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THE ELECTION

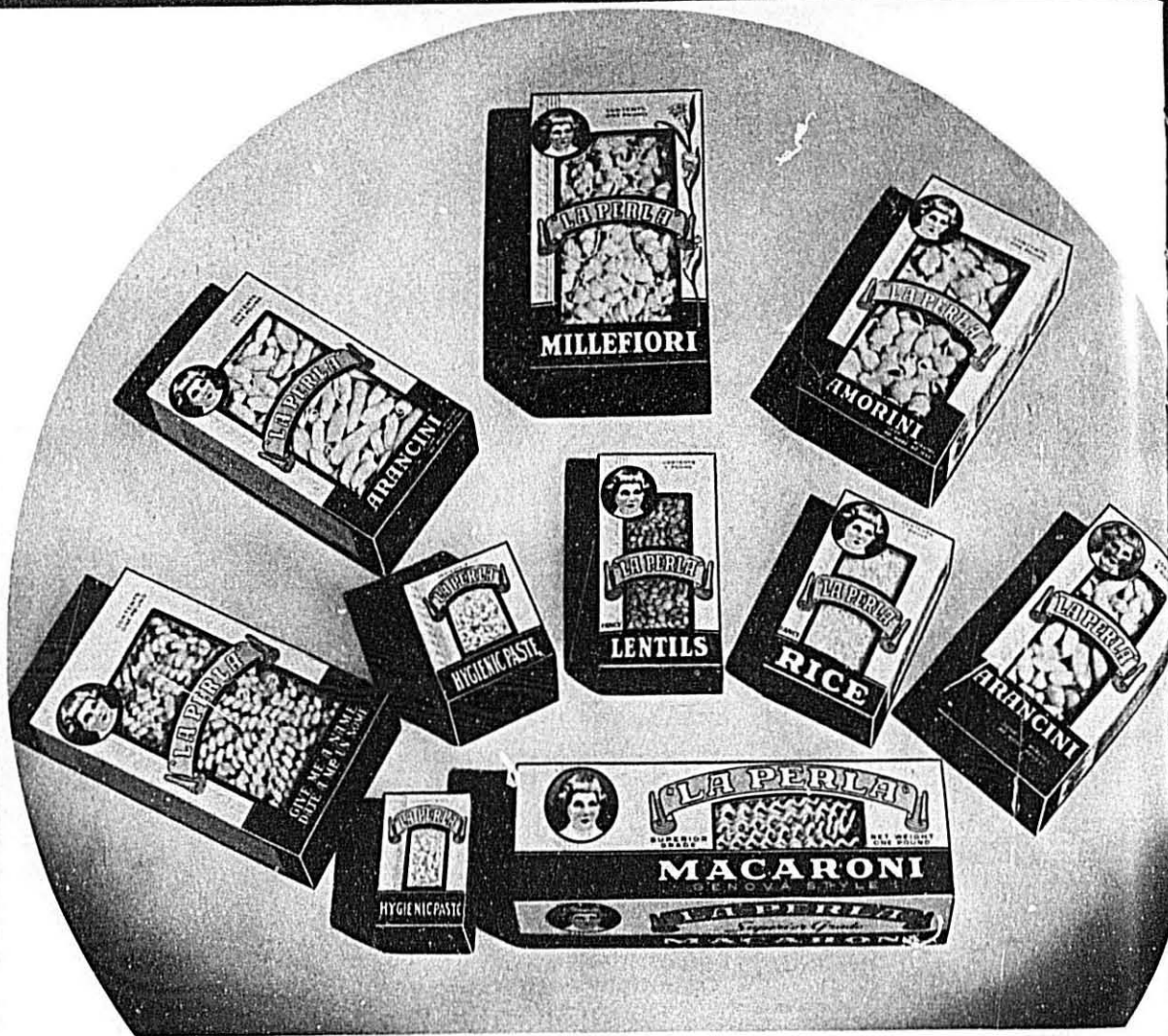
The National Election is over, but to Macaroni-Noodle Manufacturers every business day is an Election Day.

Individually and collectively they should **ELECT** always to . . .

- 1—Manufacture products that they will be proud to sell,—to serve on their home tables.
- 2—Follow trade practices that are fair to themselves, the distributors and the ultimate consumer.
- 3—Coöperate willingly and continually with their fellow manufacturers through the National Macaroni Manufacturers Association in promoting the general welfare of the Industry and the individual business of the co-operating members.

Vote **YES** on all these three principles and you will be personally proud of the result of this, **Your Election.**

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



IT'S THE Repeat Business THAT COUNTS

Re-orders... wholesaler, retailer, consumer coming back again and again for YOUR products, YOUR packages, YOUR brand. That's the kind of business that MAKES MONEY! More and more successful macaroni and egg noodle manufacturers are increasing their repeat business by featuring quality... by repackaging their entire lines with our new and modern folding cartons.

Brand names are remembered because they appear big and strong on the smartly designed Rossotti cartons. Quality is not only seen but protected by these sturdy "window" packages that remain useful on the pantry shelf until the entire contents is consumed. Breakage complaints and re-

turne goods losses are cut to a minimum. This modern package SAVES YOU MONEY in a lot of different ways.

Making successful packages for the macaroni trade has been a specialty with us for more than 38 years! Styles and sizes have been standardized. It's surprising how few you really need to cover every size and shape you make. Write us or ask our nearest sales office to give you full information and advice. Suggestions, ideas, cost estimates, or a trademark search cost you nothing. Let us help you now to increase repeat business and profits with Rossotti cartons... the kind that housewives want.



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PACKAGING HEADQUARTERS FOR THE FOOD TRADE

Report of Activities of Washington Office for September and October

by **B. R. Jacobs**
Washington Representative

This report has been consolidated for September and October because during a large part of this period I was convalescing or under treatment for a throat trouble which became rather pronounced in August.

The work, however, of the laboratory has continued with little or no interruption although it has not always been possible to give it anything other than general supervision. At the same time it has also been possible to attend to the most important of the correspondence in connection with this work.

Region No. 1 submitted samples of macaroni products which were found to comply with the law. There was also submitted a sample of "SOY-A-TENE," which is being offered to the trade by the Superior Brands, Inc., New York city.

Examination of this product showed that it was a mixture of soya flour, proteine in oil and probably some starch. The claims that this product is of value to macaroni manufacturers because of its emulsifying properties are not warranted as emulsification can be of no value to macaroni manufacturers. It is quite evident that the firm who is soliciting the macaroni trade is not very well acquainted with the requirements of macaroni manufacture.

Claims are made that this product absorbs a large amount of moisture. This may be an advantage to the baker but it is certainly of no advantage to the macaroni manufacturer, who spends a great amount of effort trying to rid himself of excessive moisture. In fact the product "SOY-A-Tene" does not impart to macaroni products any quality of properties which are not imparted by the above ingredients, that is to say, soya flour, carotene and starch, separately and any premium at the macaroni manufacturer may pay for this mixture, assuming that he is permitted to use it, is just that of an unnecessary cost added to his product.

Region No. 2 submitted no samples during the above period but samples of frozen egg yolks and whole eggs were analyzed for a number of plants, particularly for added carotene. None, however, was found in any of the samples tested.

Region No. 3 submitted no samples. Region No. 4 submitted samples of egg macaroni products manufactured in Region No. 5. These were found to be deficient in egg solids and also contain added artificial color, a coal tar dye. These samples were reported to the State Food Authorities in Albany for action.

Region No. 5 submitted no samples. Region No. 6 submitted samples

manufactured in Region No. 4. Some of these samples were labeled as being made from semolina and farina when in fact they were made of a "clear" grade of durum flour. Since these products involved interstate shipments the information concerning where shipments could be seized by the Federal Authorities as well as the report of the analyses were submitted to the Federal Food Authorities in Washington with the result that the Federal Inspectors have been instructed to collect samples for further examination and prosecution if the analyses are verified.

Region No. 7 submitted one sample of egg noodles which was also manufactured in Region No. 4. Examination of this product however, showed that it contained the required amount of egg solids and that it complied with the law in other respects.

Region No. 8 submitted samples of macaroni products which were found to be artificially colored. These, however, were of small manufacturers and were reported to the State Board of Health of Louisiana as this was deemed to be the quickest and best method of handling this matter.

Region No. 9 submitted no samples.

Region No. 10 submitted no samples.

Region No. 11 submitted no samples.

Region No. 12 submitted samples of macaroni products which were labeled as being made from high grade semolina. Examination of these products showed that they were made of flour without any trace of semolina and also that they contained small amounts of added artificial color. These findings and samples were submitted to the Federal Food Authorities in Washington with the request that action be taken against the manufacturer of these products.

In this connection I wish to call the attention of manufacturers to "Notice of Judgment" No. 25166 issued in August by the U. S. Department of Agriculture concerning the seizure of an interstate shipment of macaroni products consigned by the Western Macaroni Manufacturing company, Salt Lake City, Utah to Denver, Col. The product was labeled in part "Queen's Taste Insuperabile," "Detalini," "Spaghetti," "Made of 100% High Grade Semolina." The charge was that the product was misbranded in violation of the Federal Food and Drugs Act for the reason that it was found to be made of flour instead of semolina and

was also found to be artificially colored in a manner whereby inferiority was concealed. The product was also found to be misbranded in that the net weight of the contents was not plainly and conspicuously marked on the outside of the package. Judgment of condemnation was entered against this shipment and the Court ordered the product destroyed.

On the basis of the above seizure and condemnation this office has submitted to the Federal Authorities a number of samples and information concerning similar alleged adulterations and misbrandings of macaroni products. It is hoped that the Federal Authorities will take action against these products and in this way help the industry to rid itself of low grade macaroni products which are masquerading under the name of high grade semolina and farina products.

The Federal Trade Commission has recently issued trade practice rules for the preserve manufacturing industry which will be of great interest to the Macaroni Industry.

These rules are in the nature of standards of quality to which the industry subscribed and which will serve as the basis of complaints and orders by the Commission to enforce proper labeling of preserves.

The preserving industry requested the Federal Trade Commission to approve these rules of Fair Practice and the Commission was glad to assume jurisdiction in this field. This is the first industry that has submitted to regulation by the Federal Trade Commission and if it is successful in the prosecution of certain cases which are now before it it will demonstrate its ability to enforce standards of quality which have not been enforceable under the Federal Food and Drugs Act. As you well know, the Federal Food and Drugs Act does not concern itself with unfair competitive practices, but only with the misbranding and adulteration of food and drug products in interstate commerce. It may not require the labeling of food products except in certain cases of imitations, etc., and food products may be shipped in interstate commerce within the law, if they bear no statement whatever on their label except the net weight of the contents of the package.

The development of this new procedure in law enforcement in which the macaroni manufacturer is vitally interested will be followed and a report of progress will be made by this office so that by the time the January meeting takes place we will probably have definite information on how our industry may follow in the footsteps of the preserve manufacturing industry.



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Dilatory Tactics in Floor Stock Tax Refund Deplored

The Agricultural Adjustment Act of 1933 was declared unconstitutional by a decision of the Supreme Court in January 1936. Ten months have elapsed and not even the first move has been made by the revenue office to refund to the macaroni-noodle manufacturers the money due them on taxes paid on floor stocks, this despite the very definite provision in the Act for such refunds.

While there may be some division of opinion as to who is legally entitled to processing tax money collected from the macaroni-noodle manufacturers and held in escrow pending suits contesting the legality of the AAA, though said manufacturers have relinquished none of their rights thereto, the industry is unanimous in demanding the immediate refund of floor stock taxes which it claims are being illegally and too long withheld.

When the Agricultural Adjustment Act first became operative in 1933, Federal agents notified the macaroni men that under the new tax law they were required to pay a processing tax on all raw materials and finished products on hand on the effective date. To simplify the intricate tax problem, every manufacturer in the industry was sent a table of conversion factors prepared by an official of the United States Department of Agriculture. The table fixed the percentage of the per bushel processing tax on wheat with respect to one hundred pounds of the following macaroni products processed from wheat: (The percentages were based upon the basic conversion factor of 4.6 bushels of wheat equaling 196 pounds of flour):

First—Products of first domestic processing: Semolina and farina, 234.7.

Second—Products of secondary processing: 7-a. Macaroni and Spaghetti (except canned), 250.0; 7-b. Canned Macaroni and Spaghetti, 62.5; 8. Noodles, 238.0.

Third—Conversion factors stated in terms of cents per pound tax rate:

Semolina and Farina, 704 hundredths of a cent per pound or \$1.38 per barrel; Macaroni and Spaghetti (except canned), 75 hundredths cents per pound; Canned Macaroni and Spaghetti, 188 hundredths cents per pound and Noodles, 714 hundredths cents per pound.

Though money was exceedingly tight and collections at an all time low at the depth of the depression, the patriotic and law abiding members of this industry, desirous of doing their full duty under the law, found the money in some way or other to fulfill their obligations to the tax collecting division of the government and in full accordance with that division's interpretation of the new tax law.

During the whole life of the Agricultural Adjustment Act, members of this industry dutifully paid a tax of \$1.38 on every barrel of semolina, farina and flour used in the manufacture of macaroni products. They had no choice. The tax was added to the invoices when purchases of these raw materials were made. But leaving this controversial feature entirely out of this discussion, the macaroni makers are anxious to know why the same collecting agencies that compelled them to pay taxes on floor stocks when the law became effective on July 9, 1933 are not equally determined to refund to them the tax paid on raw materials and finished products on hand when the law was declared unconstitutional in January 1936.

Did not the law very specifically provide that at the termination of the effectiveness of the AAA, the macaroni makers and others would have refunded to them immediately the floor stock taxes due them?

Why this double taxation on the macaroni industry? Why should there be any hesitancy on the government's part in the matter of refunding to the maca-

roni makers their just share of this double tax when they were so determined to collect it less than two years before?

Macaroni-Noodle manufacturers are now told that under legislation adopted by Congress since the abolition of the AAA taxes by Supreme Court decision, no provision is made for refunds to second processors. What irks the members of the trade is the evident evasion of a just obligation to them, law or no law. If they are classed as second processors, were they not taxed in that capacity on finished products in stock as well as on raw materials on hand? Why should not the same tax collecting agency be as ready to advise and help in this particular matter now as they were ready to advise when they went so far as to prepare and distribute a conversion table in order to make it easy for macaroni makers to figure their debt to the government?

The condition created by the new legislation on the interpretation thereof is a ticklish situation—a case of first blowing hot and then blowing cold on the part of this taxing division. Macaroni-noodle manufacturers were placed in one category on tax paying day and in a directly opposite one when tax refund day came around.

The National Macaroni Manufacturers Association will try and solve this tax muddle through its Protective Committee which deserves the combined support of every manufacturer anxious to protect his rights to the tax refund which should have been made without any bickering. There is no room for the usual "Let George Do It" group in this action. Each and every manufacturer should stand ready and willing to do his part in supporting whatever organized action that the Protective Committee may agree upon to conserve their interests.

Let's be a unit in this tax refund fight!!!



The Canadian Durum Wheat Research Laboratory and Its Activities

The Effects of Variations in Processing Operations,
by W. F. Geddes, Chemist in Charge, Grain Research
Laboratory Board of Grain Commissioners for Canada,
Winnipeg, Manitoba

In a previous article, the equipment and processing technique employed in the Durum Wheat Research Laboratory of the National Research Council of Canada were described. This technique was developed through an extensive series of studies upon the effect of varying the different processing conditions over wide ranges, in order to determine the optimum conditions for each stage of the processing operation. The object of this article is to outline certain of the more important results obtained in these investigations, as it is felt that, while primarily designed to assist in the processing of macaroni on an experimental scale, the results obtained may be of interest commercially.

Before commencing such an investigation, it is necessary to determine what test or tests must be applied to the finished product in order to evaluate the effects produced by processing variations. A mere inspection and physical grading could hardly suffice, and some quantitative measure of macaroni quality is really necessary. The characteristics of a good macaroni have been defined by LeClere (Cereal Chem., 10:383-419, 1933) as "Hardness, brittleness, translucency, elasticity, and a rich amber color." "The fracture should be glassy, and long pieces should be sufficiently pliable to allow of considerable bending before breaking." In addition, the sample must exhibit satisfactory cooking properties. These quality characteristics can be classified into three groups: (1) Color, (2) Physical properties other than color, such as mechanical strength, translucency, vitreousness, etc., and (3) Resistance to disintegration when boiled with water.

Preliminary tests indicated that the color of the finished product was principally influenced by variations in processing, and was affected only slightly by alterations in the drying schedule; whereas the other physical properties were largely conditioned by the drying treatment. Under these circumstances, macaroni color was selected as a basis for evaluating the differences encountered. The color of any material may be judged with considerable accuracy by simple inspection, or by matching against a standard. Either method, however, demands an experienced observer, and both suffer from the drawback that the results cannot be expressed quantitatively, and the terms



MR. W. F. GEDDES

used by different observers to describe the same color factor or quality rarely agree. It is obvious, therefore, that in a study of this kind some accurate method of measuring color and particularly differences in color must be employed. The method selected makes use of a color analyzing instrument known as a spectrophotometer, and the results of such an analysis are finally calculated into terms of three values, known as: (1) Percentage Brightness, (2) Percentage Purity, and (3) Dominant Wavelength (expressed in millimicrons [m μ]). "Brightness," as the term implies, is a measure of the actual "brightness" or "brilliance" of the sample; "Purity" is related to both the grayness and richness of color; and "Dominant wavelength" is a measure of the actual color or "hue" of the sample. The results of a series of comparisons of visual color of macaroni, with the values obtained by spectrophotometric analyses, indicate that the factors associated with a desirable rich yellow color are:

- (a) Dominant wavelength in the region of 580 m μ .
- (b) Relatively high purity.
- (c) Comparatively low relative brightness.

It should be mentioned that none of the standard shapes of macaroni products is suited to the instrument employed in these color studies, and a special die was therefore secured, enabling the production of a flat strip approximately 1 $\frac{1}{8}$ " wide by 3/64" thick when dry. Discs for color analysis were cut out of the wet strip with a

small cookie cutter and dried on frames covered with bolting cloth.

Having thus secured a measure of the actual color significance of any variations in the above values that might be encountered, studies were undertaken on the effect of systematically varying the various processing conditions. These conditions, taken in logical order, are: absorption, mixing, kneading, duration and temperature of rest period between kneading and pressing, fanning and final drying. A high grade commercial semolina was used in all the tests, and only one condition was varied at a time. The actual conditions employed (with the exception of the variable being studied) were: 4 minutes mixing, 5 minutes kneading, 10 minutes rest period in the press at 90° F., press temperature 90° F., no fanning, and drying at 90° F. for 60 hours under a falling humidity gradient of 100% to 40% relative humidity. Details of the drying schedule will be discussed later.

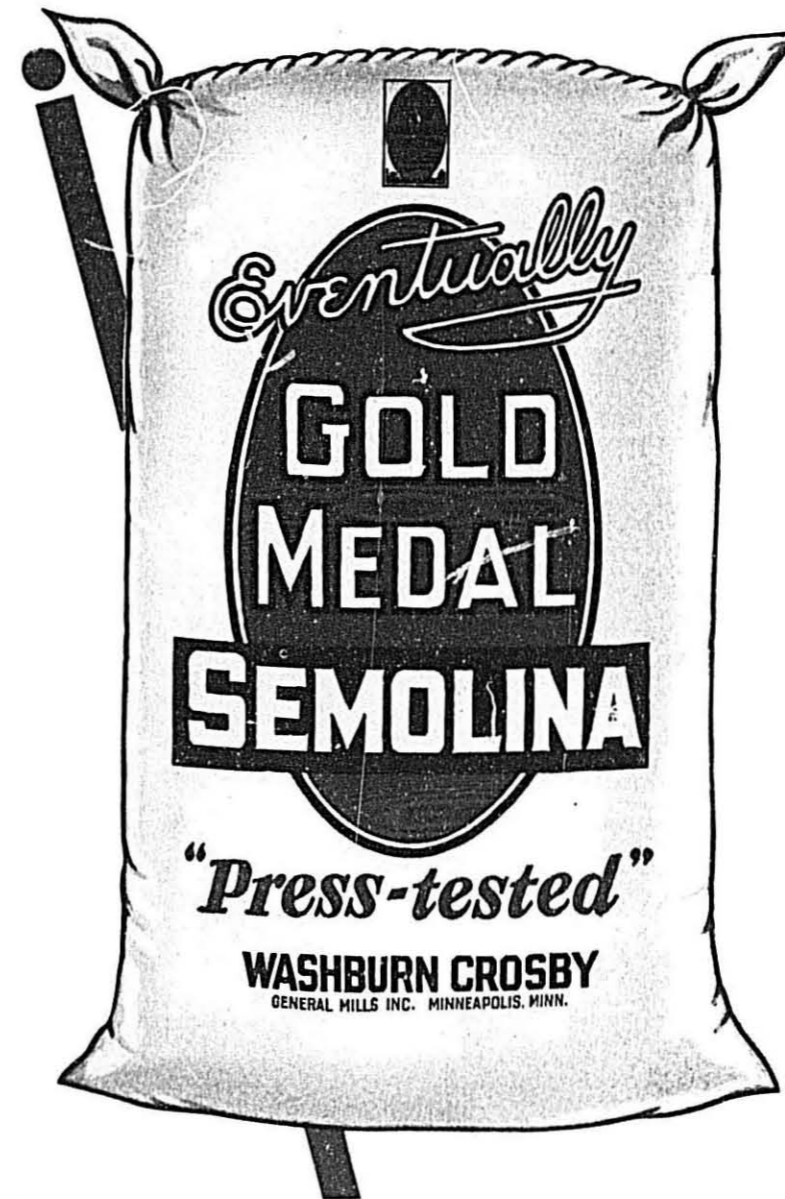
Absorption

This factor was varied from 27% to 32% (expressed on a 13.5% moisture basis for the semolina). Absorptions of 27% and 28% produced a tight mix, with a definite curling at the edges of the freshly extruded strip, 29% and 30% appeared to be quite satisfactory, while 31% and 32% produced a slack mix. Results of the color analyses are shown graphically in Figure 1. It will be noted that increasing absorption results in a definite and continuous decrease of brightness, and a similar but definite increase in purity, while the dominant wavelength remains practically unaltered. As the first two factors are found to be working together in the direction of improved color with increasing absorption, it would appear desirable to use as high an absorption as possible in order to develop the maximum color attainable. The amount of water that can be added, however, is limited by the handling qualities of the dough; in the present case 29 $\frac{1}{2}$ % to 30% produced a dough of satisfactory consistency, and also well up in the color range. The results of these tests however, indicate definitely that a "tight" dough will result in less color in the finished product.

Mixing

In the experimental technique, this operation is conducted by introducing

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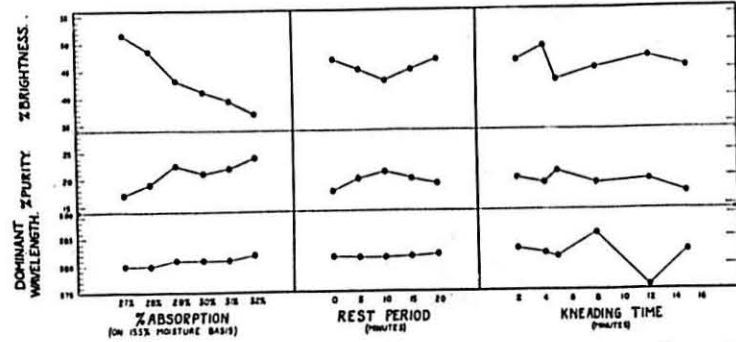


Fig. 1. Effect of variations in absorption, rest period and kneading time upon the colour of macaroni.

600 grams of semolina into the mixer, which is then started, and the necessary amount of water added gradually, distributing it well over the surface of the semolina. Mixing is then continued (with a short stop necessary to clear the dough from the fixed pins) until the mass assumes a uniformly granular appearance. This takes at least four minutes, and tests made indicate that minor variations in this time have no effect on color. As no advantage is to be gained by prolonging the mixing period, four minutes was selected as the proper time for this operation.

Kneading

With our small scale equipment very little variation in the kneading process can be accomplished other than a change in the length of time. Accordingly, a series of samples was processed with kneading times of 2, 4, 5, 8, 12 and 15 minutes respectively. The doughs produced over this wide time range all handled quite satisfactorily. Results of the color analyses are also shown in Figure 1. An inspection of these data indicates that brightness rises slightly between 2 and 4 minutes, drops rapidly at 5 minutes and then increases steadily to 12 minutes. Purity shows a slightly irregular but gradual decrease, with a maximum at the 5-minute period. Dominant wavelength shows very irregular variations, with a maximum at 8 minutes and a minimum at 12 minutes. Considering all these factors together, it would appear that kneading time has a very decided influence upon macaroni color. In the case of our small scale equipment, the best combination of color factors is found at 5 minutes. Unfortunately, it is not feasible to draw conclusions of general application from this phase of the study, as unquestionably, different types of commercial kneaders will possess different optimum kneading times. It does, however, indicate the desirability of carefully checking the time of kneading with the color of the finished product.

Duration of Rest Period

The desirability of a so-called rest period between kneading and pressing is usually appreciated. The function of

this rest period is apparently to allow the dough to attain the same temperature as the press. If this is not done, the layer of dough in contact with the heated press wall will attain a higher temperature than the bulk, and therefore become more plastic. On the application of pressure, this softer dough will extrude at a more rapid rate, with consequent irregularity in the length of the strands produced at a pressing. This effect is very noticeable with the flat strip die employed in these studies. The slots in this small die are only two in number, and they traverse it from side to side. If the dough has not been properly conditioned, the softer material extrudes from the ends of the die (the points nearest the cylinder walls) at a more rapid rate than the center, and consequently, as the material is in one strip, wrinkling takes place at the edges. In experimental equipment, the rest period is most easily carried out in the press itself. The strip of dough removed from the kneader is cut into short lengths, each

of which is rolled, placed in the press cylinder, and the ram run down until a slight pressure is produced. Rest periods of 0, 5, 10, and 15 to 20 minutes were employed and the results obtained are illustrated graphically in Figure 1. No serious alterations in dough characteristics were produced by any of these variations, although a steady increase in plasticity, together with a smoother surface, resulted with increasing time of rest. The color analyses, however, indicate that a minimum of brightness and a maximum of purity are to be found with a 10-minute rest; below and above this time the color produced is not quite as satisfactory.

Pressing

Due to mechanical limitations of the small scale equipment, the only alteration that can be made in pressing conditions is that of jacket temperature. In our experience, the physical properties of the freshly pressed product are influenced to a decided extent by press temperature, and it is necessary to control this temperature quite accurately. Too low a temperature tends towards roughness and surface defects, whereas higher temperatures, while producing a smooth surface, render the material too plastic and increase the tendency to stretch and drop off the sticks. The selection of a suitable press temperature is thus controlled by the limitations of the type of product being manufactured, and any effect upon color can only be considered as secondary.

Under these circumstances, no exhaustive study was made of the effect of press temperature upon color, but in general it may be stated that increasing press temperature has a similar effect to that of unduly prolonging the

rest period. In experimental testing, 90° F. has been found to be very satisfactory and is the highest allowable for flat strip; macaroni and spaghetti, however, can be pressed at temperatures as high as 110° F.

Fanning

This operation, essential in the production of long goods, has been found to be unnecessary for small scale testing, and the effect upon color has, therefore, not been investigated. Our experience would indicate, however, that it is a comparatively insignificant factor.

Drying

The final drying or curing operation is generally considered to represent the most critical stage of the entire manufacturing process. The effects of variations in this process, however, are principally confined to the general physical properties of the product and appear to have little if any effect upon color. Extensive studies have been made in this laboratory to ascertain the most rapid drying rate that can be employed without damage to the macaroni. These investigations are not yet completed, but sufficient work has been done to throw considerable light on certain aspects of the problem.

The desired conditions for proper drying are a rate of moisture removal that is neither too slow nor too rapid, and these conditions can only be attained by adequate control of the relationship between the relative humidity of the air used for drying and the moisture content of the macaroni being dried. The controlling factor in

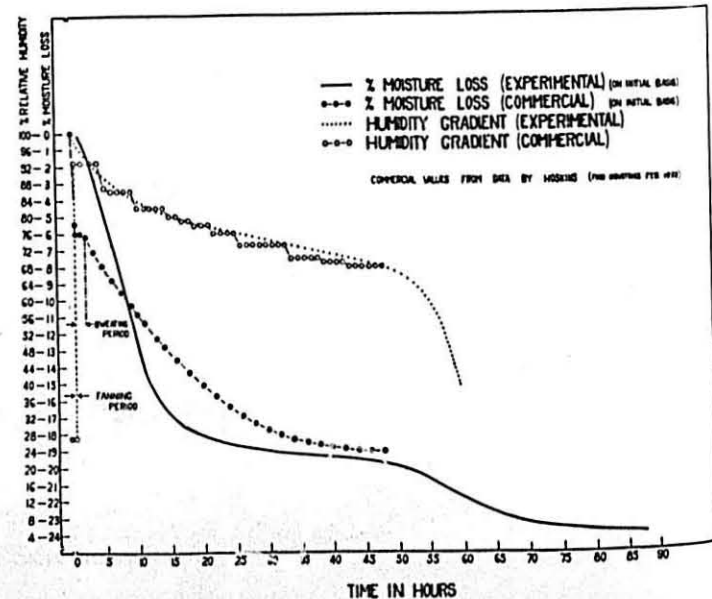


Fig. 2. Commercial and experimental humidity gradients employed in drying macaroni, with corresponding moisture loss curves.

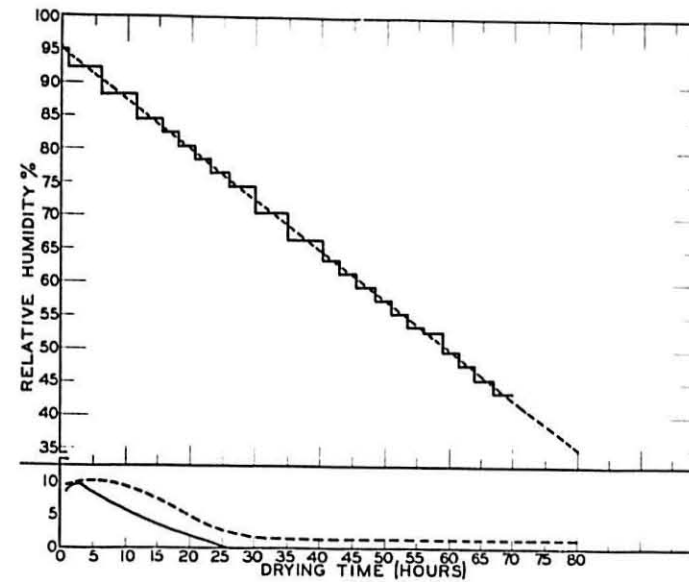


Fig. 4. Graph showing the difference between residual and equilibrium moistures at various stages of drying for continuously falling and stepwise humidity gradients.

this process is the rate of diffusion of moisture within the macaroni; if moisture is removed from the outside of the strands at a greater rate than it can diffuse from the center to the outside, skin drying or "case hardening" takes place. On the other hand, if the rate of removal is too slow, there is danger of biochemical change (involving souring and the growth of molds) taking place. The rate of diffusion of moisture within macaroni products varies according to the size, shape and temperature, and decreases steadily as the

material dries. It is also influenced to some extent by the relative humidity of the surrounding air. The ideal drying schedule would thus appear to be one in which the relative humidity of the circulating air is continuously lowered, at a rate which either equals or slightly exceeds the rate of internal diffusion of moisture. This lowering of humidity may be accomplished by: (a) raising the temperature of the air used for the drying process; (b) allowing a portion of the moisture-laden air to vent, replacing it by air at atmospheric humidity; (c) a combination of (a) and (b); and (d) direct removal of moisture by refrigeration or similar means. The last method is the one employed in our studies, as it allows of complete control over the drying operation, even when the outside humidity is extremely high, and also permits of drying at a constant (and not excessively high) temperature, which, in our work so far, has been 90° F. The gradient employed in all our initial studies (including the work reported in this article) was based upon data presented by Hoskins (Food Industries, Feb., 1932), relating to the commercial drying of macaroni. The humidity gradient and moisture-loss curves plotted from these data are illustrated in Figure 2; these values are shown in comparison with the experimental curve and also a typical moisture-loss curve. It will be noted that the commercial gradient was produced in a series of steps, whereas the experimental one, while following the commercial closely, represents a smooth and continuous drop. This feature, it was believed, would tend to promote more uniform and rapid drying; our later work, however, tends to indicate that the reverse is the case. In any event, the product dried under this gradient was quite satisfactory, but, in

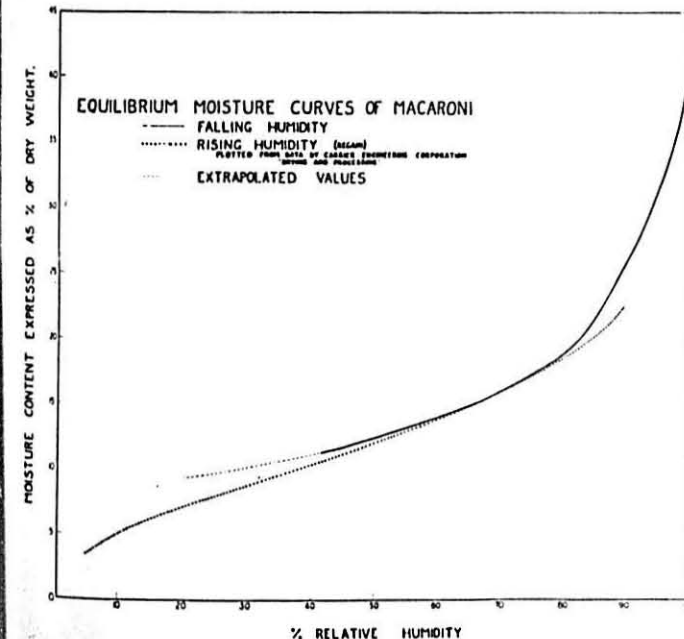


Fig. 3. Moisture content of macaroni in equilibrium with air at various relative humidities, together with the hygroscopic regain curve of Lindsay ("Drying and Processing of Materials by Means of Conditional Air," Carrier Engineering Corporation, Newark, New Jersey, page 182, 1929).

view of the importance of the drying operation, a systematic investigation of the whole problem seemed desirable.

If sufficient information were available, it is entirely feasible to construct a theoretically perfect drying schedule, and it has been our endeavor to secure sufficient data to make this possible. The first requisite is a knowledge of the equilibrium moisture content of macaroni over a wide range of humidity. If a sample of freshly pressed or partially dried macaroni is allowed to stand in the room at, say, 45% relative humidity, it will gradually dry out and eventually cease to lose weight. It is then in equilibrium with air of such humidity, and the moisture content of the sample will remain unaltered. If this dry sample is exposed to an atmosphere of, say, 75% relative humidity, it will absorb moisture with a consequent gain in weight and moisture content, eventually reaching equilibrium at the higher humidity level. The equilibrium moisture content of macaroni is thus seen to be the moisture content of a sample which has been allowed to come to equilibrium with air of a given relative humidity. Experimentally, these values may be obtained by two methods; the most commonly used, known as the method of "Regain," consists of exposing a dry sample to air of definite humidity until no further increase in weight takes place, the procedure being repeated at increasing humidity levels, and the moisture contents calculated. The alternative method, and the one we have employed in our studies, consists of placing a sample of freshly pressed macaroni in the drying cabinet where it is attached to the automatic recording balance previously described, the weight of this wet sample being accurately known. The humidity control is then set for a definite value and the sample allowed to stand until the balance shows no appreciable gain or loss in weight. This process is repeated for 5% intervals of relative humidity until the sample is dry, when a portion is removed and its residual moisture content determined. The results obtained by the two methods are apparently not identical; this is indicated in Figure 3, which shows in graphical form the results of our studies, in comparison with data plotted from the Carrier Engineering Corporation's book "Drying and Processing," and determined by the method of "Regain." As macaroni is always dried under a falling humidity gradient, we prefer to use the values obtained by this method.

It will be noted that moisture content in this graph is expressed as per cent of dry weight. This is necessary for direct comparison of results; actually it means that 100 parts of bone dry material would absorb or retain the indicated weight of moisture at any given humidity. In applying these equilibrium data to studies of drying conditions, macaroni was dried under a series of experimental falling hu-

midity-time gradients, automatic balance records being obtained in all cases. From these records, together with the final moisture content of the samples, actual moisture contents (on a dry matter basis) were calculated for each hour of the drying schedule. A comparison of these data with the equilibrium values at the corresponding relative humidities then furnished definite information regarding the particular schedule employed. Thus, if the drying rate were ideal, the two sets of values would approximately correspond. This condition, of course, would also occur if the rate were too slow, but if too rapid, the sample would not have time to come to equilibrium and, consequently, the moisture content at any given time would be higher than the equilibrium value. These points are clearly illustrated in Figure 4. This graph shows two drying gradients: (1) a lineal fall of from 95% to 35% relative humidity (dotted lines), and (2) an approximately similar gradient but produced in the form of stepwise drops (solid line). At the base of the graph, the corresponding differences between the actual and equilibrium moisture are shown.

It will be noted that the product dried under the continuous gradient never quite comes to complete equilibrium, even at the end of 80 hours' drying; whereas the product from the stepwise gradient not only reaches equilibrium at 25 hours but shows a consistently smaller difference after the first four hours have elapsed. It would thus appear that a certain differential must exist between the humidity of the surrounding air and the moisture content of the sample, in order to promote internal diffusion. If this differential is excessive, however, skin drying will result and it will therefore be necessary to ascertain the maximum drop permissible at any and each stage of the schedule, in order to determine the maximum safe drying rate that can be employed.

It may be of some interest to note that the experimental gradients shown in this article carry the drying to a considerably lower final humidity than is customary in commercial practice. This procedure has been adopted because of the very low atmospheric humidity prevailing in this region during the winter months, where room humidities of 18% to 25% are not uncommon. Under such circumstances, it hardly seemed desirable to remove macaroni from the drier at, say, 65% humidity and immediately transfer it to room conditions. This point is probably of more significance in experimental work, where the volume of material is much smaller than would be the case in a factory where the large volume of products would tend to retard any too rapid "after drying." It seems desirable to emphasize this point for the reason that, according to the data presented in Figure 4, macaroni dried under the stepwise gradient

is in equilibrium with the humidity (75%) of the air in the cabinet at the end of 25 hours and thus could be removed from the drier, provided that the outside room humidity was in the region of the above value. Transfer to a closed or sparsely ventilated room could possibly be employed when the external humidity was lower than 70%, and such a procedure would shorten the drying time of long goods to approximately 24 hours. As previously mentioned, our studies on the drying of macaroni are not yet completed and the above points are being made the subject of further study.

Acknowledgments

The data presented in this article have been taken in part from a paper by D. S. Binnington and W. F. Geddes, entitled "Experimental Durum Milling and Macaroni Making Technique," which appeared in the September 1937 issue of Cereal Chemistry. Mr. Binnington is in direct charge of the Canadian durum research laboratory and the author gratefully acknowledges his valuable assistance in preparing this series of articles.

A.G.M.A. Announces Convention Theme

"Helping the distributor earn a fair profit on the manufacturer's products will be the keynote of the 28th annual meeting of the Associated Grocers Manufacturers of America, Inc., according to Paul S. Willis, president Nov. 30, Dec. 1 and 2 at the Waldorf Astoria hotel, New York city.

An attractive program will divide itself into: (a) Closed sessions where the manufacturers will have opportunity for informal discussion of their problems; and (b) Important subjects will be discussed by prominent speakers.

The annual trade dinner will be in the grand ballroom of the Waldorf Astoria hotel on Dec. 1.

L. J. Gumpert of B. T. Babbitt, Inc. is general chairman of the convention committee, assisted by the following in working out the details: C. I. Connor, Wheatena corporation; Clarence Francis, General Foods corporation; Wm. H. Gamble, Corn Products Refining company; J. M. Hills, Grocer Store Products company; A. C. Moenagle, Standard Brands, Inc.; R. W. Moore, Canada Dry Ginger Ale, Inc.; Wm. Redfield, Hills Bros. company; H. J. Mountrey, Borden company; B. E. Snyder, R. B. Davis company; Paul S. Willis, ex officio.

It should be noted that we have the tired feeling mostly when we have nothing more important to do than to feel tired.

A mountain of trouble is usually molehill of trouble that we fussed over

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Cartoning Machinery Co.
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Aurelio Tanzi Eng. Co.
Ravioli and Noodle Machines

Triangle Package Machinery Co.
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Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



French Scientist Visits Macaroni Plants

Because they are equipped with all the modern devices that not only speed up production but produce macaroni products that are unsurpassed by similar foods made in any other country, noted food authorities from foreign shores never overlook the opportunity of personally inspecting one or more of the modern macaroni-noodle manufacturing plants that are quite the common order in this country.

One of the latest and most renowned food experts to pay his respects to the American macaroni industry is Monsieur Pierre Hamp, a French civil engineer and author of several books on foods. On his recent visit to the United States he was the guest of Dr. B. R. Jacobs at the Brooklyn laboratory of the national Macaroni Manufacturers association. Together they visited some of the leading macaroni-noodle factories in Greater New York.

He was particularly pleased with the warm welcome extended by the plant proprietors and thoroughness with which the various department heads explained the manufacturing and drying processes, contrasting brilliantly with the reluctance of manufacturers in other parts of the world to divulge their secrets (?) to visitors.

"I had the pleasure of accompanying Monsieur Hamp of Villa des Pins, Route du Grand Pont, Le Vesinet, France on a friendly trip of inspection of several of the largest macaroni-noodle plants in New York," writes Washington Representative B. R. Jacobs. "He is connected with the Food Factory Inspection Service in France and was very glad to go through some of our American plants. He was extremely pleased and stated that he had never seen better equipped or cleaner macaroni plants anywhere than he saw here."

"He is a writer of renown and information gathered from his short visit to America may be used in his future writings. I was able to get the following biography of this renowned scientist":

Pierre Hamp, a French writer knows something about macaroni for he started life as apprentice in a Parisian restaurant. He became a chef, worked at the Savoy and the Berkeley hotels in London, also in Spain and then became a railroad man and a station master in the Northern Railway company in France. Not being satisfied with this situation, he entered the competition to become a government factory inspector and got the title. So, for 14 years he inspected factories in different parts of France and acquired a good experience in laws and social work.

But being devoted to the pleasure and difficulty of changes in the way of living, he became a journalist and a writer whose record is now 24 volumes. He finds no difficulty in writing either in French or English and at a time was a

reporter for Collier's and the New Republic.

This busy sort of life would not appear strange in America where people are used to "be born again." But it is not very common in France. "You Must Be Born Again" is the title of the last book by Pierre Hamp. "Il faut gueres



PIERRE HAMP

nainoz de norwear!" is another book which has not yet been translated in English. The former of the same series has been translated by Dorothy Bolton under the title "Kitchen Prelude." The two books tell how Pierre Hamp advanced from working with pastries and macaroni, to become a writer.

He is now traveling in America to obtain first hand information to write a book on flour, bread and macaroni, which includes a view of the great change in social life that can be attained in that way.

Less than a hundred years ago the big problem of government was to get enough wheat, now the great trouble is to get rid of it. And that means something to the macaroni business and the way to make it a more popular food universally.

Profits and Good Will

By A. C. Lyon, B.S., M.S., Ch.E.

Profits and Good Will grow just in proportion to the good housekeeping in the factory. To rid the factory premises from insect infestation is just as important as keeping the floors, walls, etc. clean.

Insect infestation must be eternally combated the year around, both by fumigation and spraying. And every fumigation each and every spraying must strive for a 100% kill; this means that not only the exposed insects, weevil and moths but the imbedded larva and egg life must also be killed.

The stored semolina and flour, the bins, the conveyors and housings must be

systematically sprayed with a safe and effective spray, one that leaves no odor, taste or color, does not stain, and one that is not a fire hazard as are many with light kerosene bases. There are safe sprays and safe fumigants on the market. The most important feature in either fumigation or spraying is to kill the eggs. If this is not done then a new crop of insect infestation is constantly coming on, and the peculiar thing about the eggs is that they contain a waxy outer coating, very resistant to gases, and since the egg does not breathe as do the adult weevil and the larva, here is where the contact spray comes into its own; the contact spray solution dissolves the waxy coat of the egg, and thus destroys the activity of Mr. and Mrs. Egg.

It is evident therefore, that spraying with a good, safe and effective spraying solution is absolutely necessary around semolina and flour in the macaroni factory. It is also a fact that most of the infestation of these products has taken place before reaching the macaroni factory, but develops rapidly in stored condition, and it behooves every superintendent of the macaroni factories to fight diligently and spray the entire premises thoroughly and systematically in order to kill off these weevils, moths, eggs and larva that cause untold damage and ruin thousands upon thousands of dollars worth of macaroni and raw materials each year in almost all plants. It certainly is an investment in dollars and cents to buy a good spray, for, if used systematically and diligently, it will save and retain that Good Will, the backbone of any business, and at the same time build up more profits.

In North America there are 50,000 kinds of insects and of this amount, 6,500 are consistently destructive year after year. Of course this takes in the weevil, the moth, the boll weevil, the beetle, the grasshopper, the cricket, etc., these being the more common destructive agents around the cotton belt and the grain belt, the subsequent mill, wholesale house and even into and on the shelf of the retail store.

You can follow the weevil infestation right from the field into the mill, thence to the processor, or to the grain storage in the elevators.

I have no combined total of damage done by the weevil and moth in flour mills, macaroni factories, wholesale groceries and grain elevators, but I would say it is equal to the annual damage to cotton by the boll weevil at least.

It has been estimated however, that there are 34 varieties of insects that do an annual damage of \$900,000,000 each year.

Those who chronically complain that they do not receive consideration, live in a fool expectancy of being catered to.

Since it is so much our doing when we succeed, we must also in at least some small measure be responsible for our failures.

MACARONI FLOURS

THORO-BREAD

GOLD CROP

HI-PRO

Extra high in Protein

Excellent in Quality

Pleasing in Color

Made from Dark Hard Turkey Special High Protein Wheat in our Ultra-Modern Daylight Mill.

Backed by years of Macaroni Flour Milling

Wire or Write for Prices

THE ARNOLD MILLING COMPANY

Sterling, Kansas

Miniature Macaroni Laboratory Press

Opportunities to improve one's business are always open to the macaroni or noodle manufacturer who is willing and able to seize them. The manufacturer who makes the greatest advance in this modern age is the one that is constantly on the alert, always experimenting with available raw materials and new mechanical devices that will produce the best selling, quality products.

In most modern macaroni plants and in all durum mills are now to be found little laboratories wherein experienced operators are constantly testing semolinas, flours, eggs and other ingredients. For such laboratories there is now available a small, economical and practical press with which the most elaborate tests can be made in one's plant as a check against tests that may be obtained from commercial laboratories.

It is a hand operated extrusion press developed and marketed by the Aurelio Tanzi Engineering Company, 235 4th av., New York city. The firm calls it a "Baby Press" and claims that it is not only ideal but very practical for use by macaroni manufacturers in testing ingredients in their experimental laboratories.

Practically any old or new shape of macaroni can be made from this little press since the producing firm is able to supply suitable dies that exactly fit the experimental press. By merely pulling out a pin to insert the desired die in the bottom of the press and tilting the cylinder to permit of easy loading, the press is ready for easy operation. A few turns of the hand wheel and the products are extruded in whatever shape the operator or experimenter desires. It is necessary only to dry the products in the accepted manner to provide ample samples for testing—even for consumption.

The production cylinder is two and seven-sixteenth inches in diameter (2 7/16") with a capacity of 22 ounces of dough. The overall dimensions of the whole press are 24"x14 1/2"x13"; its weight only 30 pounds.

Its producers say that the press can be easily and quickly operated in testing all kinds of ingredients such as different brands of flour or semolina, quantities of eggs for color, variety in shapes, and other elements for which tests are practical. "Indispensable in every macaroni-noodle plant for many uses as it makes the tests very economically; in fact without such an experimental press, when new ingredients and new shapes of macaroni have to be tested or given proper tryouts with the regular factory equipment, the cost of such experimenting, figuring the cost of the interruption in the production schedule, the materials for a full batch, the labor and power in-

involved, is far in excess of the small cost of the experimental press." This laboratory macaroni press is not only indispensable in macaroni



The experimental press ready for loading

plants having their own laboratories, but also in the mills of the semolina makers who are always ready to mill grains to produce the highest possible grade of semolina from the point of color, strength and caloric values. It is



The "Laboratory Press" in operation

small but sturdily built, enabling it to be stored in a very small space so as to be easily accessible for testing purposes whenever the conditions of the crops or the qualities of other ingredients make such tests imperative.

October Milling Activities

General Mills Inc. summarizes the following comparative flour milling activities as totaled for all mills reporting in the milling centers as indicated:

	Past Month Bbls.	Same Period Year Ago Bbls.	Cumulative Since June 30, 1936 Bbls.	Cumulative Same Period 1935 Bbls.
Northwest	1,229,155	1,720,308	5,239,594	5,687,730
Southwest	2,322,610	2,105,000	8,888,820	7,778,089
Lake, Central and Southern.....	1,792,006	2,139,247	7,477,275	7,268,808
Pacific Coast	508,424	437,742	2,010,347	1,534,758
Total for M.L.s Reporting.....	5,852,195	6,402,393	23,606,036	22,279,385

\$30,000 Expansion Project Started

Construction of the final unit of a \$30,000 improvement project at the Minnesota Macaroni company's plant in St. Paul, Minn. is underway according to an announcement by the two bustling executives of the firm, Walter F. and Eugene J. Villaume. This will complete the firm's large expansion program which includes among other features, enlargement of the plant's boiler room, installation of a modern boiler, installation of two large hydraulic presses and packaging machines, construction of a new loading dock, construction of additional railroad trackage and modernization of its drying rooms.

"Increased sales not only have forced us to install additional machinery to increase production," said Walter F. Villaume, vice president and salesmanager of the company, "but it also necessitated a 50 per cent increase in the number of plant employees. A year ago we had 50 men and women on our payroll. Today we have 75."

Eugene J. Villaume, secretary-treasurer of the company ascribes the firm's improved business to its consistent newspaper and radio advertising and to the exclusive use of northwest durum products in the manufacture of its better grade macaroni, spaghetti and other popular varieties of these foods.

Observations

Now that it has been raining throughout the United States mill feed has declined as cattle find grazing lands are again green.

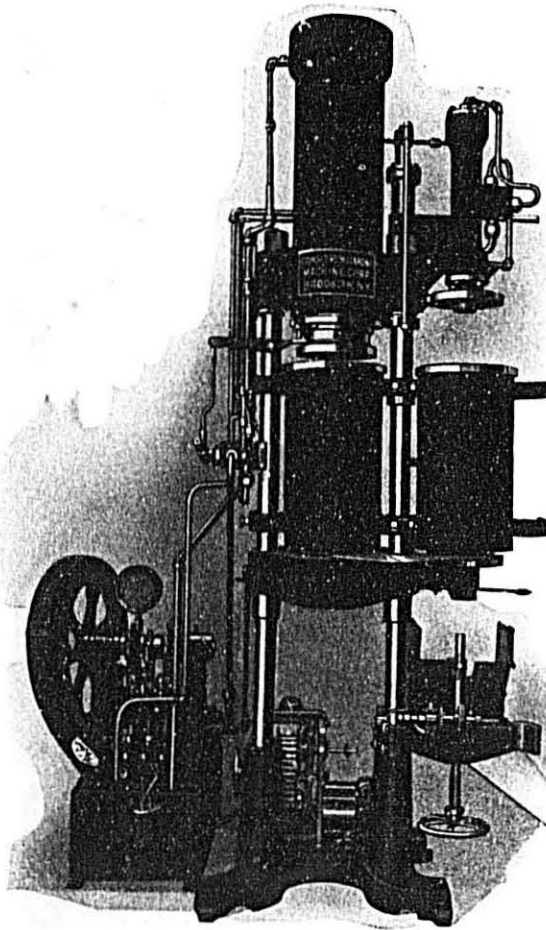
In all Kansas, Nebraska, Oklahoma and Texas tractors are plowing and it is certain much more wheat is being planted by the wealthy younger generation of farmers who can now sell the July option wheat \$1.00, knowing it is costing them less than 60c. It is a sure investment, profit guaranteed.

When mill feed declines cost of flour advances. When new corn arrives this month mill feed will decline further as corn can be bought for less.

If wheat prices remain as they are now—high—with wheat being planted somewhere every month of the year, inside of six months crops put in the last 60 days will flood world markets. And as England's merchants and government are interested in good, cheap food for their people, you can bet they will get this wheat cheap.—Andy Baur.

Consolidated Macaroni Machine Corporation

Designers and Builders of High Grade Macaroni Machinery



The 1935 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

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

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

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

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

SPECIALISTS FOR TWENTY-FIVE YEARS

MIXERS
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PRESSES

DIE CLEANERS
DRYING MACHINES
MACARONI CUTTERS

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

156-166 Sixth Street

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Cleveland Manufacturers in Regional Meeting

Manufacturers representing the "cream" of the macaroni-noodle makers of Greater Cleveland convened in a very important conference on national and local matters on Oct. 17, 1936 at the call of Association Director Joseph J. Cuneo of Connellsville, Pa. chairman of Regional Group No. 4 of the National Macaroni Manufacturers association. The attendance was up to every expectation and the discussions interesting and enlightening.

The meeting was held in Hotel Statler starting at 1:30 p. m. and continued throughout the afternoon. Regional Chairman Joseph J. Cuneo presided and Secretary M. J. Donna of the National association who was in Cleveland for that meeting acted as secretary in the absence of the regional secretary.

In addition to the association officials above mentioned, the following were in attendance:

Fred J. Becker—The Pfaffman Company.
Antonio Ferrari—Union Square Macaroni Company.
M. L. Stein—Standard Macaroni Company.
A. S. Weiss—Quality Noodle Company.
G. Weiss—Quality Noodle Company.
S. Bellanti—Columbus Macaroni Co.
Peter Durata—Ohio Macaroni Company.
E. Fracassi—Metropolitan Macaroni Co.
H. Biondi—Chef Biondi Products Co.
C. A. Colombe—Chef Biondi Products Company.
W. W. Stetson—Convention Bureau of Cleveland Chamber of Commerce.

In his opening remarks Chairman Cuneo stated that the meeting would be so divided to provide,—(first) the consideration of a program prepared by the

"Its Advertised"

By John J. Lutge

There is something very reassuring about the statement that a certain brand of macaroni product is advertised. Of course most people have that confidence in advertised goods largely because they have always found advertised goods to be as represented, and dependable.

But there really is a more fundamental reason for the consistent dependability of advertised goods. To initiate and carry on a publication advertising program of adequate proportions calls for committing one's self to the investment of a considerable amount of money. In view of this no good business executive engages in publication advertising for his product until he is sure that it will make good in every respect. It may be of such a nature that it doesn't call for the investment of a heavy sum in equipment

association officials and (second) a discussion of affairs directly concerning local problems.

In line with the first part of the program, W. W. Stetson, representing the Cleveland Chamber of Commerce was introduced. He extended an invitation to the National association to hold its 1937 convention in that city, stressing the cooperation which his organization would give in making the meeting a success and calling upon the Cleveland manufacturers to join, first, the National Macaroni Manufacturers association as full fledged and supporting members and second,—in obtaining for Cleveland the 1937 conference of the Macaroni Industry.

M. J. Donna, secretary-treasurer of the National association then discussed the activities of the organization since its formation in 1904, paying special attention to its current activities for the improvement of conditions in the trade throughout the country. As a result of his explanation and of the subsequent action by the meeting three firms filed applications for membership and three others who were favorably inclined elected to discuss the action with partners in the business.

Chairman Cuneo then took charge of the discussion of the remainder of the association's program during which he spoke on the following industry problems: (1) The action of the Macaroni Protective Committee in seeking to obtain refunds of processing taxes on floor stocks and money held in escrow; (2) The activities of the Washington Office and the Jacobs laboratory in matters of law enforcement; (3) Profits and Losses

to manufacture it. It may be in some instances that the raw materials that go into it can be bought in small quantities. The product may have within itself many distinct advantages from an investment and manufacturing standpoint. But when it comes to the publication advertising of products, they are all on the same basis. A definite investment must be contracted for, and it behooves the advertiser to be sure that everything is right if he wants his advertising to be right.

In that fact lies the reason why those who respond to the advertising in general and trade publications are so fully protected against purchasing disappointments of any kind. "Its advertised" is significant because it means that a product has been fully tested in every respect to make sure that it will make good on the advertising that is done for it.

In many lines of business it is possible for a man to engage in business with the investment of a few hundred

commensurate with the trade's interest in concentrated action through its national trade body; (4) The need of an additional association executive to constantly contact the leaders of the trade and to mold thought along lines agreed upon to be best for the group as a whole; (5) Association membership, and (6) A close watch on the labor trend as it may later effect macaroni plant employees.

In the second part of the meeting's agenda local manufacturers entered into a lively discussion of trade problems in which they are directly interested. Among them were proper labeling of products to acquaint buyers with the true merits of the goods; the submittal of samples of suspected products for analysis and consequent action to be taken should analysis show the product to be in violation of any Federal or state statute; the procedure to be followed in filing claims for refunds of such portions of processing taxes as may be refundable and the many problems created by the current crop, where in blending, however necessary as it may be, has been practiced to an extent that it has or is rapidly becoming a menace to legitimate products.

The Cleveland manufacturers asked Regional Chairman Cuneo to arrange, if possible to alternate his regional meetings between Pittsburgh and Cleveland for the convenience of all manufacturers in Region No. 4. They were unanimous in their decision to cooperate with the Cleveland Convention Bureau in getting for that city the 1937 convention of the National Macaroni Manufacturers association next June.

or a few thousand dollars. Having no great investment at stake, and possibly being under the necessity of making as much money as possible without too strict regard to business ethics, such a man is apt to make and sell a product that isn't as represented. It may pay him for a time to do that. It never at any time pays the buyer to buy such a product.

Such a situation cannot exist in the realm of publication advertised goods. As before mentioned, the product must be one that has proved itself before it is sound business to advertise it. In addition to that we have the fact that the advertiser, committed to building up a large volume of sales through advertising, has to arrange for proper distribution of his product. That calls for a still further investment of money. In other words, an advertiser has so much at stake in becoming an advertiser that the public may be sure that the product is an excellently good one—if it is advertised.

A BRIEF HISTORY

(Prepared for Publication in the Special Edition of *Il Commerciale Italiano*, New York City, dedicated to the Macaroni Industry, dated Oct. 10, 1936.)

For more than a third of a century, the National Macaroni Manufacturers Association has served continuously an Industry that now converts annually many millions of bushels of wheat into a nutritious grain food known in America as "Macaroni Products."

Macaroni making in this country began in a very small way after the Civil War. With the arrival of many Europeans in the latter part of the nineteenth Century, the demand for the food, which has long been a favorite in Europe and especially in Italy, greatly increased and American macaroni manufacturing plants grew in number and size to supply this increased demand.

At the opening of the 20th Century, a score or more of the progressive manufacturers of macaroni and noodle products in America almost spontaneously realized the fact that their trade had made sufficient advance to warrant the organization of some sort of a national body to look after the more general affairs that individuals found impractical and impossible to do.

In 1903, there was launched a well-edited magazine by a Cleveland manufacturer as a private organ. It soon became recognized as the spokesman of the new and growing trade. Through its columns, it solidified the growing sentiment in favor of an Association of manufacturers in an industry that then boasted of nearly 100 small, widely separated manufacturing plants.

Early in 1904, a call went out for the first national meeting of the United States Macaroni Manufacturing Industry and in answer to this call representatives of twenty or more macaroni-noodle manufacturing firms met in Lincoln Hotel, Pittsburgh, Pa., where on April 19, 1904 was formed the first national organization of the Industry bearing the lengthy name of "THE NATIONAL ASSOCIATION OF MACARONI AND NOODLE MANUFACTURERS OF AMERICA."

Mr. John A. S. Picardo of B. Picardo, Pittsburgh, Pa., was selected as Temporary Chairman and Mr. E. C. Forbes, Editor of the *Macaroni and Noodle Manufacturers Journal*, acted as Temporary Secretary.

On the following day, a constitution and a set of by-laws were adopted. Officers were elected and a general program of trade improvement approved.

One of the oldest firms in point of continuous existence is A. Zerega's Sons, Inc., Brooklyn, N. Y. Therefore, it was natural that this old firm would supply the first President of the new organization in the person of Mr. Thomas H. Foomey. Another natural act was the election of Mr. E. C. Forbes of Cleveland, Ohio, Editor of the *Macaroni and Noodle Manufacturers Journal*, as Secretary. Honored also was Mr. Fred Becker, Sr., of the Pfaffman Egg Noodle

Company, Cleveland, Ohio, owner of the *Macaroni and Noodle Manufacturers Journal*, by his election as Treasurer of the Association, a position which he held for 23 years, resigning in June, 1927.

Twenty-one manufacturing firms enrolled as Charter Members during the first convention. Eleven additional firms elected to enroll themselves as Charter Members during the Summer of 1904 as did four Allied Trades Firms, who joined as Associate Members. The new organization thus started with a Charter Membership of 36. All members paid an admission fee of \$10.00 and the small dues of \$5.00 annually.

The *Macaroni and Noodle Manufacturers Journal* was voted the official organ of the new Association.

"Cooperative Competition" was the keynote of the entire proceedings of the first national two-days' conference of the macaroni industry. At this first gathering acquaintances were formed that later ripened into lasting friendships from which sprang confidence and understanding.

The second national convention of the Macaroni Association and Industry was held in New York City, May 9-10, 1905. Mr. G. F. Argetsinger of L. B. Eddy Company, Rochester, N. Y., was elected as the second President of the organization.

The marketing of macaroni products was slowly but definitely changing from bulk to package. In this second convention appeared the first division in the trade between manufacturers that specialized in package macaroni and those who believed that selling this food in 20 and 22 pound wood boxes was the preferred manner of distribution. The two interests were solidified by the election of an Executive Committee which included equal representation for the bulk interests and the package interests, each classification electing its own representatives thereon.

Mr. Argetsinger was re-elected in 1906 and 1907 at conventions held in Chicago, May 8-9, 1906 and Cleveland, May 14-15, 1907. In both these conventions the question of the proper freight classification for macaroni products was the principal topic of discussion.

It is interesting to note that a feature of entertainment at the Cleveland convention May 14-15, 1907 was the first automobile ride to which the macaroni men were treated as guests of Association Treasurer Fred Becker.

The Association went to the extreme South for its third President in the person of Mr. Ed. Dreiss of the San Antonio Macaroni Factory, San Antonio, Tex., electing him at the convention at Niagara Falls, June 16-17, 1908. It was at this convention that the Industry first went on record as opposed to the use of artificial coloring in egg noodle products.

Mr. Ed. Dreiss was re-elected President at the convention in Memphis, Tenn., May 11-12, 1909. Memphis is the only Southern City to entertain the national convention of macaroni makers since the organization of the National Macaroni Manufacturers Association.

The fourth President was Mr. C. F. Mueller, Jr., of the C. F. Mueller Co., Jersey City, N. J., who was elected at the seventh annual convention of the Association in St. Louis May 17, 1910. The use of Durum Flour and Semolina had become very general by that time and the Durum Millers first manifested interest in the National Association by joining as Associate Members and uniting with the macaroni manufacturers in promoting the production of quality macaroni from Semolina.

Mr. C. F. Mueller, Jr., was re-elected as President for five ensuing, consecutive terms, at conventions at Detroit June 10-11, 1913; at the Chicago convention June 16-17, 1914 and at the Minneapolis convention June 8-9, 1915.

During his six years as the chief executive of the national body such matters were discussed and sponsored as: (1) A new egg noodle law giving greater protection against illegitimate noodles. (2) The proposal of the first macaroni educational publicity campaign. (3) An increase in dues to provide for a permanent Secretary and a permanent organization, action on which was delayed due to the World War.

Milwaukee supplied the fifth President of the Association in the person of Mr. Wm. A. Tharinger of the Tharinger Macaroni Company, elected at the thirteenth convention in New York City June 13-14, 1916. The Association there went on record as favoring the adoption of the proposed Federal Pure Food Laws then before Congress.

Mr. James T. Williams of The Creamette Company, Minneapolis, was elected the sixth President of the National Association at the 14th convention of the body held in Cleveland, Ohio, June 12-14, 1917.

At that convention the manufacturers patriotically approved the Government's "Save Wheat" program to aid in feeding the American troops in France and elsewhere and despite the fact that the "Save Wheat" campaign meant greatly reduced macaroni sales, the manufacturers pledged their fullest cooperation to the Army, Navy and Commerce Departments in helping to win the War.

Mr. Williams was re-elected President at the Minneapolis convention June 8-10, 1918 where the "SUBSTITUTE BOGEY" was the chief topic of discussion. At that convention the manufacturers went unanimously on record in favor of the restriction of output to 70

per cent of their pre-war capacity rather than to use substitutes.

The Executive Committee was instructed by this convention to study the proposal of Treasurer Fred Becker to give his Journal to the Association to be the latter's official organ and to elect a permanent Secretary, who was to serve as the Editor thereof.

Mr. Williams was elected for a third term at the 16th national convention in Saint Louis June 10-12, 1919. At this convention the Executive Committee reported the appointment of Mr. M. J. Donna as Association Secretary and Journal Editor as of March 1, 1919, succeeding Mr. E. C. Forbes who served continuously as convention Secretary for fifteen years. It also pointed with pride to the first issue of the Association's official organ (May 15, 1919) bearing the name of *The New Macaroni Journal*.

At this convention the Executive Committee reported on the first cooperative advertising campaign during the Lenten Season of 1919 wherein \$50,000 was subscribed and expended in popularizing macaroni products.

It was also voted to shorten the organization's name from the "NATIONAL ASSOCIATION OF MACARONI AND NOODLE MANUFACTURERS OF AMERICA" to the "NATIONAL MACARONI MANUFACTURERS ASSOCIATION."

At a special meeting in Chicago in January, 1920, a new constitution and bylaws were adopted and the National organization incorporated under the Corporate Laws of the State of Illinois January 21, 1920.

Mr. Williams was re-elected for his fourth consecutive term at Niagara Falls convention June 22-24, 1920. At this meeting, it was agreed to make the convention self-supporting by charging a registration fee of \$10.00 to cover convention expenses.

It also voted to establish a Macaroni Laboratory in Washington, D. C. with Mr. B. R. Jacobs, former official of the United States Bureau of Chemistry in charge.

At the 18th convention held in Detroit, June 9-10, 1921, former President C. F. Mueller, Jr., was again elected to head the organization. At this convention a Grocers' Publicity Campaign was considered and the manufacturers voted as favoring an increased tariff on imported macaroni products.

President C. F. Mueller, Jr., died suddenly on December 13, 1921, and Vice President B. F. Huestis of the Huron Milling Company, Harbor Beach, Michigan, assumed the Presidency for the balance of the term as the 8th president of the organization.

Mr. Henry Mueller, President of C. F. Mueller Company, Jersey City, N. J., and brother of the deceased C. F. Mueller, Jr., was elected the 9th President of the Association at its 19th convention at Niagara Falls June 22-24, 1922. He served for six consecutive years during which he presided at national conventions held at Cedar Point June 12-14, 1923; Niagara Falls June

8-10, 1924; at Atlantic City July 7-9, 1925; at Chicago June 8-10, 1926, Minneapolis June 13-15, 1927 and Chicago June 19-21, 1928.

Under his leadership such matters as (1) Association Financing, (2) Macaroni Tariffs, (3) "Eat More Wheat" Campaign, (4) Appointment of a Vigilance Committee, (5) A Second National Cooperative Educational Advertising Campaign, (6) The Amalgamation of Sectional Associations with the National Body, (7) The Adoption of the Regulations by the U. S. Department of Agriculture absolutely prohibiting the use of artificial coloring in macaroni or noodle products, and (8) obtaining the trade's and the Government's approval to the Americanization of the name of its food from ALIMENTARY PASTES to that of MACARONI PRODUCTS. Since that day the term "MACARONI PRODUCTS" has been generally substituted for "Alimentary Pastes" in all Government reports and pamphlets.

At the 1927 convention, Mr. Fred Becker, Sr., who had served as Treasurer of the Association since its inception in 1904, or for 23 consecutive years, felt that he had done his full duty towards the Association and asked that another member be elected to succeed him. His tendered resignation was accepted with a vote of confidence and of sincere appreciation of his long, satisfactory service.

Mr. Lawrence E. Cuneo, President of the Connellsville Macaroni Company, Connellsville, Pa. was elected Treasurer in 1927 and served for one term. In 1928 the Association voted to combine the office of Secretary and Treasurer and Mr. M. J. Donna, the Association Secretary and Editor of the MACARONI JOURNAL, was given the added duty of the Treasurership.

At the 25th annual convention in Chicago June 19-21, 1928, Mr. Frank J. Tharinger, President of the Tharinger Macaroni Company, Milwaukee, was elected as the 10th President of the Association. He was the second member of his firm to be so honored.

Mr. Tharinger was re-elected for his second term at the June 18-20, 1929 convention in New York City. Two outstanding activities sponsored by President Tharinger were (1) inauguration of the Industry's greatest macaroni publicity campaign for which nearly \$3,000,000 were pledged and over \$1,500,000 expended during the years 1930 and 1931. (2) The adoption of a uniform cost and accounting system by the Association with the recommendation that it be generally used in the plants to enable manufacturers to "know their costs."

At the 27th convention of the industry at Niagara Falls, June 24-26, 1930, Mr. Frank L. Zerega of A. Zerega's Sons, Inc., Brooklyn, N. Y., was elected as the Association's 11th President and his was the 3rd firm to supply two Presidents, having furnished the first executive of the Association.

Under President Zerega's regime the national macaroni advertising campaign was vigorously supported with the

women's magazines carrying the macaroni message in 1930 while newspapers and trade journals were used for the same purpose in 1931, when the movement collapsed due to internal strife.

At the convention in Chicago June 16-18, 1931 Mr. Zerega was re-elected and in his second term the major publicity campaign was brought to a close, principally through the good work of Director Robert B. Brown of the Fortune-Zerega Company, Chicago, Chairman of the Board of Advertising Trustees.

Before the end of his second term, President Zerega inaugurated a campaign to curb destructive macaroni merchandising. Mr. W. F. L. Tuttle, Publisher of "Groceries," was appointed to lead the Association in its fight against "PROFITLESS SELLING," the "INDISCRIMINATE USE OF MACARONI AS LOSS LEADERS," the "MANUFACTURE OF INFERIOR GRADES" and "PROMISCUOUS PRICE CUTTING."

Mr. Alfonso Gioia of A. Gioia & Bro., Rochester, N. Y., was elected the 12th President at the 29th annual convention of the Association at Niagara Falls June 14-16, 1932.

During his term invaluable work was done to solidify all interests in the trade under the banner of the National Association and the first steps were taken to cooperate with the Government in adoption of the Macaroni Code under the new National Recovery Act.

Mr. G. G. Hoskins, vice president of The Foulds Milling Company, Libertyville, Ill., representing a charter member-firm of the National Association, was elected the thirteenth President of the Association at the Chicago convention June 19-21, 1933.

Always active in the promotion of uniform cost and accounting practices in the industry, he gave much thought to the extension of that activity during his term. The outstanding Association act during his term was the adoption and promulgation of a Code of Fair Competition for the Macaroni Industry under the National Recovery Act. He spent much time in Washington contacting Government officials and NRA executives with the result that on January 29, 1934 an Executive Order was issued officially approving the Code of Fair Competition for the Macaroni Industry prepared under his direct supervision.

He naturally was named Chairman of the Macaroni Code Authority and obtained from his firm a leave of absence to serve his industry more specifically. He set up a special office for the Macaroni Code supervision in Chicago and kept in personal contact with the trade by several extensive tours to all the leading macaroni manufacturing centers from coast to coast. Realizing the arduous work involved in the enforcement of the macaroni code, he declined to stand for re-election at the end of his term.

Mr. L. S. Vagnino of American Beauty Macaroni Company, Saint Louis, Mo., was elected as the 14th President of the National Association at the 34th

(Continued on Page 22)

Una Breve Cronistoria Della National Macaroni Manufacturers Association

Come sorse e si sviluppò l'associazione

(Alla cortesia del Signor M. J. Donna, Segretario-Tesoriere e Editore del Macaroni Journal)

Per più di un terzo di secolo la National Macaroni Manufacturers Association ha continuamente servito un'industria che ora trasforma ogni anno molti milioni di bushels di grano nel nutritivo alimento noto in America come "Prodotti di Maccheroni."

La manifattura dei maccheroni cominciò in piccolissime proporzioni dopo la Guerra Civile. Con l'arrivo di molti europei, nell'ultima parte del 19mo secolo, la richiesta di questo cibo—che è stato da lungo tempo un piatto favorito in Europa e specialmente in Italia—aumentò grandemente e le fabbriche di maccheroni crebbero in America di numero e dimensione per far fronte all'aumentata domanda.

All'inizio del 20mo secolo, una ventina, o poco più, di manifatturieri, progressisti di prodotti di maccheroni e paste all'uovo, quasi spontaneamente realizzarono il fatto che il loro commercio aveva fatto sufficiente progresso da giustificare l'organizzazione di un ente nazionale che prendesse cura degli affari generali dell'industria a cui le singole ditte non potevano attendere.

Nel 1903, un manifatturiere di Cleveland lanciò, come organo privato, una rivista molto bene redatta, la quale fu subito riconosciuta come il portavoce della nuova crescente industria. Questa pubblicazione consolidò il sentimento manifestatosi in favore di un'associazione di manifatturieri in un'industria che allora contava un centinaio di piccoli pastifici separati da vaste distanze.

Nei primi del 1904 fu lanciato un appello per la prima riunione nazionale dell'industria dei maccheroni negli Stati Uniti ed in risposta a questo appello una ventina o poco più di rappresentanti di ditte manifatturiere di paste all'uovo (macarodin noodles) si riunirono al Lincoln Hotel in Pittsburgh, Pa., dove il 19 aprile 1904 fu costituita la prima organizzazione nazionale dell'industria, portante il lungo nome di "The National Association of Macaroni and Noodle Manufacturers of America."

Fu scelto per chairman provvisorio John A. S. Piccardo, di Pittsburgh, e E. C. Forbes, editore del "Macaroni and Noodle Manufacturers Journal" funzionò da segretario provvisorio.

Il giorno seguente, furono redatti ed adottati una costituzione e relativo regolamento; furono eletti gli ufficiali e fu approvato un programma generale per il miglioramento dell'industria.

Una delle più vecchie ditte produttrici di paste alimentari, la A. Zerega's Sons, Inc., fornì alla nuova organizzazione il suo primo Presidente nella persona di Mr. Thomas H. Toomey. L'associazione elesse Mr. E. C. Forbes, di Cleve-

land, Ohio, al posto di Segretario, e Mr. Fred Becker, Sr., della Pfaffman Egg Noodle Co., di Cleveland, Ohio, padrone del "Macaroni and Noodle Manufacturers Journal," fu eletto Tesoriere, posizione che tenne per 23 anni, fino al giugno del 1927, quando si dimise.

Durante la prima convenzione ventuno ditte si arruolarono come Charter Members; a queste poi, altre undici se ne aggiunsero nell'estate del 1904 e quattro ditte di industrie affini si arruolarono come membri associati. La nuova organizzazione cominciò così, con 36 soci. Tutti i membri pagavano una tassa d'ammissione di \$10 e la piccola contribuzione di \$5 annui.

Il "Macaroni and Noodle Manufacturers Journal" fu assunto come organo ufficiale della nuova organizzazione.

La competizione delle cooperative fu il tema principale di tutti i dibattiti dei due giorni della prima conferenza dell'industria dei maccheroni. In questa prima riunione furono fatte delle conoscenze che si svilupparono in salde amicizie e crearono la fiducia reciproca e la buona intesa.

La seconda convenzione dell'industria dei maccheroni associata si tenne in New York il 9 e 10 maggio 1905. Mr. G. F. Argentsinger, della L. B. Eddy Co., Rochester, N. Y., fu eletto alla carica di Secondo Presidente dell'organizzazione.

Il sistema di vendita dei prodotti di maccheroni si andava lentamente ma definitivamente cambiando dalla massa al pacchetto. In questa seconda convenzione apparve la prima divisione fra i manifatturieri che si erano specializzati nei maccheroni in pacchetti e coloro che credevano si dovesse preferire la distribuzione in cassette di 20 e 22 libbre. Le due parti vennero ad un compromesso e si unirono in un Comitato Esecutivo con eguale numero di rappresentanti.

Mr. Argentsinger fu rieletto nel 1906 e 1907 alle convenzioni tenutesi rispettivamente in Chicago l'8 e 9 maggio e in Cleveland il 14 e 15 maggio. In entrambe queste convenzioni la questione principale fu la più conveniente classificazione per il trasporto dei prodotti di maccheroni.

L'Associazione andò a cercare il suo Terzo Presidente nell'estremo South nella persona di Mr. Ed. Dreiss, della San Antonio Macaroni Factory, San Antonio, Texas, eleggendolo alla convenzione che si tenne a Niagara Falls nei giorni 16 e 17 giugno 1908.

Fu a questa convenzione che l'industria dichiarò e deliberò la sua avversione all'uso della colorazione artificiale dei prodotti di paste all'uovo.

Mr. Ed. Dreiss fu rieletto Presidente alla convenzione tenutasi in Memphis nei giorni 11 e 12 maggio, 1909.

Il Quarto Presidente fu Mr. C. F. Mueller, Jr., della Mueller Co., Jersey City, N. J., il quale fu eletto alla settima convenzione annuale dell'associazione in St. Louis, il 17 e 18 maggio, 1910.

L'uso del fiore durum e semolina in quell'epoca si era già molto generalizzato e i Durum Millers manifestarono per la prima volta il loro interessamento per l'Associazione Nazionale, aderendosi come membri associati e unendosi ai manifatturieri di maccheroni nel promuovere la produzione della qualità di maccheroni fatti di semolina.

Mr. C. F. Mueller, Jr., fu rieletto come presidente in seguito per cinque termini consecutivi. Durante il periodo che fu capo esecutivo dell'ente nazionale furono discusse e propuginate le seguenti iniziative: 1) una nuova legge sulla pasta all'uovo per proteggere l'industria dagli adulteratori. 2) La proposta della prima campagna pubblicitaria educativa in favore dei maccheroni. 3) Un aumento della quota sociale per provvedere l'organizzazione di un segretario permanente.

Milwaukee fornì il Quinto Presidente dell'Associazione nella persona di Mr. Wm. A. Tharinger, della Tharinger Macaroni Company, eletto alla 13ma convenzione tenutasi in New York nei giorni 13 e 14 giugno 1916.

L'associazione approvò un ordine del giorno propugnante l'approvazione delle Federal Pure Food Laws che allora si discutevano nel Congresso.

Mr. James T. Williams della Creamette Company, Minneapolis, fu eletto Sesto Presidente dell'Associazione nazionale alla 14ma convenzione, che si tenne in Cleveland, Ohio, nei giorni 12-14 giugno 1917.

In questa convenzione i manifatturieri patriotticamente approvarono il programma della campagna fatta col motto "Risparmiate grano" dal Governo per non far mancare i viveri alle truppe americane che si trovavano in Francia e altrove, e malgrado il fatto che la campagna del Governo per risparmiare il grano significasse una forte riduzione nella vendita dei maccheroni, i manifatturieri impegnarono la loro più completa cooperazione con i dipartimenti dell'esercito, della marina e del commercio per aiutare a vincere la guerra.

Mr. Williams fu rieletto Presidente alla convenzione di Minneapolis che si tenne nei giorni 8, 9 e 10 giugno, 1918, dove lo spauracchio dei sostituti fu il soggetto principale delle discussioni. In quella convenzione i manifatturieri votarono all'unanimità in favore della limitazione della loro produzione al 70 per cento del volume dell'ante-guerra anziché usare dei sostituti.

Mr. Williams fu eletto per la terza

volta Presidente alla 16.ma convenzione annuale che si tenne a St. Louis nei giorni, 10, 11 e 12 giugno, 1919.

In questa convenzione il Comitato Esecutivo nominò Mr. M. J. Donna Segretario dell'Associazione ed Editore del giornale, succedendo a Mr. E. C. Forbes, che era stato per quindici anni continuamente segretario della convenzione. Il giornale ufficiale dell'associazione divenne il 15 maggio 1919 il "The New Macaroni Journal."

In questa convenzione il Comitato Esecutivo presentò il suo rapporto sulla prima campagna cooperativa di pubblicità fatta durante la quaresima di quell'anno e per la quale furono sottoscritti e spesi \$50,000 per popolarizzare i prodotti di maccheroni.

Nella stessa convenzione il nome dell'organizzazione fu accorciato in quella che porta ora, National Macaroni Manufacturers Association.

Nel gennaio 1920 fu tenuta una speciale riunione in Chicago. Fu redatta una nuova costituzione dell'associazione nazionale e l'organizzazione fu incorporata il 21 gennaio sotto le leggi dello Stato Illinois.

Mr. Williams fu rieletto per la quarta volta consecutiva alla convenzione che si tenne in Niagara Falls nei giorni 22, 23 e 24 giugno, 1920.

In questa convenzione fu deliberato di stabilire un Macaroni Laboratory in Washington, D. C., affidandone l'incarico a Mr. B. R. Jacobs, ex ufficiale dell'United States Bureau of Chemistry.

Alla 18.ma convenzione, tenuta in Detroit nei giorni 9 e 10 giugno, 1921, l'ex Presidente C. F. Mueller, Jr., fu di nuovo eletto capo dell'organizzazione.

In questa convenzione fu considerata una Grocers' Publicity Campaign e i manifatturieri votarono in favore di un aumento di tariffa su prodotti di maccheroni importati.

Il Presidente C. F. Mueller, Jr., morì improvvisamente il 13 dicembre 1921, ed assunse la presidenza come ottavo Presidente dell'organizzazione il Vice Presidente B. F. Huestis della Huron Milling Co., di Harbor Beach, Mich.

Mr. Henry Mueller, Presidente della C. F. Mueller Co., Jersey City, N. J., e fratello del defunto C. F. Mueller, Jr., fu eletto nono Presidente dell'Associazione alla 19.ma convenzione che si tenne a Niagara Falls nei giorni 22, 23 e 24 giugno, 1922. Egli servì sei anni consecutivi, durante i quali presiedette alle convenzioni nazionali di Cedar Point, 12-14 giugno, 1923; Niagara Falls, 8-10 giugno, 1924; Atlantic City, 7-9 giugno, 1925; Chicago, 8-10, giugno, 1926; Minneapolis, 13-15 giugno, 1927; Chicago, 19-21 giugno, 1928.

Sotto la presidenza di Mr. Mueller furono portate a termine molte iniziative fra le quali le seguenti: 1) Finanziamento dell'Associazione; 2) Tariffa doganale sui maccheroni; 3) Campagna col motto "Mangiate più grano"; 4) Nomina di un Comitato di Vigilanza; 5) Seconda campagna nazionale educativa di pubblicità cooperativa; 6) Amalgamazione delle Associazioni Sezionali con l'ente nazionale; 7) Adozione del

regolamento del Dipartimento d'Agricoltura Federale che proibisce assolutamente l'uso di materie coloranti artificiali nei prodotti di maccheroni o paste all'uovo; 8) Approvazione dell'industria e del Governo al cambiamento del nome da "Macaroni Products." Fin d'allora il termine Prodotti di Maccheroni è stato generalmente sostituito a quello di Paste Alimentari in tutti i rapporti e gli opuscoli del Governo.

Alla convenzione del 1927, Mr. Fred Becker, Sr., che aveva servito come Tesoriere dell'Associazione fin dal suo inizio nel 1904, ossia per 23 anni consecutivi, sentì di aver fatto tutto il suo dovere per l'Associazione e chiese che un altro membro fosse eletto al suo posto. Le dimissioni, previo un voto di fiducia e di ringraziamento, furono accettate.

Mr. Lawrence E. Cunco, Presidente della Connellsville Macaroni Co., di Connellsville, Pa., fu eletto tesoriere per il 1927 e servì per un termine. Nel 1928, l'Associazione deliberò di combinare gli uffici di Segretario e Tesoriere e Mr. M. J. Donna, Segretario dell'Associazione e direttore del "Macaroni Journal" ebbe anche la carica di Tesoriere.

Alla 25.ma convenzione annuale, tenutasi in Chicago nei giorni 19, 20 e 21 giugno 1928, Mr. Frank J. Tharinger, Presidente della Tharinger Macaroni Co., di Milwaukee, fu eletto decimo Presidente dell'Associazione. Era il secondo membro della sua ditta che veniva così onorato.

Mr. Tharinger fu rieletto per un secondo termine nella convenzione del 1929 che si tenne in New York nei giorni 18, 19 e 20 giugno. Due rilevanti attività propuguate dal Presidente Tharinger furono: 1) la inaugurazione della più grande campagna di pubblicità dell'industria dei maccheroni, per la quale furono offerti circa \$3,000,000 e se ne spesero oltre \$1,500,000 durante gli anni 1930 e 1931; 2) l'adozione per parte dell'associazione di un unico sistema di costo e contabilità con la raccomandazione che fosse generalmente usato nelle fabbriche per mettere i manifatturieri in grado di "sapere i loro costi."

Alla 27.ma convenzione dell'industria, tenutasi a Niagara Falls, nei giorni 24, 25 e 26 giugno, 1930, Mr. Frank L. Zerega, della Zerega's Sons, Inc., di Brooklyn, N. Y., fu eletto undicesimo Presidente dell'Associazione.

Sotto il regime del Presidente Zerega la campagna nazionale di pubblicità per i maccheroni fu vigorosamente sostenuta specialmente nei giornali femminili nel 1930 mentre giornali commerciali e politici furono usati per lo stesso scopo nel 1931, quando il movimento venne meno per causa di lotte interne.

Alla convenzione di Chicago del 16-18 giugno Mr. Zerega venne rieletto e nel suo secondo termine fu portata a fine la maggiore campagna di pubblicità, principalmente per mezzo del buon lavoro del Direttore Robert B. Brown della Fortune-Zerega Co., di Chicago, chairman del Board of Advertising Trustees.

Prima della fine del suo secondo termine, il Presidente Zerega inaugurò una campagna per eliminare il distruttivo

sistema di vendite dei maccheroni. Mr. W. F. L. Tuttle, che pubblica "Groceries" fu chiamato a guidare l'associazione nella sua lotta contro le "Vendite senza profitti"—l'uso indiscriminato dei maccheroni come loss leaders—la "Manifattura di gradi inferiori" ed il "promiscuo taglio di prezzi."

Mr. Alfonso Gioia della A. Gioia & Bros., Rochester, N. Y., fu eletto dodicesimo Presidente della 29.a convenzione annuale dell'Associazione tenutasi a Niagara Falls nei giorni 14, 15 e 16 giugno, 1932.

Durante il suo termine fu fatto dell'inapprezzabile lavoro per consolidare tutti gli interessi dell'industria sotto la bandiera dell'Associazione nazionale e furono fatti i primi passi per cooperare col Governo nell'adozione di un codice per l'industria sotto la legge della NRA.

Mr. G. G. Hoskins, Vice Presidente della The Foulds Milling Co., di Libertyville, Ill., fu eletto tredicesimo Presidente dell'associazione alla convenzione di Chicago del 19-21 giugno 1933.

Sempre attivo nel promuovere le pratiche del costo e contabilità uniformi nell'industria lavorò molto a diffondere tali pratiche durante il suo termine. L'atto più notevole dell'associazione durante la presidenza di Mr. Hoskins fu la promulgazione di un codice di equa competizione per l'industria dei maccheroni.

Il Presidente passò molto tempo a Washington in contatto con funzionari del Governo ed esecutivi della NRA prima che il 29 gennaio 1934 non venisse approvato con un decreto ufficiale il suddetto codice dell'industria.

Mr. L. S. Vagnino, dell'American Beauty Macaroni Company, di St. Louis, fu eletto presidente della 31.ma convenzione annuale tenutasi in Chicago il 12-14 giugno, 1934 e fu rieletto alla convenzione di Brooklyn del 17-19 giugno, 1935.

La sua mania è la semplificazione dell'impacco dei maccheroni e vi ha dedicato lungo studio e molto tempo mentre era vice presidente. Durante il suo primo termine come Presidente dedicò tutte le sue attività al codice dell'industria dei maccheroni fino a quando non venne annullato dalla decisione della Corte Suprema del 27 maggio 1935.

Durante il suo secondo termine dedicò tutta la sua abilità alla riorganizzazione dell'Associazione Nazionale su base indipendente da ogni azione governativa e altre influenze esteriori.

L'attuale quindicesimo Presidente Mr. Philip R. Winebrener, della A. C. Krumm & Son Macaroni Co., Philadelphia, Pa. e fu eletto dalla convenzione tenutasi a Chicago il 15-16 giugno, 1936.

Il suo primo atto è stato la nomina di un Macaroni Manufacturers Protective Committee, il cui scopo principale è di ottenere dai Millers e dal Governo quei rimborsi che legalmente sono dovuti non solamente a membri dell'Associazione Nazionale ma ad ognuno e tutti i manifatturieri dell'industria dei maccheroni in conseguenza dell'annullamento delle cosiddette "processing taxes."

MACARONI MAKERS VOICE

In this department, all Macaroni-Noodle Manufacturers and friends are invited to send brief articles on any subject of special or general interest. Views expressed are those of the contributors and not necessarily those of the Editors or the Publication Committee.

"I do not agree with all that you say,—
But I shall defend to the death your right to say it."
—Voltaire

Thinking "For" or "Against"

Dear Editor:

There are two ways of thinking, "FOR" and "AGAINST." The cheerful, courageous person thinks for himself and for all things that are good. The pessimist thinks against himself and against all things worth while.

Thinking "For" incites our ambition to get what we need. Thinking "Against" invites what we do not need.

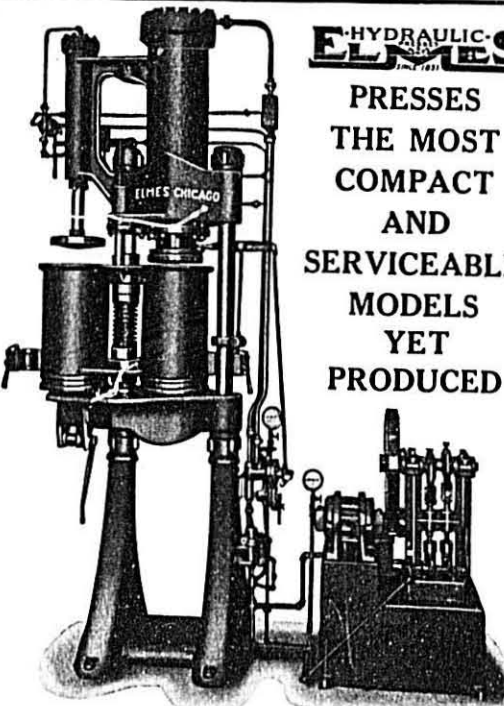
We get gloom, failure and sometimes disease, or we enjoy good cheer, sound success and physical strength, depending on how we think.

A man cannot be a success nor can he make a success thinking against things generally,—and that is exactly the way the pessimist thinks. The pessimist reminds me of the polecat waiting by the side of the road for an opportunity to perfume the people in a touring car. He is never quite satisfied until he discharges his disagreeable odor. His main ambition is to get others smelling like himself.

To think against ourselves and against all the advantages of life is 100% mental and moral suicide.

Paul Biele, Metropolitan Representative
Keystone Macaroni Manufacturing Co.
New York, N. Y.

The moral: Think "For" your business, "For" your industry,—by thinking "With" your fellow manufacturers as members of the National Macaroni Manufacturers Association.
(Editor.)



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Robinson-Patman Bill Jolts Price Cutters

A new era for independent distributors and manufacturers in all lines was opened with the enactment of the Robinson-Patman bill. The rapid progress made in securing enactment of this legislation against price discrimination methods is one of the sensations of recent legislative history, avers a student of new laws and their effects.

Efforts to stem the tide of price demoralization tactics, begun by independent business men some 20 years ago with the introduction in Congress of the Capper-Kelly bill, were rewarded this year.

Chain store and other strong interests opposed to price regulation were apathetic when the Patman bill was first introduced, confident that it would meet the same fate accorded to previous bills of this type. When it became evident that Congress was giving serious attention to the measure the opponents hurriedly rallied their forces and brought tremendous pressure to bear against it. It is one of the few instances where the "little fellows" were successful in having legislation enacted to control the "big fellows."

Advertising allowances used in the past as a thin cloak to hide price concessions to quantity buyers are covered in Sec. 3, as follows:

"It shall be unlawful for any person engaged in commerce, in the course of such commerce, to be a party to, or assist in, any transaction of sale, or contract to sell, which discriminates to his knowledge against competitors of the purchaser, in that, any discount, rebate, allowance, or advertising service charge is granted to the purchaser over and above any discount, rebate, allowance or advertising service charge available at the time of such transaction to said competitors in respect of a sale of goods of like grade, quality and quantity. . . ."

One important inclusion from the standpoint of retail and wholesale distributors is the section that prohibits the receiving of discriminatory prices, when that is done with knowledge. A retailer or wholesaler who knowingly receives the benefit of a discriminatory price can be proceeded against by the Federal Trade Commission. This provision reads as follows:

"That it shall be unlawful for any person engaged in commerce, in the course of such commerce, knowingly to induce or receive a discrimination in price which is prohibited by this section."

Quantity differentials are not prohibited, but such differentials shall cover "only due allowance for difference in the cost of manufacture, sale, or delivery resulting from the differing methods or quantities in which such commodities are to such purchasers sold or delivered."

In the case of particular commodities

which are of such a nature that quantity purchases can be made by a very limited number of buyers, and where quantity discounts to such buyers would act as a discrimination against smaller buyers, "the Federal Trade Commission may, after due investigation and hearing to all interested parties, fix and establish quantity limits, and revise the same as it finds necessary, as to particular commodities or classes of commodities, where it finds that available purchasers in greater quantities are so few as to render differentials on account thereof unjustly discriminative or promotive of monopoly in any line of commerce. . . ."

The giving of rebates, allowances and other considerations, commonly resorted to in the past as a means of enabling buyers to obtain merchandise at a net cost far below that available to the smaller and less influential competitor, is covered in Sec. 2(c) as follows:

"That it shall be unlawful . . . to pay or grant, or to receive or accept anything of value as a commission, brokerage, or other compensation, or any allowance or discount in lieu thereof, except for services rendered in connection with the sale or purchase of goods. . . ."

The criminal penalty section provides for a minimum fine of \$5000 or a year in jail, or both, upon conviction of violation of the above provisions.

MACARONI-GRAMS

By Spag MacNoodle

Other Men's Time

Some people who are very careful to avoid wasting their own time seem to care little how much of others' time they waste.

A buyer will keep a salesman waiting an hour, when it would be an easy matter to arrange to see him quickly. There are buyers who seem to think it is a sign of big business to make salesmen wait.

A shop boss or an office head will remain buried in close confab with another man while someone waits to give him a message of a dozen words. An exaggerated sense of importance makes men keep messengers, errand boys and lesser employes waiting when there is no real need for it.

Some years ago I was asked to make a trip of a thousand miles for a conference with a prominent executive. The conference could not have been expected to last more than an hour, but that personal meeting was necessary. Then for three days I sat in that man's outer office waiting for him to keep the

A Brief History

(Continued from Page 18)

annual convention in Chicago June 12-14, 1934 and re-elected at the Brooklyn convention June 17-19, 1935.

His hobby was simplification of macaroni containers and he had given considerable thought and study to this subject while serving as Vice President. However, during his first term, his time was devoted to the promotion of the macaroni code serving as a member of the Macaroni Code Authority from its inception until all Code Authorities were abolished by the decision of the Supreme Court of the United States on May 24, 1935.

During his second term, his ability was devoted to the re-organization of the National Association on a basis independent of any Government action or other outside influences.

The 15th and present President of the Association is Mr. Philip R. Winebrenner of A. C. Krumm & Son Macaroni Co. Philadelphia, Pa., who was elected at the Chicago Convention June 15-16, 1936.

One of his first acts was the appointment of a Macaroni Manufacturers Protective Committee, whose chief objective is to obtain from the Millers and from the Government such refunds as are legally due, not only to members of the National Macaroni Manufacturers Association, but to any and all manufacturers in the trade, for processing tax paid under the Agricultural Adjustment Act declared illegal by a Supreme Court Decision, January 6, 1936.

An item is profitable to sell only if it is profitable to buy.

Plans Vacations With Pay

Donald D. Davis, president of General Mills, Inc., announces adoption of a plan of vacations with pay for all wage roll employees of its Associate Companies.

The plan broadly provides for annual one week vacations with pay for all employees who have been with the company more than three years and less than 10 years, and for annual two week vacations with pay for those employees who have been with the company for 10 years or more.

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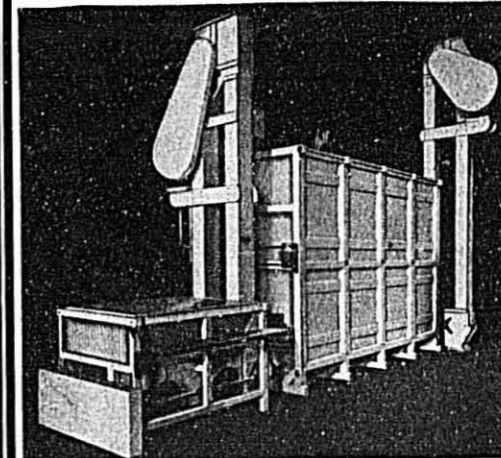
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BIGGER PROFITS in 1937 for MACARONI AND NOODLE MANUFACTURERS

With the big improvement already reported by the industry, and the cheery outlook forecasted for 1937, progressive manufacturers are now making preparations to take advantage of their opportunities for increased volume at bigger profits. They are placing orders for new equipment, before prices go up, to bring their plants up-to-date, to improve their products and to hold production costs down to rock-bottom.



Modernize Your Plant NOW with Champion Automatic Equipment and Cash-In!

Take a tip and prepare to Cash-in on your share of this increased business by equipping your plant with modern Champion machinery, and profit from its many operating economies. The Flour Outfit, illustrated above, is specially designed for macaroni and noodle production. Just the thing you need to sift and blend your flour—cleans the flour and saves the frequent replacement of expensive dies, besides insuring super-fine quality products that command best market prices.

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Secrets of Successful Trade Marking

Trade Mark Reform Is Off to Flying Start

By WALDON FAWCETT

Written Expressly for
the Macaroni Journal

It is no idle boast to say that with the convening of the new Congress in January the crusade for trade mark reform is off to a flying start. It would of course be risky to flatly predict that the 75th Congress will see realization of the prolonged dream of a consolidated and modernized trade mark "Constitution" for the whole United States. But this much may be said emphatically, never during the quarter of a century of agitation for revision has the prospect been better for progressive reconstruction of the Federal system of trade mark registration.

Because the circumstances of the present renewal of effort are more important for the moment than the details of the prospective shakeup it may be worth while to examine the breaks that seem to be promised for 1937. The first favorable factor—maybe a rather minor one—is the circumstance that under the new schedule the Congress elected in November will go on the job early in January instead of waiting until December 1937, leaving a lame duck Congress to piddle its way out. This speeding up of sequences may not seem of much importance to the layman. But any observer behind the scenes at the Capital can testify that the nearer the period of Congressional performance is brought to the prelude of campaign promises the better the chances that the lawmakers will make good with respect to causes, such as trade mark reform, to which so many have given lip service.

A second force that must do its bit to boost the cause is the commitment of the past few weeks which puts the American Bar association squarely behind the present plan to overhaul and recondition our national trade mark code. Some owners of macaroni brands may not have suspected it, but one reason for the slow progress toward liberalization of trade mark laws is that the lawyers of the country were not, until comparatively recent date, a unit behind the project. A business man may ask what business it is of the lawyers. Well, the lawyers think that it is decidedly their dish, seeing as how the responsibilities involved are distinctly legal in character, leading often to contests in the courts. Furthermore the coincidence that Congress is so largely made up of lawyers operates to put a brake on any movement regarding which lawyer opinion has not crystallized.

No hint is here intended that lawyers have boycotted or ignored at any stage the plot to make over our outmoded trade mark laws. Lawyers who specialize in trade marks have had

their fingers in the pie from the outset. But there was a long interval of semi-deadlock during which local or state bar associations were at variance with one another as to just what should be done, and how, to rejuvenate the trade mark system. Fortunately this confusion of expert opinion seems to have been pretty well ironed out. Which is attested by the fact that at its recent convention the American Bar association, the national union of lawyers, not only endorsed a tentative setup of new laws but instructed a committee to prepare for introduction in Congress a bill designed to accomplish the ends.

Now for No. 3 on our list of favorable factors. And perhaps it is the most important of the lot. By the current plan trade mark revision goes piecemeal. That is to say the needed housecleaning of the trade mark registration institution is to be carried on, room by room so to speak, via a series of separate amendments to the statutes now in force. To appreciate what a departure in tactics this is and grasp the advantages of the scheme it is necessary to contrast it with the old pattern of trade mark revision, the one that contemplated a drastic revolution of the entire trade mark certification structure at one fell swoop.

That idea of rebuilding from the ground up was in the ascendant when the reform procession started. And it was expressed in the well remembered Vestal bill, a blanket measure that sought to cover in one voluminous draft every trade mark ill. The Vestal bill, rest its ashes, came within an ace at one time of slipping through a temporarily complacent Congress. But it stubbed its toe then and thereafter, because its innovations aroused the opposition of so many different sets of antis—none of these sects of dissenters very strong by itself but sufficient in the aggregate to wreck the works. As ill luck had it too, the drive for a Resale Price Fixing Act was in full cry at the same time and this double tracking of the trade mark bill proper, and the Trade Mark Price Maintenance bill served to complicate the issue and the essential trade mark reforms fell between two stools.

Having learned the errors or risks of taking too much at one bite the present program is broken down into

a series of proposed amendments to existing law, each fashioned to deal with a particular gap in the trade mark structure. In other words it is now proposed to patch the holes in our Federal trade mark suit rather than to try to fit an entire new suit. This gives us utmost concentration—always a boon when dealing with Congress. Better yet, it focuses the drive on a relatively few outstanding objectives regarding the need and desirability of which there is almost unanimous opinion among all parties who seek the greatest trade mark good for the greatest number.

Frankly there is nothing new about these goals. Readers of the JOURNAL who keep close tab on trade mark evolution may be familiar with all the basic principles involved. But it will do no harm for even the best informed members of the circle to look closely at just what is on the cards for 1937 because the 1937 model has been further polished and treated to a few extra refinements. While there are improvements brewing for the Trade Mark Act of 1920 it is likely that a majority of members of the macaroni circle will be most concerned with the tinkering of the Trade Mark Act of 1905—our basic trade mark registration law which affords by far the most complete protection for trade mark names and other symbols of good will. There are at that only a few of these annexes to be submitted to Congress as a means of bringing the Act of 1905 down to date and giving the new generation of trade-markers an even chance with the veterans.

For the macaroni-noodle clan probably the one best promise in the reform-by-amendment blue print is found in the tinkering of Sec. 5 of the law as it now stands. The so-called Ten Year Proviso would be wiped out and in its place would be inserted new language that would give long wanted and sorely needed legal recognition to "secondary meaning" in trade names wherever established. The "secondary meaning" that is to be taken care of by new language in the law is that supplementary or substitute meaning which is put into a dictionary word when a market educates his public to recognize the transformed name as a clue to particular commodity-identity instead of giving it only the conventional descriptive or geographical meaning which it had in the beginning.

Under the old deal Uncle Sam plays favorites among branders who borrowed words from the dictionary. He gave full recognition to secondary meaning in brand names in use from

November 15, 1936

THE MACARONI JOURNAL

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When Hiring Additional Help

An old saying might be changed to read, "Hire in haste and repent at leisure," and many employers would admit it contained a lot of truth. Considering the amount of money the new employe will take in the form of wages, the question deserves the most careful thought.

Although the manufacturer engaged in the making of macaroni and allied products has a more stable field than the average, still even he has felt the effects of the depression. He is likewise feeling the effects of the better times that have hit the country by spots, and will later embrace all the states. Frequently this will call for the hiring of one or more additional men as a regular part of the force required for handling the business.

The one advantage right now is that there are still plenty of men from which to pick the exact type you want. Later the supply of employable men will grow less, and you may have to take those not quite up to your standard. If you feel certain you will need more help later it will pay you to hire now and pay a few months extra wages rather than to run the risk of not getting exactly what you want later.

In hiring it is well to remember that we have not learned to prevent depressions, and even through the new prosperity you must keep an eye on conditions in the far future. The "jack of all trades" who can handle several types of work around the plant is worth hiring, for he can fit in well if circumstances call for a restricted schedule later.

If you have employes now that should be replaced because of inefficiency or because they do not seem to fit in the work, now is the time to dismiss them while they have a chance to find something else to do and while you have a wide selection from which to choose better workers for these tasks. Hiring and dismissing can both be done best while business is on the upswing.

One company does its hiring at the start of the busy season, with the understanding that employment is only for those months. Then the best men or girls can be kept permanently and the others dropped at the end of the time set. This works no great hardship on anyone, and allows the company to decide whom it will keep on the payrolls after having had an opportunity to study their work. Manufacturers of macaroni can use this plan by hiring for the length of a busy period or during an extensive advertising program. After that time has passed it is easy to dismiss or to hire permanently, depending on the results obtained.

It is wise to hire men with enough education and personality that they

can help create business as well as handle it when times get slack. If a man can do his job well and can also sell, write advertising or develop short-cuts in the shop, he will be valuable no matter how hard times get again. In fact the harder they get, the more happy you will be that you hired such a man.

Setting a starting wage is difficult. The employer wants to pay enough that his man will not be so easily taken by some other plant; yet he must pay him in keeping with the profits of the business, and must allow for the fact that the wages go on just the same even when profits fall off a bit. The fairest plan, and one that the better class worker will himself prefer, is a smaller set wage with a bonus based on the results of his job. This is also a protection to the manufacturer, for it means the highest wages are being paid only when business is at its best, and will scale downward if sales and profits decline within a year or two.

There is a very definite cost that can be marked up as "training new workers." This can be reduced by hiring those with experience, education or natural aptitude for certain types of duties. Do not hire so much on the basis of what a man now knows as on what you will be able to teach him about the work within a reasonable length of time.

Better times has created the demand for new workers. Start looking around and take your time to find the best man for every job. Make the changes and additions, and you will have the key to continued good times in your plant.

WHAT IT TAKES

The essence of selling lies in proving that a sales statement is a fact. Stating it achieves little in a sales way. It leaves it hanging out in space for the prospect to accept or reject, as he lists. The statement should be backed with a demonstration or with proof that compels the prospect to accept it at its full value no matter how skeptical he may feel about it. It isn't how much we say in selling that counts; it is gaining acceptability for a large measure of what we say that makes sales.

We need to remember that we are trying to make sales in a world in which a great many people exaggerate; a world in which not all is as represented; a world in which we all know that we are apt to pay a penalty for being childishly credulous.

A successful man is that largely because he is able to think that somebody else's way of doing a thing may be a nifty way to do it.

1896 or earlier but would not grant a certificate of exclusive adoption to a word or phrase that took on double meaning at a later date. By the new deal five years continuous use of an erstwhile generic term would make it private property. Sec. 16 of the law would also be doctored to make trade mark registration serve as "notice" of ownership.

Easily of outstanding importance in the pending trade mark shakeup is the plan to make trade mark law more elastic, to the end that trade marks may follow good will in the course of business rearrangements. This ideal would be obtained, first by an addition to Sec. 2 that would validate and protect the use of trade marks by subsidiary or related companies, connected with a trade mark originator. Even more to the point of trade mark mobility is the planned insert in Sec. 10 which would legalize the assignment of a trade mark in connection with part of the good will of a business that may be split off from the main stem. This would mean that a macaroni operator buying from another house a member of its full line can arrange for a transfer of the individual or item trade mark without which the shift in sponsorship would be pointless.



You have often heard the expression "weather conditions are bad for driving." I maintain that any weather dangerous for many drivers. The very fact that it is a nice, clear, bright, shiny day, the roads are dry and conditions are excellent for driving does not mean that some speed maniac would tear up and down our highways and endanger the lives of a lot of law-abiding citizens.

No set of drivers or individual driver has any right on our highways if he endangers the lives of pedestrians or other drivers. Ideal weather conditions should be wished for by all, but not a means to increase our speed to uncontrollable limits. Some men can control their cars perfectly at 60 miles an hour, and others cannot control an automobile at 35 miles an hour. Physical conditions of human beings might all out of line, even though the weather is beautiful. Again the combination of common sense and courtesy will make it safe for all concerned on our highways.

The trouble with some of us is that we give in to ourselves so readily, and give in to others so reluctantly.

A good beginning—beginning to have more faith and optimism.

Wheat Production Next Year

A large surplus of wheat and lower prices in 1937, if near normal yields are produced, were forecast by the Bureau of Agricultural Economics in its annual report on the outlook for wheat and flaxseed. An increase in world demand and supply was also forecast for flaxseed.

The bureau, summarizing the outlook, said:

"A wheat crop considerable in excess of domestic needs will be produced in the United States in 1937, and prices will decline toward an export basis, if near normal yields are obtained on prospective acreage.

"The acreage seeded to wheat for the 1936 crop was the second largest on record. With prices higher than at seeding time last fall and with sufficient moisture for seeding and germination over practically all of the winter wheat area, it seems likely that the 1937 wheat acreage will be at least as large as that of 1936.

"Production (in this event) will exceed average domestic utilization unless growing conditions are so unfavorable as to reduce yields 25% or more below average. There is nothing in the present situation that indicates so great a reduction in yields although fall moisture supplies do suggest that yields may be slightly below average if normal weather conditions prevail during the remainder of the 1937 crop season. Largely as the result of abnormally low per-acre yields during the last three years, domestic wheat prices have been unusually high relative to 'world market' prices.

"Total supplies of wheat in the United States for the 1936-37 season are large enough for the usual domestic requirements, but supplies of hard red spring wheat and durum are short. In spite of record seedings the production of hard red spring wheat and durum was small owing to the drought which reached its greatest intensity in the hard red spring and durum wheat area.

"The domestic hard winter wheat crop is materially larger than last year. This class, as well as white wheat in the Pacific northwest, is of good quality. It is expected that mills ordinarily using spring wheat will use a larger percentage of these two kinds of wheat than last year. A larger than usual quantity of soft red winter wheat is also likely to be used in bread flour. As a result, net imports are expected to total less than in 1935-36."

Discussing the world wheat situation, the bureau said "the closer adjustment of world supplies to prospective requirements which has taken place in the last few years has resulted from a series of unfavorable crops in important surplus producing countries, largely as a result of drought rather than from a curtailment of acreage. If production in 1937-38 is again small enough to only about offset the

prospective decline in carryover stocks during the current season, world prices would be expected to remain at high levels.

"If on the other hand, near average per acre yields are obtained, production would likely be in excess of the prospective world requirements and result in lower world prices. The present world acreage is so large that over a period of years average per-acre yields would again result in large world surpluses."

Macaroni Products in International Trade

During August 1936 the quantity of macaroni products imported increased while the exports decreased, according to the monthly report of the Foreign & Domestic Commerce Bureau.

Imports
The imports totaled 119,002 lbs. worth \$8,947 as compared with the July 1936 total of 106,824 lbs. valued at \$7,816.

The first eight months of 1936 ending Aug. 31, 1936 showed an importation of this foodstuff amounting to 874,135 lbs. with a value of \$70,725.

Exports
For August 1936 the exports amounted to 100,180 lbs. with a value of \$8,135. The decrease is noted when compared with the July 1936 figures—156,739 lbs. worth \$12,210 to American exporters.

During the first eight months of 1936 the exports amounted to 1,299,073 lbs. with a value of \$105,406.

Macaroni products were exported to the following foreign countries during August 1936. The quantity shipped to each is also given:

Countries	Pounds
United Kingdom	2,600
Canada	9,434
British Honduras	1,725
Guatemala	2,191
Honduras	1,297
Nicaragua	1,497
Panama	8,499
Salvador	978
Mexico	18,683
Miq. & St. Pierre Is.	30
Newf. & Lab.	240
Bermuda	180
Barbados	100
Jamaica	432
Other British West Indies	13,260
Cuba	8,515
Dominican Republic	5,410
Haiti, Republic of	100
Bolivia	76
Ecuador	26
British Guiana	100
Surinam	197
Venezuela	3,804
China	26
Netherland India	126
Hong Kong	720
Japan	7,785
Philippine Islands	241
Other Asia	150
British Oceania	3,167
French Oceania	38
Union of South Africa	100,180
Total	1,001,802
Insular Possessions	
Hawaii	150,459
Puerto Rico	196,857
Virgin Islands	7,116
Total	354,432

Macaroni Dinner With Beef Sauce

Whole Meal in One Package Meeting Public Favor

There is practically no meal emergency that cannot be met with a dish of macaroni. That is, if the macaroni is perfectly cooked, and saucily seasoned. For macaroni though we have come to think of it as a plebeian enough food, knows many a fashionable table. It was once the luxury dish of London. That was before the Revolutionary war when macaroni first arrived in England from Italy, and created a dinner table furore. Almacks, the city's smartest club served it, and the dandies of the town lapped it up with relish and wholehearted approval. Soon the name spread from the food to the people who ate it, and the smart set of the town were called "macaronis." Everything which was in the mode was said to be done "a la macaroni."

Of recent years, macaroni is one of the important new foods to be packed in cans and jars to join that ever-growing procession of ready-to-heat-and-eat foods. A whole meal is to be found in a new macaroni pack made with beef and sauce "a la macaroni." Nothing is left to be desired, unless it is in the size of the can. The one-pound can holds just enough for two, maybe you can make it stretch for three, but not if you like macaroni. To prepare, heat the contents in a double boiler, or do as we have done in the photograph—divide into buttered casseroles and bake, sprinkling with crumbs and cheese.—*New York Herald Tribune Food Markets Service.*

Health Program for Industry

The need for health programs in industrial plants is just as essential as the present highly developed safety programs, Dr. Wilmer H. Schulze, director of the Bureau of Environmental Hygiene, Health Department, Baltimore, Md., told the guests of Traficanti Brothers, renowned noodle manufacturers of Chicago on Thursday night, Oct. 22 at a dinner held in the clubrooms of the North Side Commercial club. Frank Traficanti, president and manager represented his firm at the banquet and took personal supervision of the cooking of the guests termed the best noodle meal they had ever partaken.

The many factors in the industrial environment which play a significant part in their effects on the health of employees require the cooperative interest and study of industrial physicians and safety engineers, the doctor declared.

"Health officials are taking cognizance of the relation of working conditions to the general health of industrial workers and will be found eager to provide information and assistance in matters pertaining to industrial health," Dr. Schulze said.

Various conditions in which food handlers must work were described. "Great studies have been made in making the workroom a safe place, and a similar study should be sought toward making a factory a healthful place in which to work," he concluded.

Notes of the Industry

New Firm Incorporates

A dispatch from Albany, N. Y., advises briefly that the Williamsburg Macaroni Manufacturing company of 188 Johnson av., Brooklyn, N. Y. has been granted a charter under the state laws, application having been made by Natale Aiello. It will manufacture macaroni and kindred products. Further information is not contained in the notice of incorporation, though a macaroni plant has long been in operation at that address.

Macaroni Manufacturer Dies

Erasmo Cacavala Buckley, founder of the Buckley Macaroni Co., Kensington, Conn., died on Oct. 3, 1936 at his home on 155 Alling st. after a long illness.

Born in Italy, Mr. Buckley was a resident of Kensington for 48 years and was one of the city's oldest and most highly respected citizens of Italian birth.

The Buckley macaroni factory is one of the leading and oldest of the smaller industries in Kensington and was founded by Mr. Buckley shortly after his migration from his old homeland to the country of his adoption. Two sons Patrick J. and Anthony have had direct charge of the manufacturing business since the beginning of their father's long illness and will continue to operate the plant and the business.

The deceased macaroni manufacturer survived by his wife, Mrs. Philomena Caples Buckley and one grandchild, he leaves the two sons. His funeral was held from the home with services at St. Paul's catholic church and burial in St. Mary's cemetery, New Britain, Conn., Oct. 5, 1936.

Noodle Manufacturer Host to Grocers

Members of the Lansing (Mich.) Grocers and Meat Dealers association were the guests of Traficanti Brothers, renowned noodle manufacturers of Chicago on Thursday night, Oct. 22 at a dinner held in the clubrooms of the North Side Commercial club. Frank Traficanti, president and manager represented his firm at the banquet and took personal supervision of the cooking of the guests termed the best noodle meal they had ever partaken.

Below Cost Sale a Misdemeanor

A dispatch from Los Angeles, Cal. says a state regulation makes sales below cost illegal, brings the following interesting item: Because he assertedly sold macaroni spaghetti at prices below cost, Isador Huntington Park merchant, yesterday was charged with violating Sec. 3, Chap. 477 of the laws of 1935, a misdemeanor, in a complaint issued by Deputy District Attorney Hunt of Los Angeles.

California macaroni makers and manufacturers of this food everywhere are watching the case with more than ordinary interest as a test of the California "below cost" statute.

Buffalo Firm Reorganized

The formation of a new macaroni manufacturing firm, the Gugino Macaroni corporation to succeed the People's Macaroni company, oldest macaroni manufacturing firm in Buffalo and western New York, was announced last month by Carmelo Gugino, president of both the old and the new concern.

The new firm has been organized to provide working capital for expansion of the company's operations at 34 Mechanic st. where the firm has been making macaroni since 1901. The new concern has purchased the real estate and the machinery formerly held under lease by the old firm.

The production machinery is being overhauled and new equipment will be installed to start production the latter part of November, according to Mr. Gugino who is the chief executive of the reorganized firm. The Gugino Macaroni corporation has been incorporated under the corporation laws of the state of New York. It has a capital stock of 3600 shares. The incorporators, besides President Carmelo Gugino are Salvatore J. Parlato and Benjamin D. Reisman, all of Buffalo.

Moves to Larger New York Offices

The New York office of the Kentucky Macaroni company of Louisville, Ky. has moved to larger offices at 190 Hudson st., New York city. The firm announces that this move was made necessary by the firm's increased distribution along the Atlantic seaboard.

Grass Appoints Boston Broker

The B. O. Pillsbury company of Boston has been appointed as broker for the noodle account of the I. J. Grass Noodle company of Chicago, according to announcement to the distributing trade by A. Irving Grass, president of the manufacturing company. Through this broker the noodle firm hopes to increase its already large noodle distribution in New England.

Must Buy Lowest Priced Foods

The Board of Finance of Fall River, Mass. has issued a notice to all municipal commissary officials that they must exert more efforts to obtain foodstuffs at the

lowest possible price. The fiscal authorities, according to a press notice from that city ordered that low prices be accepted in the future, but made it plain that there was to be no lowering of quality.

The action followed the discovery that a macaroni manufacturer who pays rent on city owned property can supply all the city's macaroni-noodle needs much cheaper than can the wholesalers who now have the business. The local manufacturer contends that his products are even of a better grade than those now being supplied, that he gives employment to Fall River workers and that he had never been afforded the opportunity even to submit a bid on the city's macaroni requirements for relief.

Successful Use of Radio Selling Power

A press release by H. K. Painter, vice president of Hutchinson Advertising company telling of the successful use of the radio by the Pillsbury Flour Mills company in helping to sell bakers' bread, is but another positive proof of the impetus that may be given the sale of quality macaroni products by an individual or combined radio program similar in nature and objective.

The release announces the renewal of the flour company's heavy pulling offer of "Play Bakery," starting this month. It says:

"Influenced by a continuous demand by children in all parts of the country, the Pillsbury Flour Mills company is renewing its offer to send 'Play Bakery' to any one who sends 10 cents and a label or wrapper from any baker's bread. The offer will be broadcast, starting Nov. 16, 1936 over a 25-station hookup on the NBC Red network.

"Behind this announcement is an impressive story of the highly effective promotional work carried on by this firm in the interest of the baking industry, and especially in the way in which an outstanding radio program is being used to stimulate the sales of bakery products."

Over and above the immediate sales created by such a program, there is an educational element that is invaluable. It teaches children,—and through them their parents,—the sanitary equipment and methods used.

Similarly the story of macaroni could and should be told individually by the manufacturers or jointly with the durum millers who will likewise profit from the increased demand for quality macaroni in thousands of American homes that await this educational message.

Facts as facts lose much of their value because we recognize only the facts we like.

How to Eat Spaghetti

Most spaghetti lovers aver that the food is good no matter how one eats it, but Winefred Wishard, food expert of the *New York Post* believes that it will prove all the more satisfying if eaten the approved way. Commenting on her travels through the many well-known food emporiums in Greater New York, particularly the places that attract the frivolous "nightlifers" and the gormets, this writer warns of an impending visit of a notable from Italy that may have reason to find fault with America's spaghetti eating technique. In one of her many articles on foods and their proper appreciation, she writes:

"We see by the papers that Il Duce is sending his daughter to visit us and we are scurrying around getting together Italian recipes. Imagine our embarrassment if we should meet her and not be able to tell her what we do to our ravioli and our cacciatore and our zabalone or show a lack of a full appreciation of a dish of savory spaghetti and the accepted eating technique.

"So we are eating practically every other night at the Venezia, 209 West 48th st. You can get a perfectly grandiose Italian dinner there for \$1.25 and no cover charge and dance it down between courses, besides being hugely entertained with Italian music. Our favorite artist is Angela Venez. She plays an accordion and sings with it. If Il Duce's son should be coming over instead of his daughter, and he should hear this artist, there is no telling where it might all end. Why the last time we were there, we ate up all our escort's spaghetti while he was listening to her playing and singing. And he didn't even know it!

"By the way, this is the way to eat spaghetti in the accepted Italian manner. Take a fork in the right hand and a desert spoon in the left. Entwine two or three strands of spaghetti on the tines of the fork and then start winding the spaghetti around the fork, holding the fork and food against the cup of the spoon, and every so often give the fork and spoon little jerks upward, and when the strands are entirely entwined on your fork open wide your mouth and take the forkful all in one big bite.

"While this American spaghetti is such as would make even Il Duce write home about it and the exquisite sauce that is usually served by those "who know their spaghetti," it is about another Italian dish, a delightful accompaniment to a good spaghetti dish, that gives me this inspiration. It is that food of the gods—Zabalone. Here's a recipe for this delicious dessert that you will treasure:

Zabalone

2 egg yolks
3 tablespoons sugar
½ cup Marsala or Madeira wine
"Put the yolks and the sugar in a

bowl and beat until the mixture is about white and very light. Then add the wine and mix thoroughly. Pour into a saucepan and put on a quick fire, beating constantly without allowing the mixture to boil or thicken. As soon as it begins to rise remove from the fire and pour into glasses. Serve hot at once, or if it is preferred to serve cold keep in a cool place until required. A most delicious dessert.

Novel Cartoon Display

At the Dairy Industries Exposition just held at Atlantic City, the Gardner-Richardson company of Middletown, Ohio accomplished something out of the ordinary through its manner of illustrating the quality of butter cartons which this company makes.

Instead of just the stereotyped display of a mass of butter cartons this company gave away beautiful four color reproductions of a yachting scene (suitable for framing), printed on carton stock by the same presses which are used in the printing of its butter cartons.

One of these pictures attractively framed was placed at the front of the Gardner-Richardson booth with a display card offering to mail one to everyone who signed the register book. Besides receiving attention, a number of these pictures are now in frames overlooking the desks of the butter carton buyers as permanent reminders to remember the Gardner-Richardson company when placing orders for cartons.

A number of these pictures are still available for anyone who desires to see just what can be accomplished in reproducing designs on this high quality carton board.

Macaroni Supplants Potatoes

It is a wise executive that knows what to do in an emergency. With his knowledge of the value of macaroni products, Walter Hager, chairman of the Board of Control having supervision of the state institutions in Nebraska promptly recommended the substitution of good macaroni to replace potatoes in the daily meals of the state's thousands of dependents. Other purveyors of foods will undoubtedly follow his example as his decision was broadcast throughout the nation in an interesting press notice which reads: "Macaroni will replace potatoes in the table fare supplied 9000 persons at Nebraska's 16 state institutions this winter. The drought and its resultant high potato prices are responsible," says Chairman Walter Hager of the State Board of Control.

Macaroni manufacturers everywhere should capitalize this favorable publicity to the fullest possible extent to make the change from potatoes to macaroni a more regular feature in daily meal planning, not only in institutions but in every home.

Macaroni - Noodles Trade Mark Bureau

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of application for and registration of trade marks applying to macaroni products. In October 1936 the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

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

Millefiori

The trade mark of B. Filippone & Co. Inc., Passaic, N. J. was registered for use on macaroni. Application was filed June 16, 1936, published Aug. 11, 1936 in the Patent Office Gazette and in the Sept. 15, 1936 issue of THE MACARONI JOURNAL. Owner claims use since Jan. 3, 1936. The trade name is in black type.

TRADE MARKS APPLIED FOR

Three applications for registration of macaroni trade marks were made in October 1936 and published in the Patent Office Gazette to permit objections thereat within 30 days of publication.

Semola

The trade mark of National Food Products Co., Inc., doing business as Semola Macaroni Co., New Orleans, La., for use on alimentary pastes. Application was filed July 13, 1936 and published Oct. 13, 1936. Owner claims use since February 1928. The trade mark is the trade name written in white letters on a ribbon to the right of which is a small bow and beneath which is a scene.

Chinatown

The private brand trade mark of Sin Lee Company, Chicago, Ill., for use on canned chow mein noodles and other Chinese dishes. Application was filed Feb. 1, 1936 and published Oct. 27, 1936. Owner claims use since September 1935. The trade name is Chinese-like type above a street scene.

Bon-Ray

The private brand trade mark of Vest-Maid Co., Inc., Vineland, N. J. for use on spaghetti, sauce, ravioli and other grocerias. Application was filed Aug. 7, 1936 and published Oct. 27, 1936. Owner claims use since June 2, 1936. The trade name is written in heavy type.

Maybe when we're halfway there instead of thinking that, it would be better to think that we are still a way away.

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MACARONI IN THE PRESS

Last month many of the leading newspapers of the United States carried a syndicated article on macaroni by a renowned food authority, a news-story that is interesting even to the American manufacturers of this food rapidly gaining in popularity. The article, in part, is as follows:

Macaroni in U. S. Popular

By Royal S. Copeland

Macaroni, always considered as Italian food is by no means confined in popularity to one race. This has become a universal food, with many nations claiming priority in its enjoyment. In fact the Chinese believe they originated the food while historical records show that King Louis XIII of France was a staunch advocate of macaroni. Surely, in view of the controversy, its worldwide popularity cannot be denied.

Although years ago macaroni was consumed in small amounts in this country, within the last few years it has increased tremendously in popularity. Formerly only the imported macaroni was in demand, but now the

domestic product is more commonly used, for the finest quality macaroni made in Europe does not outdo the high grade products made in this country. The modern American factories, we believe are superior in cleanliness and the quality of wheat used here is of higher grade.

Our products are made from the semolina, a granular flour of durum or hard spring wheat. The United States grows sufficient quantities of this wheat to make its own macaroni products. In addition we export much of this grain to Italy and France for the same use. What is known as semolina, or farina, is really the gluten, the choicest and most nutritious part of the wheat kernel.

Macaroni Maker Says Product Not Starchy

What he termed "two popular fallacies about the daily serving of macaroni products on the American table" were broken down in a statement by Joseph Viviano, president of the Kentucky Macaroni company, one of the firms cooperating with the *Courier-*


Journal and the *Louisville Times Cooking School*.

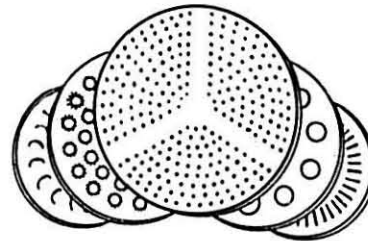
Mr. Viviano's summary of the fallacies was that "macaroni products are too starchy and consequently fattening and that they are not to be included in a list of hot weather foods." The first statement, he said is prompted by the idea that macaroni, being manufactured of wheat flour, cannot but contain a high percentage of starch.

"Good quality macaroni," he said "is not manufactured of wheat flour but is made instead, of semolina coarsely ground and carefully purified middlings of durum wheat. Semolina contains a far lower percentage of starch than any other grain product. In fact it is recommended for infants, invalids and convalescing patients mainly for this reason by leading dietitians."

Mr. Viviano added that macaroni products made of pure semolina "are so easily digested that they constitute an ideal light food and are served daily as a main dish in tropical and semitropical countries."

The manufacturer said Miss Ruth Chambers selected macaroni product for her cooking school demonstration because of their healthfulness, economy, tastefulness and possibilities of variety.—*Louisville (Ky.) Times*, 5, 1936.

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

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P. R. Winebrener.....President
S. Vagnino.....Vice-President
M. J. Donna.....Editor

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THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

REMITTANCES—Make all checks or drafts payable to the order of the National Macaroni Manufacturers Association.

ADVERTISING RATES
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Vol. XVIII November 15, 1936 No. 7

Secretary On Visiting Tour

To keep in closer personal contact with the macaroni-noodle manufacturers and to exchange views on phases of general business and Association action, M. J. Donna, secretary-treasurer of the National Macaroni Manufacturers association and editor of its Official Organ, THE MACARONI JOURNAL, spent two weeks in October calling on manufacturers, Association members and nonmembers in the mid-west.

To look after some matters connected with the publication of THE MACARONI JOURNAL, which is edited at the headquarters of the National Association in Braidwood, Ill. but which is printed at St. Paul, Minn., the secretary drove to the Twin Cities for a four days stay, Oct. 8-11, 1936.

In company with J. E. Smith of Minneapolis who has direct charge of the setup of the industry's news organ, calls were made at the plant of the Bruce Publishing company where publication details were discussed aimed at the printing of an even more interesting Journal. Last minute editorial for the Oct. 15, 1936 issue was made ready for insertion in that readable number, which speaks for itself.

The remaining time was spent in calling on the macaroni-noodle manufacturers and all of the durum millers in the Twin Cities. With the executives of the several mills and particularly with the managers of the durum departments thereof, trade problems were discussed. With the Association members and nonmembers activities of the National association were considered with the result that a better understanding of the wishes of the

manufacturers and objectives of the organization resulted.

The Secretary then went eastward, ostensibly to attend the annual convention of the American Trade Association Executives convention in Cleveland, Oct. 15-17, 1936 and very appropriately a regional meeting of the Cleveland Macaroni-Noodle Manufacturers on the latter date. The convention of the Secretaries Association of which the Macaroni Association is a charter member, was held at Hotel Cleveland and was one of the best attended conferences of this group in recent years. All the problems that concern trade associations and the troubles that may beset them as a result of contemplated changes in regulations and laws governing organized activities of business or trade associations were considered from every angle by authoritative speakers of national repute.

On the day preceding the Regional meeting of the Cleveland group, the Secretary made a personal call on practically every manufacturer in that area, urging them to send representatives to that conference which was held at Hotel Statler on October 17. He was kindly received everywhere and the benefit of his personal call will be a higher regard for the purposes of the National association by the firm executives in the Cleveland territory.

The Secretary's third objective was the city of Milwaukee where the four manufacturing firms were visited the first week in November. He found the leaders there very deeply concerned in the possibility of the reenactment of Federal legislation along the old NRA lines. Competitive conditions from out-of-town competitors were found to be the chief worries of the Milwaukee manufacturers. Like all other manufacturers called upon last month, they were interested in the final outcome of the organization to obtain for the industry a fair and just refund of processing tax money due them on floor stocks and from funds held in escrow.

As a result of this informal visit to the plants otherwise seldom visited by an association executive there is a very noticeable change of the attitude of both members and nonmembers to the Association's objectives and several firms made applications for membership, while others, apparently favorably inclined have the matter of membership under advisement.

For the courtesies extended and friendliness shown him personally and for the Association's work in the industry's behalf, the Secretary expressed to all his appreciation in person and in many cases by subsequent correspondence.

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Nation Observed Cheese Week

The romantic story of cheese was told during National Cheese Week which was nationally observed by the cheese producing and distributing trades the week of Nov. 9-14.

Macaroni manufacturers being indirectly concerned in the use of cheese as a useful addition to macaroni dishes of all kinds, aided in the observance of Cheese Week, which was reported to be as big a success as its sponsors had hoped for. Quite naturally the members of the macaroni trade emphasized the use of cheese particularly adapted for serving with macaroni products,—hard, tasty kinds that can be grated and that blend best with this grain food.

Cheese is said to be the only universal food, aside from bread—known around the globe. Every nation, from Biblical Egyptian days to the present has had its own particular varieties, and favorite cheese dishes.

Today, it is said, there are more than 450 different varieties of cheese known throughout the world. In America there are more than 200 varieties listed and defined by the United States department of agriculture. It's a large and flourishing family. Many varieties are today made in America, with a success which equals or surpasses that of the countries which originally introduced them.

Tastes Are Changing

America's native cheddar cheese known as American cheese around the world, was for a long time the only variety familiar to Americans. But today the nation's cheese tastes are growing. Camembert made in America today would do credit to the little French woman, Mme. Harel, who first invented it, to the delight of the Emperor Napoleon. American limburger long just vaudeville joke, is another fine full-bodied variety whose peer is not to be found elsewhere in the world.

Superb Swiss cheese, as sweet as nutlike as the greatest connoisseur could wish, is now native to America. Although America has taken her types of cheese from the familiar age old types of Europe, we've added a few important new cheese varieties to the world's of cheese, such as the pineapple cheese—a hard mild cheese pressed in the shape of a pineapple and glazed with a yellow coating.

Cheese today, in any and all varieties, packages to suit any need—even granular cheese for sprinkling macaroni and spaghetti,—is available in every market in the United States. Not only because of its infinite variety—is cheese a valuable ally in the planning of everyday meals—but because of its high food value, the agreeable way it has of combining with other foods and flavors.

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SECRETARY'S MESSAGE

Are You Affected by Government Competition?

While indications are that the Government is not in direct competition with the manufacturers of macaroni products insofar as reports made or complaints filed, the members of this group are interested in the reputed trend of government competition with private business.

A special committee headed by Congressman Shannon of Missouri is making a Congressional investigation to determine the extent if any, in which the Federal Government is entering into direct or indirect competition in other lines. The Chamber of Commerce of the United States is promoting a campaign on this subject and is asking the cooperation of every business interest in the country that may be affected by this encroachment on private business.

The Macaroni-Noodle industry, through its representative National Macaroni Manufacturers Association is asked to aid in completing a survey now under way. Though the letter is addressed to the President of the National Association, every member and all other manufacturers are invited to supply information that may help make the survey as complete and comprehensive as possible. Information supplied this leading business organization will be held in confidence, if that be the wish of the informant. The letter of President Sibley of the Chamber of Commerce is self-explanatory. It reads:

Washington, D. C. Nov. 4, 1936.

Mr. Philip R. Winebrener, President,
 National Macaroni Manufacturers Association,
 Philadelphia, Pa.

Dear Mr. Winebrener:

A survey is to be made by a special committee of the United States Chamber of the extent and forms of competition from the Federal Government with private business enterprise.

The organization members can be of the utmost assistance in such a survey by giving information respecting competition of this kind with which they and their members come in contact.

I am accordingly asking that you send to me with so much detail as you have at hand a description of any such competition you have encountered. As the purpose is to place before the committee as complete an exposition of the facts as we can bring together, we shall want the benefit of any statement, as well as statements any organization or individual may desire to be confidential, as well as statements which are considered of a public sort. The confidential nature of any information will be fully protected.

Very truly yours,

(Signed) H. Sibley, President.

Manufacturers having experienced any government competition or desiring to make statements for use in the survey, should send them to President Winebrener who will see to it that the attitude and the experience of the macaroni trade will be reflected in this timely survey.

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