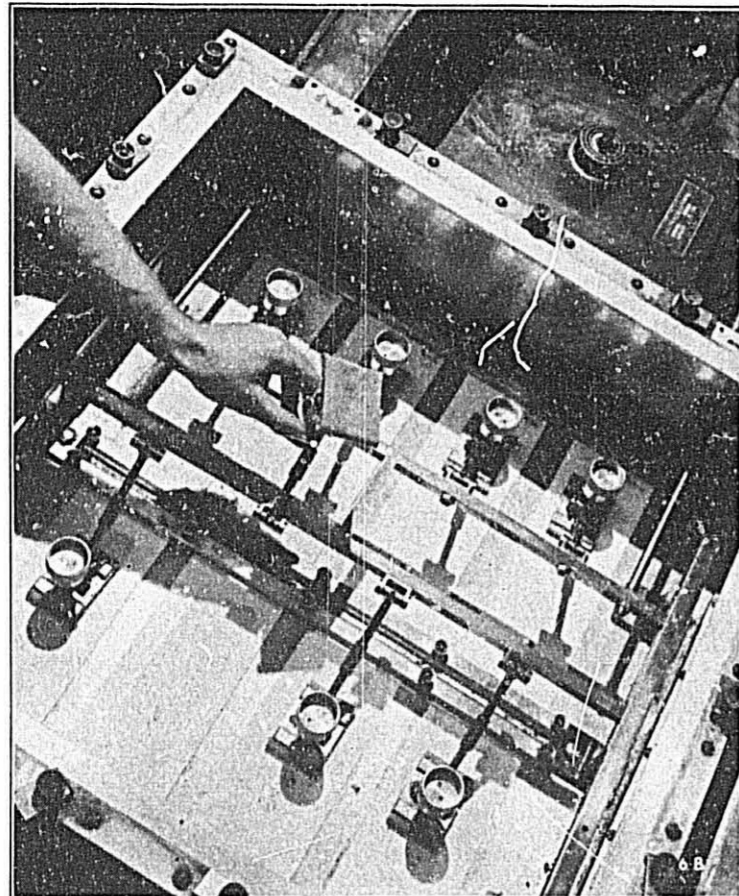
The vehicle or binder materials used in these finishes are of the synthetic resin type, but they bear no relationship whatsoever to a great number of synthetic resins used in the production

of paints and varnishes that require to be dissolved in or mixed with oils to make a workable vehicle.

Certain common properties such as durability, fast dry, toughness, retention of elasticity and gloss, film thickness, adhesion, and resistance to abrasion and moisture tie all of these resins together. However in covering a wide range of other physical properties, it is possible to produce various types of finishes for specific uses without departing from the outstanding "Dulux" properties of durability and toughness.

These resins range from tough, rubbery, gum solids, from which the faster and the harder drying types of enamel-like finishes are made, such as "Dulux" machinery finish, to the rather heavy, viscous fluids of an oil type, from one of which are made high temperature baking finishes as used on electric refrigerators, and the other provides the vehicle for the high solids, easy brushing paint type finishes, such as "Dulux" Exterior Metal Protective Finish. "Dulux" Mill White is another development of this extensive research.

As experiments and tests were made in the laboratory and as field tests were made under practical working conditions,



Courtesy of du Pont Company

This device, usually referred to as the grease tester, is used to determine the resistance of finishing materials to greases, oils and similar agents. Felt pads saturated with the testing agent rub back and forth on finished panels. The testing agent is supplied by means of the grease cup mounted above the form which holds the felt pad. The comparative number of cycles required to wear through a unit thickness of various films will give an accurate measure of their grease resisting qualities.

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

RAVIOLI and NOODLE MACHINES
Surprisingly LOW PRICED
BARGAINS ON HAND FOR MANY MACARONI MACHINES

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

another extremely important yard stick to measure scientifically the value of these finishes was used. This was the Exposure Farm (see illustration). Each step in the final selection of the vehicles and the products made from them was preceded by many months of exposure tests to carefully predetermine durability and other properties.

The du Pont Company maintains exposure farms in various sections of the country to evaluate accurately its new finishes under different climatic conditions. At these farms are approximately 55,000 panels, from clapboard built up like the side of a house, to structural steel members and steel panels. The severest tests known to science are given these exposed panels.

In consequence, it has been found that among the surface coatings of value in plant and equipment maintenance are those of a synthetic nature. These are of wide variety and no longer are in their experimental stage. Synthetic resin products are available today which far outstrip paints, varnishes, undercoats and enamels of the kind formerly used. Among these are finishes which include such favorable features as exceeding whiteness, strong resistance to discoloration, unusual hiding power, ease of application, ability to withstand frequent washing, retention of high light reflecting ability and ultimate economy of

use. While many plant engineers prefer white other shades may be obtained in these coatings.

Machinery and equipment call for surface protection of a special type. These are frequently exposed to a mixture of water, detergents, other acids and cleaning solutions of an alkaline nature. Outstanding progress has taken place in the manufacture of enamels, which more nearly meet these severe requirements, so that it is possible today not only to protect expensive equipment from deterioration but to add greatly to the appearance of the plant itself. The surroundings have a profound effect upon morale and a high standard of production is beyond dispute. The intelligent application of paints and enamels is reflected in good housekeeping, in increasing efficiency, and in quality standards which more than pay for the monetary outlay.

Paint Up and Clean Up.

Broker in
New Office

Frank Voiello, well known flour and semolina broker of New York city has announced the removal of his offices

SELLERS and SAVERS

Maldari Dies produce smooth, inviting macaroni products. Their uninterrupted satisfactory performance keeps down production costs. Their removable pins and renewable chambers holds down repair and replacement costs. MALDARI'S INSUPERABLE MACARONI DIES therefore do their part toward increasing sales and earning larger profits for their users.

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New York, New York

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

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N. M. M. A.

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For Bulletins of Claims Placed by the Industry.

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WHY? IT PAYS FOR ITSELF!

"DO NOT," PLEASE!

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

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

Manufacturers and Packers!
Get our message!

We have QUALITY and PRICE!

STELLA CHEESE CO.

651 West Randolph St. Chicago, Ill.

from the Produce Exchange to 25 Beaver st. The new location will be more convenient as a base of operation and for his many clients in the New York Metropolitan area.

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni
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Published Monthly by the National Macaroni Manu-
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M. J. Donna.....Editor

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All matters intended for publication must reach the
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tors, and will not knowingly advertise irresponsible
or untrustworthy concerns.

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reserve the right to reject any matter furnished either
for the advertising or reading columns.

REMITTANCES—Make all checks or drafts pay-
able to the order of the National Macaroni Manu-
facturers Association.

ADVERTISING RATES

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

Vol. XX May 15, 1938 No. 1

**Asks Members' Advice
On Convention Program**

Because the national convention of the
industry in Chicago next month is the
convention and feeling that they know
best what important matters should be
taken up at this conference, President
Lester S. Dame recently issued a bulletin
from his New York office asking advice
on the convention agenda.

Re: NMMA Convention

"I am not familiar with past customs
in connection with our conventions, how-
ever it occurs to me that many of our
members have problems which they feel
should be taken up at the convention
and on which the Association should act
in one way or another.

"My purpose therefore in issuing this
bulletin is to suggest if you have any
problems topics or suggestions which you
would like to have taken up at the con-
vention, that you write me about them
and I will see that they are given a place
on the convention calendar for discus-
sion and such action as may be decided
upon.

"On my many visits to members dur-
ing the last six months my attention has
been called to some problems that should
have the attention of the Association.
On some of these I have acted. There
are undoubtedly others on which you
feel the need of like action. Won't you
give me your ideas? It will be a great
help to me and at the same time give

our convention a chance of placing them
prominently on our list of future activi-
ties."

**Two New Members
Enrolled**

The ranks of the National Macaroni
Manufacturers Association were increas-
ed by the addition of two Active Mem-
bers who volunteered the membership
last month. They are:

Campanella, Favaro, Glaviano Corpo-
ration of Jersey City, N. J.

Antonio Palazzolo & Company of Cin-
cinnati, Ohio.

All supporting members of NMMA
will welcome these new members and
will cooperate with them in every way to
promote the interests of the organization
and of the trade generally.

**Viviano Heir
Arrives**

Association Director Peter J. Viviano
and wife of Louisville, Ky. are the proud
parents of a boy, their first born. It ar-
rived Thursday, April 21, 1938 at Saint
Joseph Infirmary, Louisville. The many
friends of this popular couple and of the
even prouder grandparents join in ex-
tending congratulations and best wishes.

The announcement was rather unique
but most appropriate. It simulated an
opera program announcing a new pro-
duction, and carries the play idea
throughout. Pete avers "It's a Yelling
Success!"

The mother, formerly Miss Josephine
Lauricella of Detroit, Mich. and her
new born who has been named Joseph
Peter Viviano, after its grandpa and
dad, are doing nicely and both are now
at home at the Mr. and Mrs. Peter J.
Viviano Playhouse at 313 Godfrey av.,
Louisville, Ky.

**Guiding
Principles**

By J. E. Jones

"A step toward the restoration" would
be taken if Congress would repeal or
modify the undivided profits and capital
gains taxes, declared the executive coun-
cil of the American Federation of Labor
at its recent meeting in Miami.

"Guiding principles" that have always
been at the foundation of the American
labor movements include "a firm belief
in our present system—the system of in-
dividual initiative and private enterprise
with its profit motive; always however
with the understanding that labor must
receive its fair share of the profits of
production and distribution and that the
consumers shall benefit likewise in the
form of reduced prices," said Matthew
Woll, vice president of the A. F. of L.,
in furnishing the response for nearly
4,000,000 wage workers to those who

have showered so many bitter attacks on
business and indu-

The laboring man knows that busi-
ness and industry "must continue to grow
and expand if he is to be secure in his
job and grow with it," said Mr. Woll.

Spending for relief, no matter how
necessary it may be, will not cure un-
employment. The executive committee
of the A. F. of L. makes that belief
positive, in these words:

"The real remedy for unemployment
is the creation and maintenance of work
opportunities for working men and
women in private industry." And the
way to accomplish it, says the Federa-
tion, is by taking immediate steps to-
ward the restoration of public confidence
in private industry and at the same time
creating cooperation and understanding
between those who own and manage in-
dustry, labor and the government.

Guiding principles must be upheld,
with fair recognition of the relationship
between labor and industry, freedom
from governmental competition and ad-
herence to collective bargaining. A. F.
of L. believes there should be a com-
plete revision of our tax laws.

If these definitions of "guiding prin-
ciples" had been summarized on behalf
of progressive big business, the text as
reported above would be identical with
that furnished in behalf of union labor.

**Impression
Was Wrong**

Middletown, Conn. is still the seat of
operations for the General Importing
Company, Inc. macaroni manufacturer
with its modern and efficient plant at
63-65 Court st.

In reference to an item appearing in
the April 15, 1938 issue of this publica-
tion, under the heading "New Plant In
Middletown," Eugene G. Caldaroni of
the General Importing Company of that
city writes as of April 28—

"Please be informed that Thomas
Cataudella is not of the General Import-
ing Company. In other words, the item
in question might be construed as the
junction of the Buckley Macaroni Com-
pany with the General Importing Com-
pany as the Carona Macaroni Corpora-
tion. This is not so, since the General
Importing Company still operates inde-
pendently and is owned by Mrs. Vincen-
zina Zanti."

If the item referred to left a wrong
impression, it is hereby made clear to all
that the General Importing Company is
still operating its plant as an independ-
ent factory and that Middletown, Conn.,
will number among its industries soon
another macaroni manufacturing to be
known as the Carona Macaroni Corpora-
tion when its promoters have completed
present plans.

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



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QUALITY is ECONOMY
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TRY
CAPITAL'S QUALITY
PRODUCTS
•



One Trial Will Convince You

Let us demonstrate the advantage in using Our Products

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CORN EXCHANGE BLDG.
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ST. PAUL, MINN.

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**THE ONLY SYSTEM KNOWN TO BE SPACE—TIME—LABOR SAVING
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<p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO: First-- INDUSTRY</p> <hr/> <p>Then-- MANUFACTURER</p>															
<p>OFFICERS AND DIRECTORS 1937-1938</p> <p>P. R. WINEBREYER, Chairman of the Board.....1010 Dakota St., Philadelphia, Pa. LESTER S. DAME, President.....Room 1606, at 205 E. 42nd St., New York, N. Y. JOSEPH FRESCHI, Vice President.....1730 S. Kingshighway, St. Louis, Mo. L. S. VAGNINO, Adviser.....1227 St. Louis Av., St. Louis, Mo.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%;">R. B. Brown, Chicago, Ill.</td> <td style="width: 33%;">F. A. Ghiglione, Seattle, Wash.</td> <td style="width: 33%;">L. G. Tujague, New Orleans, La.</td> </tr> <tr> <td>T. J. Cuneo, Connelville, Pa.</td> <td>V. Giusti, Brooklyn, N. Y.</td> <td>P. J. Viviano, Louisville, Ky.</td> </tr> <tr> <td>E. De Rocco, San Diego, Cal.</td> <td>A. Gioia, Rochester, N. Y.</td> <td>C. W. Wolfe, Harrisburg, Pa.</td> </tr> <tr> <td>J. H. Diamond, Lincoln, Neb.</td> <td>G. La Marca, Boston, Mass.</td> <td>John P. Zerega, Jr., Brooklyn, N. Y.</td> </tr> <tr> <td>D. R. Jacobs, Director of Research 2 Grace Court, Brooklyn, N. Y.</td> <td>S. E. Mountain, So. San Francisco, Cal.</td> <td>M. J. Donna, Secretary-Treasurer P. O. Drawer No. 1, Braidwood, Ill.</td> </tr> </table>			R. B. Brown, Chicago, Ill.	F. A. Ghiglione, Seattle, Wash.	L. G. Tujague, New Orleans, La.	T. J. Cuneo, Connelville, Pa.	V. Giusti, Brooklyn, N. Y.	P. J. Viviano, Louisville, Ky.	E. De Rocco, San Diego, Cal.	A. Gioia, Rochester, N. Y.	C. W. Wolfe, Harrisburg, Pa.	J. H. Diamond, Lincoln, Neb.	G. La Marca, Boston, Mass.	John P. Zerega, Jr., Brooklyn, N. Y.	D. R. Jacobs, Director of Research 2 Grace Court, Brooklyn, N. Y.	S. E. Mountain, So. San Francisco, Cal.	M. J. Donna, Secretary-Treasurer P. O. Drawer No. 1, Braidwood, Ill.
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The Secretary's Message

Two Classes of Informative Bulletins

That which is free is rarely appreciated.

Believing that it has a double duty, one to the trade generally but a more important one to its members, the National Macaroni Manufacturers Association now has two sets of bulletins issuing from the offices of its executives. Those of a more or less public nature are being broadcast to the entire industry, but those of a more intimate nature are restricted to supporting members.

As a result, the public bulletins are proving their indirect value to the trade generally, while the members' bulletins are directly beneficial and are daily becoming more valued and appreciated. Mere reference to some of the bulletins recently issued will bear out the point.

Among those of a general nature are:

a—Bulletins announcing the date and place of the 1938 conference of the Macaroni Industry to be held next month under the auspices of the National Association.

b—Those announcing the admission of new members into the Association's growing ranks.

Among those treating of purely association business are:

a—One on merchandising problems with suggestions for their solution. The whole argument revolves around the question—"Which is preferable, Making New Sales or Holding Old Established Accounts?"

b—A summary of a monthly appraisal of the business forces that are affecting the food trades. "Fear" is perhaps the most retarding force to overcome in all lines of business.

c—A report on the analysis of a certain brand of macaroni manufactured by an Ohio manufacturer found artificially colored and asking assistance in checking the facts and checking the practice.

d—A report on the analysis of egg noodles found to contain a deficiency in eggs—asking same procedure.

e—Announcing a freight rate reduction of from 7 to 10 per cent on Macaroni Products in a certain trunk line territory.

f—A recent Federal Trade Commission decision that has an important bearing on the macaroni industry.

g—Notice that a certain state law specifying certain labeling regulations will be strictly enforced, thus placing member firms on their guard.

h—What's behind the request by a growing number of buyers that macaroni-noodle manufacturers supply a specific food guarantee that the manufacturers' products comply with both State and Federal Food and Drug Laws?

i—A well known brand of a large Illinois manufacturer has been analyzed and allegedly found to be artificially colored with carotene, contains soya flour and is deficient in egg solids. Additional samples of this brand are being obtained to support a case already reported to the enforcing officials of several states and of the Federal agency.

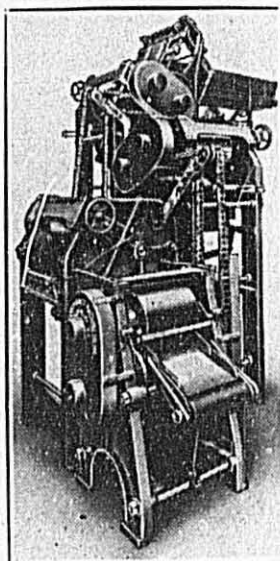
The point is clear. What is everybody's business is nobody's business. So, Mr. Non-Member, *Come inside and be in the know.*

M. J. Donna

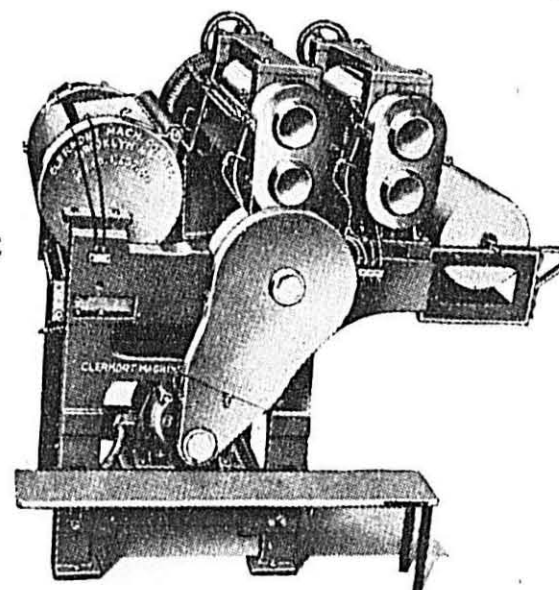
The "WONDER TRIO" of today and for tomorrow

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

No Hands Touch The Product No Trays No Trucks Necessary



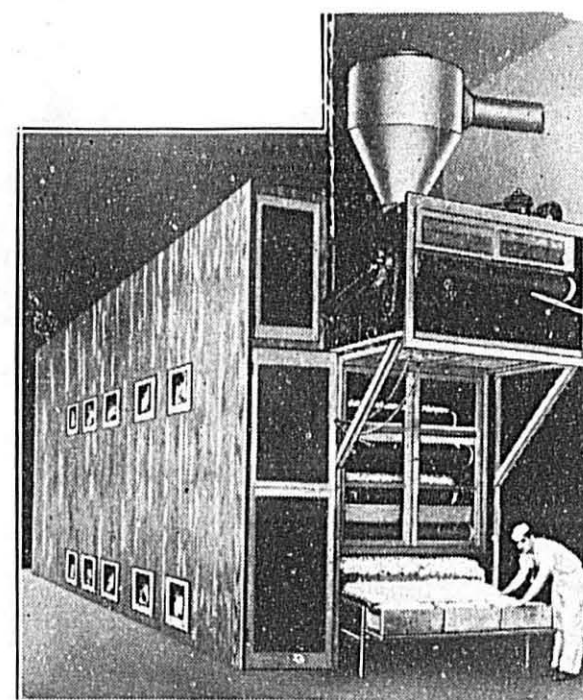
Kneading and Sheet Forming



High-Speed Needle Cutter

Minimum In
LABOR
FLOOR SPACE
POWER

Maximum In
QUANTITY
QUALITY



Continuous Noodle and Short Cut Dryer

Perfect operation under
any climatic condition
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heat and moisture control.

For Particulars
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IF ONE BRAND
OF MACARONI
LEADS THE REST
IN COLOR AND
COOKING QUALITY
THAT'S THE
BRAND I'LL PUSH..
BECAUSE THAT'S
THE BRAND
THAT WILL BRING
ME REPEAT
BUSINESS!



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



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