

**THE
MACARONI
JOURNAL**

**Volume XX
Number 3**

July 15, 1938

The Macaroni Journal



Braidwood, Illinois

JULY 15, 1938

Vol. XX No. 3

Forward In Unison

*The lone wolf may travel
far and fast—*

*But he may learn and profit
more from the combined
knowledge of the pack.*

—ANON.

[Read in this issue the story of unified action by the Members of NMMA at the 35th annual convention in Chicago, June 20 and 21.]

Organized more than 34 years ago, the National Macaroni Manufacturers Association provides for the Macaroni-Noodle manufacturers a nucleus for joint action in any emergency, a forum where they may discuss their mutual problems, interchange business knowledge and experience and widen their acquaintance among the leaders in the macaroni manufacturing field.

Membership in the National Macaroni Manufacturers Association is a good investment.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI

Macaroni Dinner

SELLS EASIER IN FULL COLOR ROSSOTTI CARTONS

More and more manufacturers and distributors of macaroni and spaghetti dinners are learning the sales-getting power of Rossotti cartons. They are switching to these modern, full-color containers in ever increasing numbers. Bigger and more frequent repeat orders is the answer!

Retailers push this popular, fast-selling product when it is so attractively packaged. And it's such a quick easy job to set up forceful displays. The modern Rossotti lithographing process gives you FOUR brilliant colors . . . cartons that stand out head and shoulders above ordinary packages . . . at no higher cost. Newest direct-color equipment assures sharp, clean-cut illustrations and vignettes in all of the color and appeal of the actual product. Strong and sanitary, these better cartons keep their contents clean, fresh and unbroken, until the last delicious morsel is used.

Don't take chances with inferior packages, sluggish sales. Pack your egg noodle and macaroni products in Rossotti quality cartons . . . the kind that do a real selling job. Ask us for samples, moderate prices; for ideas and suggestions to help you get the most attractive, sales-getting package you've ever had! Don't wait. The busy Fall Season lies just ahead. Write today. There's no obligation.



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Chairman of the Board—Philip R. Winebrenner, A. C. Krumm & Son Macaroni Co., Philadelphia.

Executive President—Lester S. Dame, 205 E. 42nd St., New York.

Vice President—Joseph Freschi, Mound City Macaroni Co., St. Louis.

Secretary-Treasurer—M. J. Donna, P. O. Drawer No. 1, Braidwood, Ill.

Director of Research—B. R. Jacobs, 2 Grace Court, Brooklyn, N. Y.

Directors

Region No. 1—Frank Pepe, Waterbury, Conn.—F. Pepe Macaroni Co.

Region No. 2—Jerome I. Maier, New York, N. Y.—A. Goodman & Sons, Inc.; C. W. Wolfe, Harrisburg, Pa.—The Megs Co.; Frank Zunino, Long Island City, N. Y.—The Atlantic Macaroni Co.

Region No. 3—Joseph J. Cunco, Connellsville, Pa.—La Premiata Macaroni Corp.

Region No. 4—A. Irving Grass, Chicago, Ill.—I. J. Grass Noodle Co.; Frank Traficanti, Chicago, Ill.—Traficanti Bros.

Region No. 5—Joseph Freschi, St. Louis, Mo.—Mound City Macaroni Co.

Region No. 6—J. H. Diamond, Lincoln, Neb.—Gooch Food Products Co.

Region No. 7—E. De Rocco, San Diego, Calif.—San Diego Macaroni Mfg. Co.

Region No. 8—Frank A. Ghiglione, Seattle, Wash.—A. F. Ghiglione & Sons.

At-Large

Robert B. Brown, Libertyville, Ill.—The Foulds Milling Co.

Emanuele Ronzoni, Jr., Long Island City, N. Y.—Ronzoni Macaroni Co.

Walter F. Villaume, St. Paul, Minn.—Minnesota Macaroni Co.

Peter J. Viviano, Louisville, Ky.—Kentucky Macaroni Co.

REGIONAL BOUNDARIES: For the greater convenience of Association Members desirous of operating regional groups, the country was re-divided into the following Regions:

Region No. 1 (privileged to elect One Director)—all New England States.

Region No. 2 (privileged to elect Three Directors)—All New Jersey, Delaware and Virginia and those parts of New York, Pennsylvania and Maryland lying EAST of the 77th Principal Meridian which runs just West of Auburn, N. Y., Harrisburg, Pa. and Washington, D. C.

Region No. 3 (privileged to elect One Director)—All Ohio and West Virginia and the Western Parts of New York, Pennsylvania and Maryland not included in Region No. 2.

Region No. 4 (privileged to elect Two Directors)—All Michigan, Indiana, Illinois, Iowa, Wisconsin, Minnesota and two Dakotas.

Region No. 5 (privileged to elect One Director)—Eastern half of Missouri, all of Arkansas and Louisiana and all territory East of Mississippi River and South of Ohio River not otherwise allocated.

Region No. 6 (privileged to elect One Director)—Western half of Missouri, all Kansas, Nebraska, Oklahoma, Texas, New Mexico and Colorado.

Region No. 7 (privileged to elect One Director)—Arizona, California, Nevada and Utah.

Region No. 8 (privileged to elect One Director)—Oregon, Washington, Idaho, Montana and Wyoming.

Note: Active Regional Groups must elect their Director or Directors between May 1st and 15th and certify their choice to the National Secretary. For Regions failing to elect their own Directors, the National Association will elect Directors to fill all positions, at the annual convention and at the same time that it elects the four Directors-at-Large.

World Wheat Crop

World wheat production from the 1938-39 harvests may total between 4,025,000,000 and 4,075,000,000 bu., the Bureau of Agricultural Economics reported in its current analysis of the wheat situation. This compares with last year's harvest of 3,827,000,000 bu.

This estimate of a 4-billion-bushel wheat crop this year is based upon an estimated harvest of about 3,580,000,000 bu. in Northern Hemisphere countries—as now indicated by acreage and condition reports—and upon average crops in the Southern Hemisphere.

World stocks of old wheat about July 1 seem likely to be about 650 million bu. compared with about 556 million in 1937, the Bureau said. With world production as now estimated, the world's wheat supply for 1938-39 would be about 4,700,000,000 bu. or about 320 million more than during the current season ending this June. These estimates exclude Soviet Russia and China.

World disappearance of wheat is estimated to average about 3,775,000,000 bu. which would bring stocks in July, 1939 to about 925,000,000 bushels. This would be more wheat, it was stated, than the 675,000,000 average of July stocks for 1924-28, but considerably under the peak of 1,194,000,000 in 1934 and also

below the 1930-34 average of more than a billion bushels.

Early indications point to a wheat crop from the 1938 harvests in the United States that may reach more than 1,000,000,000 bu. "A crop of this size," says the Bureau, "would be about 365 million bu. in excess of the 5-year (1932-36) average domestic disappearance of 670 million bu." Basing its computations on a 200-million bu. domestic carryover in July 1938, and exports during 1938-39 no larger than during 1937-38, the Bureau points out that the carryover in July 1939 may be about 100 million bu. more than the record carryover of 378 million reported on July 1, 1933.



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THE MACARONI JOURNAL

Volume XX

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Self Policing Under FTC

The determination of the leading members of the Macaroni-Spaghetti-Egg Noodle Industry of U.S.A. to set up acceptable rules of Fair Trade Practice with the Federal Trade Commission as a necessary aid toward the impartial enforcement stands to the credit of the trade. It was the first trade of major importance in the food field to act under the law recently adopted by Congress giving the Federal Trade Commission enlarged powers to regulate industry from the point of protecting the consumer.

"Show me a manufacturer who is opposed to the establishment of fair rules of business whereby the honest producer is protected against the unscrupulous operator, and I'll show you a man who bears watching." That statement made by a proponent of the "fair" rules for industry regulation voices the opinion that very generally prevailed among the several score of manufacturers who constituted the 1938 convention of the Macaroni Industry in Chicago last month.

The entire food trade is watching with keen interest the forward step in self regulation taken by the macaroni-noodle makers and the press, speaking for the consumer, is almost unanimous in extending congratulations and wishing the industry great success in its latest move to retain public confidence in this great wheat food.

The following editorial in the June 11, 1938 issue of the St. Louis Post Dispatch, expresses the views generally voiced by that portion of the press that takes the position of the protector of the consumer's interest:

"The macaroni, noodle and related products industry, spaghetti, vermicelli, egg noodles, etc., etc., has undertaken to do a little self policing, and the resultant code of trade practice rules has been tentatively approved by the Federal Trade Commission. The provisions, for one thing, outlaw all forms of deception against the public; that is, the use of any methods that might mislead consumers as to the grade, quality, quantity, substance, character, nature, origin, size, material, content, composition, coloring, preparation or manufacture of the product.

"That is only a starter, however. The code goes on to lay down specific rules as to the ingredients of the various comestibles. Macaroni may not contain more than 13 per cent moisture content; egg noodles must assay not less than 5.5 per cent genuine egg; yellow coloring or transparent yellow wrapping may not be used with intent to deceive, and so on. Advertising must likewise be kept strictly accurate, both in picture and text, and all sales arrangements must be kept rigidly above board.

"These manufacturers have marked out a straight and narrow path for themselves, as a means of curbing the minority of erring brethren and in order to win public confidence. The trade code is of additional significance for two reasons. It is the first to be drafted since the recent passage by Congress of the Trade Commission Act, which empowers that body to look after the advertising as well as trade aspects of food and drug products. Furthermore, the code embodies many specifications that appeared in earlier drafts of the food and drug bill, and which were removed after gory combats in the committees of Congress.

"The macaroni and noodle business deserves a wreath for stepping out ahead of the parade and acting to safeguard the consumer."

The industry as well as the Fair Trade Practice Rules agreed upon are on trial. The consumer awaits the verdict. It is squarely up to the manufacturers now.

A Progressive Industry Conference

Marked by an attendance of unusually enthusiastic manufacturers representing large and small firms situated in the territory lying east of the Rocky mountains, the 1938 conference of the macaroni-noodle manufacturing industry of the United States and the 35th annual convention of the sponsoring National Macaroni Manufacturers Association is now a matter of history.

A feature of the conference was the unanimity of opinion on group policies and industry activities that have often been quite controversial in the past, indicating very clearly that the better class of manufacturers in the business are quite tired of the practices that have long robbed them of rightful profits, depriving consumers of the grades of macaroni products which they are entitled to expect from American producers.

The convention as a whole was a strictly industry affair. Its entire program, with one exception, was presented by direct representatives of the industry, most of them supporting members of the National Association. Even the exception referred to was one of great interest to all operators. Though the leader of the discussion represented a bureau of law enforcement, he considered the problem of proper labeling, of misbranding, of adulterations, etc., from both the manufacturers' and the consumers' angle, offering much helpful advice.

The conference unanimously approved the policies for trade improvement set up by the industry's new leader and the National Association's new Executive President Lester S. Dame who has accomplished much toward solidifying action by the progressive element in the trade during the eight months he has served the organization and the trade. His program for industry promotion through self help was pledged the fullest support of the manufacturers and the allies that constituted the conference.

The convention gave its unqualified approval of the splendid research work being done by Director of Research B. R. Jacobs in his Brooklyn laboratory and in collaboration with the chemists of the leading durum mills as well as those representing the State and Federal officials charged with the enforcement of the food laws and regulations. Progress has been made in setting up formulas whereby inferior and adulterated macaroni-noodle products can be determined readily by process of analyses that will be recognized in courts of law and which will be most helpful in the impartial enforcement of the industry's Fair Trade Practice Rules, recently approved by the Federal Trade Commission. (June 28, 1938.)

The whole industry by its general support and the annual meeting of the leading manufacturers in Chicago last month by its unanimous action, gave unqualified approval to the work of The National Macaroni Institute as conceived and promoted by Director M. J. Donna. An annual Macaroni Week will become a fixture, widening in scope and gaining in support as the manufacturers realize its potency. Through the Institute, the National Association and the Industry it represents has definitely entered upon a nationwide campaign to popularize their products by making known the true merits of this 100% grain food. National Spaghetti-Noodle Week will be observed October 9 to 15, 1938 and already individual manufacturers, wholesale distributors and chain store operators are laying plans for its promotion.

The Board of Directors and Chairman P. R. Winebrenner earned deserved praise for their able handling of the many duties that devolved upon them during the fiscal year. Their well conceived plan for a more strongly united industry and a more efficient organization is producing results far in excess of their expectation and much future good should result from the operation of the setup as the powers of the Board and of the executives are enlarged under the new regulations.

All told, the 1938 convention was eminently successful.

Convention Report of Chairman of the Board, Philip R. Winebrenner

In reporting on the condition of your Association, its activities for the past year and in suggesting a program for next year, I will confine my observations to our own immediate affairs. At assemblies such as this it has become the vogue to embrace a field somewhat too ambitious, at least for us. Though I cherish the privilege of commending that which I approve and condemning that which I believe to be harmful, I do not feel it necessary to express my own views as to the trend of affairs in Washington. Our own industry provides ample problems to fully absorb our interest for the short while we will be together. The decision for us to make is not whether business is being unduly harassed—no; whether established enterprises and custom is being cunningly attacked—but how best we can conduct our own businesses with conditions as they are.



P. R. WINEBRENER

As detailed reports will be made by those of the Association's full-time personnel, my report will be confined to high spotting our activities—or lack of activities.

Progress in good works is slow. The realization of this truism by a few accounts for the continuance of Association activities at times when accomplishment is barely noticeable, and disappointments continue with disheartening regularity. A more general appreciation and acceptance of this would considerably accelerate our progress in cooperative effort. At present, irritation and impatience with what seems to many sluggish improvement offers a greater hindrance to success than the difficulties of the actual task.

Those who are responsible for carrying out the details necessary for the accomplishment of our projects must be left free for this work. Their time and effort must no longer be absorbed in running hither and yon attempting to keep in line an impatient and temperamental membership.

It would be utterly absurd to even attempt to formulate a plan that in every detail would be entirely satisfactory to all. Certain concessions have to be made. Any plan which offers advantages in excess of its disadvantages provides a net gain.

The program adopted in Cleveland last June was a sizeable order. To some the undertaking seemed too great. It is agreeable to report the accomplishment of our major aims.

It is to be regretted that regional organizations have not during the past year been better established.

No effort during the year has been directed toward bringing about a purchase contract for flour and semolina which would provide for the buyer the same degree of protection now offered the seller.

THE MACARONI JOURNAL has not

shown as pronounced an improvement as I believe possible. This is not exactly a criticism as the JOURNAL is generally regarded as a competent trade publication.

No effort has been devoted to encouraging the installation of adequate cost systems.

Our statistical work has not been advanced during the past twelve months. This comprises the extent to which we have fallen short of reaching our potential goal. When accomplishment for the year is reviewed, some deficiency becomes pardonable. In appraising the past year's work we must also made due allowance for the drop of approximately 30% in general business conditions.

The work necessary to eventually establish standards has been carried on. Dr. Jacobs' report will acquaint you with the progress in this field. Research has been continued by the Association's laboratory aided by certain of the mills and the Canadian Bureau which is making a somewhat similar investigation. Experimental work is slow, but our year's effort places us slightly closer to the right answer.

Activity by the Association in enforcement work has been more aggressive during the past year than ever before. This splendid work would have been even more apparent had it not been that violations were so numerous.

Advertising and publicity far exceeded the modest program provided in our plans. Both the Macaroni Week and the Lenten Season campaigns were well conceived and efficiently handled. The experience acquired will bring refinements in future undertakings. It was unfortunate that our Lenten campaign coincided with a severe slump in business. To what extent the advertising and publicity lessened the decline in our sales cannot be determined. Commendation has been earned, and, I believe, rather generally expressed, for

the effective efforts of Mr. Donna in carrying on this phase of our work.

The largest question which the program created, was, how great an impediment would be the increased dues. Apparently this industry is ready and willing to pay the bill, provided it is made clear just where we are attempting to go. With the higher dues has come an increase in membership. It is true that some, for one reason or another, are no longer with us; but it is apparent that in most cases the cause of withdrawal was not associated with the higher fees. The effectiveness of the Association in bringing about better compliance with pure food regulations perhaps supplies the answer.

There has been considerable objection to increased dues from the associate membership.

Our Trade Practice Rules have now been approved. The better part of a year's effort was required to bring this about. It is generally conceded that working under the Federal Trade Commission will be an effective means of curtailing certain of the abuses which have become far too prevalent.

The selection of a full-time executive president has been a happy one. It has been my task to be his most severe critic. I am glad to report that the duties of his office have been capably performed. He has been agreeable to work with and always willing and anxious to be of service. It must be remembered that this officer has served with us for less than eight months. More time is needed before we can truly determine the full value of this position.

The establishment of a New York office has made the Association more intimate and accessible for eastern manufacturers.

The president's bulletins have more promptly and more completely informed the membership as to matters of concern to the industry.

Your Association had occasion during the year to participate with other industries in acquainting the Congress and the public with the objections to a processing tax on wheat.

The year comes to a close with a gain in membership and a treasury with a balance that though not abundant is more healthy than any would have predicted in the face of a considerably increased budget.

This, so far as my accounting is concerned, disposes of the past.

In plotting a course for the future it will be well to keep several contingencies in mind. There is likely to be a disposition to expect most of our troubles to disappear simply because an additional member has been added to our staff. There is also the danger some will feel the full-time president eliminates the need of members' participation in Association affairs. Any such reasoning should be dissipated at once. The increased membership should not be regarded as a barometer of success. It simply means the obligation for accomplishment becomes greater.

It will serve no purpose to recount the many miserable trade abuses which have been so prolific during the year. We will look to our trade practice rules to eradicate this condition. It is my guess that the procedure will be less rapid than some expect, but with modest patience its ultimate effect should prove conclusive.

That we have been tragically blind to the need of adequate research becomes increasingly obvious. Ours is the choice to either supply what is lacking or accustom ourselves to the annoyances caused by unenforceable standards.

A reclassification of membership is in order. The present maximum should not be increased; but I feel there is justification for a minimum membership of \$50.00. This class should include only manufacturers with an extremely limited production. I realize such a classification would be open to abuses, but it would have the effect of making the Association all inclusive, which I believe is desirable. There should be a further breakdown of classification between our present maximum and minimum. Three added classifications would cover this proposal. Any adjustment should be so arranged that present income from dues will not be lessened.

There is justification for the objection to the increase in dues for the associate membership. This classification should be returned to its former rate. There is slight reason for the continuation of this membership even at the former rate. The cooperation and counsel of the allied should be encouraged and made most welcome, but it should be done without singling out a particular few to be coerced into contributing in the form of dues.

A realignment of the present geographical regional boundaries would perhaps simplify the effective operation of regional groups.

The budget to provide for next year's endeavors should be limited to a total expenditure not to exceed the income which may be expected from our present membership.

To conserve time, the necessary details to accomplish the program I suggest will be omitted here and later discussed with the appropriate committees.

Specifications for any plan we adopt should limit our undertaking to a concise field that can be definitely carried through, and the responsibility for satisfactory results distributed among as many members as is expedient.

As major activities I recommend but two:

1. Aggressive support of our trade practice rules.
2. The determination of what is required—the best means to obtain it—

and the provision for financing the complete research needed.

The first will require a close and efficient cooperation with the Federal Trade Commission. The responsibility for the efficiency of this procedure will rest largely with the Association. Nothing should hinder our best efforts being applied. Should this not succeed then there will be little hope of putting an end to the trade practices which have caused so much concern.

The second will require some study before any definite recommendations can be made, but a plan of procedure should be decided now.

In addition to these activities, those undertaken last year and not completed should be continued. The establishment of efficient regional groups is about the only unfinished task that will prove troublesome. There are, of course, many refinements to be made, but they will come with time and experience. I believe a modified and simplified statistical plan can be made workable and useful. Any program or advertising and publicity should be made self liquidating.

The continuation of a full-time executive president is a requisite of any plan. To the new Board I heartily recommend that the services of our present president, Mr. Dame, be retained for another year.

In closing, let me caution, there are always some who contend lower Semolina prices will prove a cureall. There is no law against wishing, but I can find no evidence to support this hope. Some will yell to high heaven the industry is ripe for ruin, and that there is nothing we can do. Neither of these viewpoints will be helpful in finding

1938 Convention Committee

For the more orderly conduct of the convention's business and to expedite its work, Chairman Winebrenner named the following Committees:

- MEMBERSHIP STANDARDS**
A. Irving Grass, Chairman
- RESEARCH**
L. S. Vagnino, Chairman
- JOURNAL**
Jerome I. Maier, Chairman
- REGIONAL ORGANIZATION**
Frank Trafficanti, Chairman
- STATISTICAL**
John P. Zerega, Jr., Chairman
- MACARONI PUBLICITY**
P. J. Viviano, Chairman
- PURCHASE CONTRACT**
C. W. Wolfe, Chairman
- TRADE PRACTICE RULES**
Jerome I. Maier, Chairman
- LEGISLATION**
J. H. Diamond, Chairman
- LABOR RELATIONS**
Jos. J. Cuneo, Chairman
- AUDITING**
John P. Zerega, Jr., Chairman
- RESOLUTIONS**
A. Irving Grass, Chairman
- FUTURE ACTIVITIES**
R. B. Brown, General Chairman

the right answer. What is needed is calm judgment and common sense.

Those of us who contend we are sincere in wanting to correct the abuses which exist should keep in mind—men are influenced more by example than by advice.

Report of Credentials Committee

Pending the completion of the registration of Members, we render this preliminary report:

All convention privileges will be accorded all duly authorized and properly registered representatives of member-firms in good standing.

We are prepared to consider and to report promptly to the convention on any question that may arise requiring action by this committee.

Respectfully submitted,
C. W. WOLFE (Chairman)
R. B. BROWN
B. A. KLEIN
P. J. VIVIANO

Action: Report approved.

Report of Program Committee

Your Committee recommends that the rules contained in Robert's Rules of Order, Revised for Deliberative Assemblies, shall govern this convention in all cases to which they are applicable and in which they are not inconsistent with the by-laws of this Association.

Your Committee further recommends the adoption of the printed program which has been distributed to all who have registered and that the program, as printed, become the order of business for this convention.

Respectfully submitted,
JEROME I. MAIER (Chairman)
FRANK TRAFICANTI
LOUIS RONCACE
JOSEPH FRESCHI
J. H. DIAMOND
JOSEPH J. CUNEO

Action: Report adopted.

SUBCOMMITTEES

- | | |
|------------------------------|-------------------|
| MEMBERSHIP | Frank A. Zunino |
| STANDARDS | Samual Gioia |
| RESEARCH | E. C. Oberkircher |
| JOURNAL | B. W. Boehm |
| REGIONAL ORGANIZATION | Louis Roncace |
| STATISTICAL | H. A. Klein |
| MACARONI PUBLICITY | H. D. Rossi |
| PURCHASE CONTRACT | Jos. Viviano |
| TRADE PRACTICE RULES | L. M. Skinner |
| LEGISLATION | Frank Viviano |
| LABOR RELATIONS | N. J. Roth |
| | Thos. Cuneo |
| | Frank Zunino |
| | Albert Weiss |
| | E. Conte |
| | V. Arena |
| | F. Trafficanti |
| | J. G. Luehring |

All Committees were urged to complete their work as early as possible—to conduct open hearings when necessary. The subcommittees were requested to submit their reports to the general chairman of the Committee on Future Activities of the Association for inclusion in the combined report. Action: Appointments approved.

Presidential Report by Lester S. Dame

This convention is a business meeting of manufacturers who are interested in progress—who are looking for ways and means of arriving at a better profit position for their own individual business operation and anyone working with this industry for the past eight months, as I have, must have uppermost in his mind that thought and it is the keynote of my approach of the problems before us today.

At the time I was given the executive management of the Association I was led to believe that the industry was about to return to normal after a long period of uncertainties, nervous tension and business depression. It would seem from the experiences of the last few months that this was not well founded. Now however, I know a little more about what to look for and to expect and I feel that we have reached the bottom of the downward trend and that we are met here today for the purpose of planning the upward progress that is going to lead us to better trade conditions.

The last convention adopted a program of activity which was given me as my objective and on which I am reporting to you today. The number of these objectives are seven and I will report individually on these to you.

1. The preparation of Trade Practice Rules for the industry—Their presentation to the Federal Trade Commission and the following through to approval of these rules.

The Trade Practice Rules were submitted to the Federal Trade Commission on December 21. Our Trade Practice Conference was held on January 25. Our final hearing on June 15. There has been a lapse of time between the Trade Practice Conference and the final hearing date which was occasioned by the moving of the Federal Trade Commission from its old quarters to the new building. The principal reason however was the pending Wheeler-Lea Amendment to the Federal Trade Commission Act, which amendment was finally approved about two months ago. At present I am waiting to hear almost momentarily of the final approval of our rules.

The second objective was the setting up and making available a statistical reporting service for the membership.

Prior to January 1 I notified the membership that I was prepared to receive reports as of the first of the year and indicated a simplified form of report from manufacturers in a consolidated manner. I have had little response or encouragement in this work. Since this is going to be a subject of a separate discussion I am not going into detail at this time other than to express my disappointment at the acceptance of this service.

The third objective was the following of both Federal and State Legislative activity concerning laws for or



LESTER S. DAME

against the manufacturers in this industry.

I take some pride in saying that this industry was instrumental in defeating the proposed processing tax which came up at both the special and regular session of this Congress. Our activity in connection with two other Associations, in my opinion did a good job toward the waylaying of a processing tax on wheat. This tax has not as yet been buried since I am advised from a reliable source that it is on the agenda for consideration next year. We must therefore, be prepared to meet this situation when it again rears its head.

My fourth objective was to study and prepare an adequate cost system for members who do not have such a cost system.

I have done nothing in connection with this activity since I have felt my inadequacy to cope with a problem of such importance and magnitude. I have felt the necessity of first getting acquainted with the industry finances—its problems—its idiosyncrasies and its personalities before I could intelligently approach the preparation of a cost system and the recommending of such a cost system to the membership. This phase of my activity however is going to have my attention in the coming year.

My fifth objective was to take such steps as were necessary for the proper organization and functioning of regional groups.

I am not satisfied that I have put into this activity the fullest amount of work required to indicate an accomplishment of this objective. Some activity has been started along this line. Certain proposals are going to be made relative to regional organization at this convention which I feel will materially help in later activities along this line.

There is no question but that proper organization of regional groups is essential, if the only accomplishment is that manufacturers sit around a table and have a friendly chat. Of course it is hoped that a greater accomplishment can be reported than the social aspects of a regional meeting. With the approval of our Trade Practice Rules it is going to be essential to have properly organized and functioning regional groups for the adequate and equitable administration of the rules. I therefore look forward to the coming year with a great deal more anticipation of accomplishment than I can report to you at this time.

My sixth objective was the addition of memberships in the Association.

For the first five months of my association with this industry I made no attempts whatsoever to interest manufacturers in membership in the Association. First, because my program was not under way. Second, because I did not feel that I was in a position to offer them any additional service for their membership. After the Mid-Year Meeting I did go after new members. I point with some pride to the group which has joined from the New York area. In all we have some twenty new members, active and interested in the Association. I do not point to this as a completed objective but it is the beginning of an interest in the Association which will only culminate when every source of new member has been exhausted.

My seventh objective (which was really my first and most important to me) was the calling upon manufacturers both member and nonmember, getting acquainted with them and having them get acquainted with me—building up an understanding between us and a confidence in not only me but the thinking behind the Association in employing me as its full time executive.

I want to take this opportunity of expressing my appreciation and thanks to the most courteous reception and honest discussion of problems of the industry and of individuals given me in my many visits with manufacturers. In my entire experience of contact work I have never met a finer group of individuals than those represented here today and those who found it impossible to attend.

The above represents the definite objectives given me. Aside from that I believe I have been helpful in many local situations. To report individually on them would be of little interest to this Convention. Suffice it to say that I have interested myself in local problems of interest to local manufacturers.

At the Mid-Year Meeting the Board of Directors of the Association authorized me to take up the handling of our enforcement problems under both Federal and State Pure Food Laws. Im-



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DO YOU know that there are, roughly, over two hundred different varieties of WHEAT* grown yearly in the United States?

... 200 different kinds of wheat—spring and winter, red and white, hard and soft?

... that, of these, Golden Durum is endowed by nature with just the right characteristics for the manufacture of Macaroni, Spaghetti and Noodles?

... and that the selection and blending of the proper Durum wheat for a specific type of product is the biggest job in milling Semolina... and a VITAL job to you?

Because this job is so all-important, General Mills is eminently well equipped and geared to examine all of this nation's yearly wheat crop... from samples taken in every important harvesting section!

Because this job is VITAL to you, General Mills makes a systematic, intensive study of the total U.S. wheat crop right during the harvesting period.

Thus General Mills knows the facts about the new Durum wheat crop, before that wheat moves to market. For the

for you stake your reputation on the miller's skill in DURUM WHEAT Selection. Semolina performance — and the quality of your products... begins with the WHEAT!

General Mills Wheat Survey is the most extensive and thorough wheat research of its kind!

Therefore it follows that General Mills is able to do this vital job of Durum wheat selection for the discriminating macaroni and noodle manufacturer with complete assurance to the customer that the wheat selected for GOLD MEDAL SEMOLINA and other Durum products, has been thoroughly tested and checked for his commercial use.

And after all, wouldn't you expect the General Mills organization to do the biggest job in milling surpassingly well? Protect the quality and competitive strength of your products by relying upon the resources that set the standard for wheat selection! Remember... Semolina performance, and the quality of your products, begins with the WHEAT.



*The U.S. Dept. of Agriculture's last Varietal Survey (1934) listed 213 different wheat varieties grown in the U.S.

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

WASHBURN CROSBY COMPANY

(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC.

OFFICES: CHICAGO, ILLINOIS

mediately upon my return from this meeting I sent out a notice to the industry, both member and nonmember, outlining the procedure to be followed in connection with this enforcement work. To date we have received for analysis some 200 samples of macaroni and noodle products. 63 of these so-called egg noodle products or 32% indicated through laboratory analysis a deficiency in egg solids; such deficiency being below 4½%. Approximately 100 or 50% of these products reported on contained less than 5¼% of egg solids. Of the 200 samples reported on 41 or 20% were adulterated by the use of artificial color. 10 or 24% of the 41 samples containing artificial color were samples which definitely indicated interstate shipments and were reported to the Federal authorities. The balance were reported to State enforcement authorities. In four of these cases reported to the Federal authorities you have received bulletins notifying you of the disposition of these cases. There are pending at the present time six cases yet to be disposed of. An even more vigorous approach of the problems presented by this situation is guaranteed you in the coming months. Such an indication of condition warrants vigorous methods and between our Trade Practice Rules and the proper application of our Food Laws I feel confident in predicting a better condition in the not too far distant future.

I am not one to make optimistic predictions—results are what we are looking for. To predict only to have to withdraw that prediction creates mistrust, lost confidence and disregard. Many times during the last 8 months I have been upset because of my inability to speed up improvement. Some of you, when I have gone to you with my problems, have given me encour-

agement by expressing your satisfaction with developments, have encouraged me through your confidence in the future outlook for improvement through the slow application of sound judgment.

The industry is beginning to recognize that the Association does what it says it will do and that when it gives a promise it lives up to it. This I can assure you is going to be true to an even greater extent since we now have adequate tools with which to work. We are constantly building. I think the results of our publicity, which has been so ably handled by Mr. Donna and on which he will report to you, indicates another avenue of approach which will reflect itself ultimately in better profit margins.

Dr. Jacobs in his work, while slower and less apparent to the average observer, will produce in the long run means of controlling many of the situations which today we do not have the means of controlling. Dr. Jacobs will likewise report to you on his activities and I feel sure that you will agree with me that here we have again shown progress.

To all of us time is the ever consuming evil—impatience our stumbling block. However there is not a day that passes but that we make steps toward the ultimate control of the cancerous conditions so undermining to the profitable operation of every manufacturer's operation.

Mr. Donna, Dr. Jacobs and myself cannot by ourselves be entirely effective. We must have the assistance, experience and brain power represented in this industry to call upon from time to time in order to successfully administer to our respective tasks.

Now to look forward to the future—to the coming year and to present to

you what, in my opinion, are the basic objectives for our activity and which will point to the keynote of my approach of our problems a better position. To have a long list of objectives would only mean that we would be expanding our energies over too great a field with the logical result of little accomplishment and the losing of our basic objective. Our first objective must be a sound, reasonable approach to prospective benefits—with visible benefits to membership in the Association. A continued and vigorous enforcement of food and drug regulations for the protection of manufacturers and the consuming public. The equitable and just administration of our Trade Practice Rules. The unifying and coordination of State Food and Drug Laws to the ultimate end that no matter where a manufacturer may be located and no matter where he may ship his goods he will know that he is always in conformity with the laws governing his business.

The presentation of a plan for a workable statistical reporting service which will be embraced by a good cross-section of the industry—which will in itself add another stabilizing influence to the industry. The continued work on standards and the completion of this work at the earliest possible date. The continued drive for better organization of regional groups and through these groups to national planning. I also strongly urge an enlarged publicity program with greater thought given to the consumer. Such a program is ambitious and has many pitfalls along its way but with proper consideration and determination such as we have cannot fail its objective and the only result I can see is improvement in trade conditions, industry prices and the ultimate reasonable return upon our investment.

Fortunately our leaders at the Cleveland convention last June anticipated a situation of this kind and wisely strengthened the Association's program of defense and aggression by providing the organization with needed funds and able leadership. The emergency therefore, did not prove as disastrous to us as it did to those who were less prepared for it.

This phase of our Association activity was dwelt upon ably by both Board Chairman Philip R. Winebrenner and President Lester S. Dame in their splendid reports.

Suffice it to say that apparently we have the situation well in hand and that the industry is slowly emerging—strengthened and encouraged. There would have been no such preparation for said emergency had not the Macaroni Industry had this going organization ready to act in its behalf. It merely emphasizes the indisputable fact that every progressive business should have a national association as

try since last August have taken their full toll from the firms that compose the Macaroni Industry and from this organization. As a result, an emergency developed.



M. J. DONNA

Secretary's Report by M. J. Donna

The Thirty-fifth Annual Meeting of the Macaroni Industry of America assembles at a time when calm judgment is most vital to the welfare of both the industry and this Association.

I will not attempt to enumerate the number and variety of the attacks that are being made from almost unbelievable sources on all established business. To our credit it may be said that in the face of all these attacks the National Macaroni Manufacturers Association is continuing its helpful services to its members and to the trade, while loyally striving to preserve the principles which have made our country the greatest on earth.

Briefly I will sketch the record of the past year, dealing particularly with those activities that came more directly to my notice as Secretary of this organization which I have endeavored to serve faithfully for a score of years.

The stagnant conditions that engulfed the entire business of this coun-

a nucleus for joint action when the need arises.

Someone in our Industry recently said that the greatest trade association of all times was the one formerly managed by Al Capone.

We'll not dispute that claim, nor attempt to discredit it in any way except to say that a compulsory organization would never do for a business group like ours.

In our Association, membership must be voluntary and action therein must be unrestricted, except that it always be legal and reasonable.

A good trade association must also be a dependable clearing house for almost every type of information. That is the thinking of the Association Members and Officers, the thinking which the organization is passing out to the nonmembers who for one reason or another have yet failed to join forces with our members in a joint onslaught on the enemies of business tranquility.

Unfortunately there are still many who apparently have no true appreciation of the Association's purposes and objectives. During the past year many letters received serve to emphasize this fact.

Have a particular case in mind. A macaroni manufacturer wrote us late last year about his processing tax troubles. Though he had failed to avail himself of the services of the Macaroni Protective Committee which did such a splendid job for its supporters, the letter was called to the attention of the Chairman of that Committee.

Frankly the plight of the manufacturer should not have been the concern of this Committee. He was not a member of the Association that sponsored the Committee and he had deliberately refused to cooperate with it when invited to do so. But thinking to promote the Association's welfare, this manufacturer was given advice that saved him several thousands of dollars and many hours of worry.

He was profuse in the expression of his appreciation but paid no heed to the Association's invitation to join the organization. About a month ago, he again felt the need of the Association's help. There was an ugly price situation created in his territory. It was literally ruining his business, he said. He wanted the National Association to jump upon everybody else in that region to give him relief.

When told that the Association was not permitted by law to do anything in connection with price fixing, except to advise against it, he merely penciled a note on my letter saying, "Well, then, what the h—l good is your old Association?"

He had entirely overlooked the good turn done him only a few months before—a help which the Association was in no way obligated to give him. He overlooked entirely the broader and the more permanent things which the Association has done and is still doing for the industry. He got sore and condemned the organization because it chose to do its work legally.

It is presumed by your presence in this convention that you are different from the individual cited in the above case. You are here because you appreciate the fact that only in meetings of this kind can we thresh out our many problems and together seek ways and means for their solution.

With your help, that will be done by this year's conference.

MEMBERSHIP

Despite a natural loss due to the unwillingness of some old members to pay the increased scale of Association dues—dues commensurate with the organization's very helpful program—I am happy to report a substantial membership increase, wherein the places of the "weak sisters" were taken by the more virile firms that were attracted by the Association's enlarged program of action. Credit for most of this increase is due to the untiring efforts of President Dame and his coworkers in the New York area, while all of it is due to the new aggressive policy of the vitalized Association.

A comparative report of the membership for the fiscal year follows:

Date	Active	Associate	Honorary	Total
At 1937 convention.....	75	11	1	87
Admitted during the year.....	16	2	0	18
Totals.....	91	13	1	105
Dropped during the year.....	14	0	0	14
Membership—June 20, 1938.....	77	13	1	91
Net gain for the fiscal year.....	2	2	0	4

Standing of Members

As of June 20, 1938, the present membership's classification and standing is as follows:

Classifications: 9 in Class A; 15 in Class B; 28 in Class C; 25 in Class D; 13 Associates; 1 Honorary.

Their Dues Standing: 13 members have dues paid BEYOND July 1, 1938.

50 members have dues paid to June 30, 1938.

10 members OWE dues from May 1, 1938.

5 members OWE dues from April 1, 1938.

9 members OWE dues from Jan. 1, 1938.

3 members OWE dues from July 1, 1937.

1 is an Honorary member, paying no dues.

ACTIVITIES

Reports on this phase of the Association's work by my fellow executives will give you a good idea of the scope of the organization's activities and their beneficial reaction. Those that directly concern me as the Association's treasurer and THE MACARONI JOURNAL'S Editor will be treated in a separate report. Permit me however, to dwell just one moment on one activity with which I am most directly concerned. It is that of promoting consumer surveys on Macaroni Products along the lines reported at the Mid-

Year Meeting of the Association in Chicago last January when a complete report on an experimental survey in Toledo, Ohio, brought out many interesting facts.

Many member-firms have supervised consumer surveys in their territories. All are enthusiastic over the results. Some are not yet completed. Complete reports are not in sufficient number to warrant compiling them into a general report from which conclusions are to be made. This compilation will be made when all returns are in.

In the meantime, if there are any other firms interested in conducting similar surveys in their trading areas or particular centers of distribution, material and plans are available from the Association's headquarters for this purpose.

APPRECIATION

On March 1, 1938, I entered my twentieth year of service to the Association and the trade it represents. These have been years of pleasant, and I trust helpful service. During this long period all the Association execu-

tives, officers and members have always been most considerate and very helpful. For this privilege of serving you long and loyally, I am most appreciative.

My relations with the Officers, Directors and fellow employees of the Association during the past year have been most pleasing. The rank and file of the membership has been most considerate and the allied ever ready to lend a helping hand.

I wish to take this opportunity to express publicly my sincerest appreciation of the kindly assistance of all those who helped make my duties lighter and more pleasant. To those whom I have innocently injured by any word or deed, I extend apologies and ask forgiveness.

What further is there to report on the part which N.M.M.A. is playing in the development and the advancement of the Macaroni Industry in this country? Beyond doubt we are doing a distinct constructive job from which the entire trade will profit in the future.

Over the 35 long years since its organization the National Association has been the leader in industry promotion. It has striven to maintain a sound institution and managed its operation so as to be most helpful to every worthy member of the trade. May it ever have the strength, the resolution, the courage and the leadership to so continue.

Report on the Macaroni Journal by M. J. Donna

THE MACARONI JOURNAL continues to be a very creditable Official Organ of the National Macaroni Manufacturers Association, carrying out the policies adopted at the time when it became the official spokesman of the organization, May 1919, and the changes in such policies as the Association, its Board of Directors and the Publication Committee saw fit to make in keeping with the times.

It is a well printed magazine with a variety of articles of direct and special interest to the industry and the organization it serves. It carries the advertisements of practically every worthwhile supply firm, primarily concerned in selling to the macaroni-noodle manufacturers.

The Publication Committee was most appreciative of the many requests that came from executives of firms for the little promotional stickers for attaching to billheads, letterheads, etc. sent to supply firms, merely advising that the writer is a friend of the magazine. To fill these requests, a second batch of stickers had to be printed during the past year. The Editor has a quantity of these for distribution to any or all who are willing to give the Association's Official Organ this much appreciated "lift."

These stickers bear the simple message of—"All our Executives read The Macaroni Journal, published by the National Macaroni Association, Braidwood, Illinois."

The message gives a broad hint to nonadvertisers without in any way obligating the users of the stickers.

At the suggestion of Board Chairman Philip R. Winebrenner and member of the Journal Publication Committee, a new department was recently added to our publication. It is known as The Plant Maintenance Section. Having had no plant maintenance experience the Editor recognizes his shortcomings but will depend very much on the help of manufacturers, plant executives and others for needed assistance to make this Section interesting and helpful.

If you have a plant problem that is causing you some worries, write the JOURNAL Editor about it. It is probable that he will put you in touch with one in a position to help. This may result in an article that will be generally helpful to other readers.

If there is some phase of plant operation or improvement which is of general interest, why not prepare an article thereon for publication in this section? This section will be beneficial or just ordinary, depending on the degree of cooperation the Editor receives at the hands of those more directly acquainted with the plant problems.

The Trade Mark Bureau continues to be very popular. With the selection of a registrable brand name or trade mark becoming more and more difficult because of the latest interpretations by the officials of the Patent Office, thereby

greatly enhancing the value of an established, properly registered trade mark and because of the creation of trade mark departments by many of our states, the services of this department are becoming more and more appreciated.

While the actual number of registrations handled are below those of last year, there were many more inquiries about trade marks and brand names that proved to be nonregistrable by the Patent Office.

Every Macaroni-Noodle manufacturer is invited to make the fullest possible use of this machinery for registering trade marks. It works quite a considerable saving for the members of NMMA.

The JOURNAL advertising has been maintained well up to standard despite the adverse conditions that generally prevail. We commend our friends who are making judicious use of our advertising space in placing their messages before the readers of this Industry. Our advertisers deserve your preferred patronage. Give them the first chance.

We appreciate the efforts of the friends of the JOURNAL who encourage their supply firms to consider the JOURNAL as their efficient spokesman. We welcome subscriptions and the contributions of interesting articles for publication therein. Manufacturers and allied should feel free to send in occasional items of a personal nature, to report plant improvements, changes in the personnel of their organization and all other items of a "newsy" nature.

As of June 20, 1938, the JOURNAL numbers 374 paid subscribers, among whom are many from foreign countries such as Argentina, Australia, Belgium, Canada, Czechoslovakia, Chile, Cuba, Finland, France, Germany, Hawaii, Italy, Japan, Mexico, Russia and Switzerland.

Every executive of every manufacturing firm in the trade should become a paid subscriber and a regular reader of this Official Organ. Copies of it should be placed in the hands of every department head. Allied should see to it that their salesmen become regular readers in order to give them information about the latest developments in the trade, an invaluable adjunct to greater sales.

It is the trade's careful and judicious spokesman. It never fails to promote the interest of the organization which sponsors it and of the industry for which it stands ever ready to battle. The continued and increased support of every progressive manufacturer and allied is solicited in helping to maintain the high standard of this trade publication.

Treasurer's Report By M. J. Donna

In my capacity as Treasurer, I am pleased to report the following statement covering the National Macaroni Manufacturers Association's Income and Expense for the fiscal

year, June 1, 1937 to May 31, 1938.

Balance	
Cash on Deposit in First National Bank, Wilmington, June 1, 1937..	\$3,432.50
*Dividend Declared by closed Braidwood Bank (18%).....	312.09
Total Cash Balance in Bank, June 1, 1937	\$3,794.61
Income for Fiscal Year	
Journal Advertising	6,967.50
Journal Subscriptions	537.25
Association Dues	14,320.00
Macaroni Publicity (Sale of Materials)	5,850.65
Statistical Bureau (Fees to Mrs. Steele)	280.00
1937 Convention (Registrations and Tickets) ..	1,154.50
Trade Mark Service.....	80.00
*1% Interest on Closed Account, Braidwood Bk.	17.33
Dividends on Old Advertising Account Notes..	90.17
Cost Accounting Forms..	55.95
Incidentals	8.85

Total \$29,362.20
Total of Funds to be accounted for \$33,156.81

*Note: The First National Bank, Braidwood, Ill. (defunct), the Association's former depository, paid us back in dividends totaling 101 per cent of the funds on deposit at time said bank was closed in 1933.

Expense for Fiscal Year (Journal)	
Editor's Salary (Net)....	\$ 2,084.25
Help and Office Expense (Net)	672.20
Printing and Mailing....	4,028.25
Articles, Clippings, Subscriptions	219.75

Total for Journal..... \$ 7,004.45

Expense for Fiscal Year (Association)	
Secretary's Salary (Net)....	\$ 2,084.25
Help and Office Expense (Net)	672.19
Secretary's Traveling Expense	246.14
Printing and Supplies....	326.42
Dues and Subscriptions..	72.25
Office Rent	180.00
Telegrams and Telephone Convention and Directors' Expense	1,134.50
Fee and Expenses, Director Research (Net)....	4,373.81
Social Security Tax.....	162.24
Statistical Services—Mrs. Steele	285.00
Trade Mark Service.....	40.00
President's Salary (Net)	2,887.47
President's Office Expense and Travel	2,455.82
Revolving Fund for New York Office	500.00
Publicity (4 Campaigns) ..	6,819.42
Cost Supplies	159.77
Winebrenner's Minneapolis Trip	116.79
Fees—Processing Tax—Freight Fight	160.63
Incidentals	133.75

Total for Association..... \$22,851.65

Summary of Expenses
Total Journal Expense... \$ 7,004.45
Total Association Expense 22,851.65

Total Expense for Fiscal Year \$29,856.10

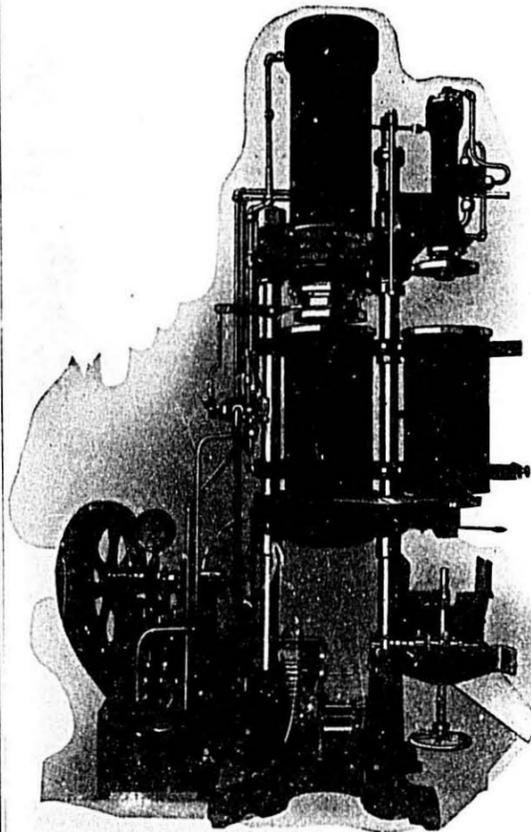
Balance in Association Funds—May 31, 1938... \$ 3,300.71

Attached hereto is a statement signed by the Cashier of the First National Bank, Wilmington, the Association's depository, (1) giving the total monies deposited during the fiscal year, said total equaling our reported income, (2)—giving the total of the checks cashed during the twelve months and (3) showing the Cash Balance in the bank as of May 31, 1938.

The Balance as verified by the Bank Cashier, minus the total of the checks issued but uncashed, equals the Balance reported as above for the year ending May 31, 1938.

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
KNEADERS
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**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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Address all communications to 156 Sixth Street

Report of Resolutions Committee

Because of the well planned and smoothly executed program prepared for this convention, and

Because of the keen interest and ready response of those who constituted this convention, the work of this committee has been simplified.

To the various resolutions on policies and decisions adopted at the various sessions, all of which are made part of this report, we present the following resolutions of appreciation of courtesies and services:

Speaker

WHEREAS, the program planners wisely concluded to confine the convention topics to subjects of vital concern to the Industry, and

WHEREAS, one of the most important of these is that of the enforcement of laws concerning our products by Federal and State officials, therefore be it

RESOLVED, that we express to Mr. C. K. Beebe of the Division of Foods and Dairies, Illinois Department of Agriculture, the thanks of the assembled manufacturers for his message of interest and encouragement.

The Macaroni Journal

WHEREAS, practically all of the leading manufacturers are regular readers of the official organ of the N.M.M.A., and

WHEREAS, this publication is constantly leading a fight for business improvement and trade betterment, therefore be it

RESOLVED, that we commend the policies of THE MACARONI JOURNAL and the Editor's able presentation of the Association's and the Industry's cause, and be it further

RESOLVED, that every interested manufacturer and allied be invited to help the JOURNAL attain its objectives by—

(1) Becoming paid subscribers and regular readers of the JOURNAL,

(2) Looking upon this publication as their spokesman and submitting to the Editor regularly items and articles of interest for publication therein, and

(3) Bringing the JOURNAL and its purposes to the attention of all supply firms with the suggestion that they advertise regularly therein their products and service.

Appreciation of Services of Executives

(1) PRESIDENT. WHEREAS, the members at the Cleveland Convention unanimously approved increased dues whereby it was possible to add to the Association's executive staff a Paid President and to promote an enlarged program of activity, and

WHEREAS, the Board of Directors last October acted wisely in keeping with the new policy of positive action by appointing Mr. Lester S. Dame to lead the Association activities, and

WHEREAS, he has fulfilled his arduous duties with credit to himself and with benefits to the Association and Industry, therefore be it



A. IRVING GRASS, Chairman

RESOLVED, that we commend the splendid service and leadership of President Dame.

(2) CHAIRMAN OF THE BOARD. WHEREAS, the Chairman of the Board of Directors, Philip R. Winebrenner, has ably represented the interests of the manufacturers who constitute the National Association, and

WHEREAS, under his advice and leadership the new Association set-up has functioned smoothly and effectively, therefore be it

RESOLVED, that we commend the ability of the Board Chairman and his successful launching of the enlarged Association program through the increased executive staff.

(3) SECRETARY-TREASURER. WHEREAS, our Secretary-Treasurer M. J. Donna is entering his twentieth year as an Association's executive and Editor of THE MACARONI JOURNAL, and

WHEREAS, he has served the Association diligently and to the best of his ability over a long period of years, therefore be it

RESOLVED, that we extend to him the Association's sincere approval of his services in his several capacities.

(4) DIRECTOR OF RESEARCH. WHEREAS, the effective work of the Director of Research B. R. Jacobs has been most beneficial in the Association's efforts to more properly policy the industry, and

WHEREAS, this able service has been rendered the Association for nearly a score of years, therefore be it

RESOLVED, that this convention extend to Dr. Jacobs its appreciation for his untiring efforts and able administration of the office of Director of Research.

Past Presidents

WHEREAS, an appreciable number of the former Presidents of the Association attended the Past Presidents Honorary Luncheon and the several convention sessions of the Association of which they were once the executive leaders, and

WHEREAS, the Association welcomes their continued advice and interest, therefore be it

RESOLVED, that we extend felicitations to the several Past Presidents who attended the luncheon in their honor and who gave to the executives and mem-

bers the benefit of their wide experience, namely:

James T. Williams—1917-21
Frank L. Zerega—1930-32
G. G. Hoskins—1933-34
Louis S. Vagnino—1934-36
Philip R. Winebrenner—1936-37.

And be it further,
RESOLVED, that this convention extend felicitations to those living Past Presidents—

Thomas H. Toomey—1904-05
G. F. Argetsinger—1905-08
Henry Mueller—1922-28
Frank L. Zerega—1930-32

who were unable to be with us in person but who are ever with us in spirit, and to Alfonso Gioia—1932-33, who arrived too late for the honorary luncheon but took an interesting part in our proceedings later.

The National Macaroni Institute WHEREAS, the National Macaroni Institute has done valiant service during the past year, and

WHEREAS, it deserves the fullest support and cooperation of all macaroni-noodle manufacturers and allies who have their future welfare and the general interest of the Industry at heart, therefore be it

RESOLVED, that we commend the foresight of its Managing Director M. J. Donna who conceived the Institute idea and protected it by properly copyrighting the name and the organization, and be it further

RESOLVED, that the activities of the Institute be approved and that it be encouraged to continue to "carry on" for the trade's improvement and the Association's welfare.

Exhibitors and Allied

WHEREAS, several progressive supply firms have prepared attractive and educational exhibits in connection with our convention, and

WHEREAS, many of the allied firms have been most helpful in promoting the Association's and Industry's welfare throughout the past year, and

WHEREAS, the industry, individually and collectively, has profited from this splendid cooperative spirit and activity, therefore be it

RESOLVED, that to the helpful allies there be extended a vote of thanks and appreciation.

Expression of Sympathy

WHEREAS, we have learned of the death of Mr. H. E. Gooch, president of the Gooch Elevator and Milling Company, The Gooch Company and Gooch Food Products Company, Lincoln, Neb. and

WHEREAS, his death has caused irreparable loss to his firm and to our Industry which he served so faithfully and diligently, and

WHEREAS, several other deaths have occurred during the past year among the executives of other member firms, therefore be it

RESOLVED, that we express our sympathy to the members of the families of

WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina
Aurelio Tanzi Eng. Co.
Ravioli and Noodle Machines

Barozzi Drying Machine Co.
Macaroni Noodle Dryers

Capital Flour Mills, Inc.
Flour and Semolina

John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners,
Folders, Kneaders, Mixers, Presses and
Pumps

Champion Machinery Co.
Brakes, Flour Blenders, Sifters and
Weighers, Mixers



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

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

Commander Milling Co.
Flour and Semolina

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

Creditors Service Trust Co.
Mercantile Collections

Duluth-Superior Milling Co.
Flour and Semolina

Charles F. Elmes Engineering Works
Die Cleaners, Kneaders, Mixers, Presses,
Pumps, Valves, and Accumulators

Galassi Drying Machine Co.
Drying Machines

King Midas Mill Co.
Flour and Semolina

F. Maldari & Bros. Inc.
Dies

Maney Milling Co.
Flour



Minneapolis Milling Co.
Flour and Semolina
National Carton Co.
Cartons

Peters Machinery Co.
Packaging Machines

Pillsbury Flour Mills Co.
Flour and Semolina

Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers
The Star Macaroni Dies Mfg. Co.
Dies

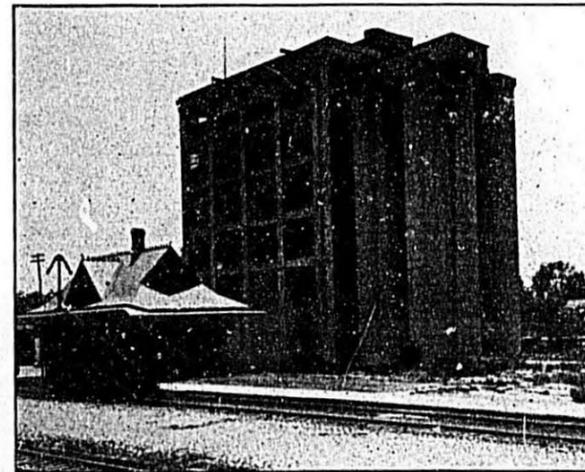
Stella Cheese Co.
Grated Cheese

Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

Now In Operation—Quality Semolina for the Quality Manufacturer



EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street, New York City — Mill, Baldwinsville, N. Y.

the deceased executives and their firms because of the loss suffered by these untimely deaths.

Regret of Absence

WHEREAS, due to illness Mrs. M. J. Donna, wife of our Secretary, has not been able to attend our convention this year, and

WHEREAS, it is the first convention she has missed in several years, therefore be it

RESOLVED, that we express to the Secretary's family our regrets at Mrs. Donna's inability to attend and our sincere wish for her rapid return to health.

Changes in Dues Scale

WHEREAS, there seems to be a need for a lower classification of Active Members to include some of the smaller firms with a small average daily production, and

WHEREAS, there has been considerable discussion and some misunderstanding, about the dues to be paid by Associate Members, therefore be it

RESOLVED, that the following amendments be made in our present laws, namely:

(1) Add to subsection "a" of Section 2 of Article XIII a fifth classification—Class "E" for firms with an average daily production of under Twelve and One-Half (12½) Barrels with annual dues of \$37.50;

(2) Change subsection "b" of Section 2 of Art. XIII to provide dues to be paid by Associate Members be on the basis of \$100 a year, effective January first, 1938.

Further, that if Change No. 1 setting up a new Classification "E" be approved, that a change be made in the average daily production for Class "D" to read "From 12½ to 25 barrels."

By-Law Changes Affecting Election of Directors

WHEREAS, some changes in existing by-laws governing the election of Directors in keeping with the plan approved by the Committee on Future Activities of the National Association, and

WHEREAS, our by-laws fail to set up the machinery for the election of Directors by Regional organizations and at large, therefore be it

RESOLVED, that Article VIII, of our by-laws be amended to read as follows:

Sec. 1—Governing Body,

This Association shall be governed by a Board of Directors, fifteen in number eleven (11) elected by the Regional groups hereinafter set-up, and four (4) elected at large, by the National Association at its Annual Meetings.

For the purpose of encouraging the organization and functioning of Regional Groups, the country will be divided into Eight (8) Regions.

Region 1—To include all of the New England States.

Region 2—To include all of the States of New Jersey, Delaware and Virginia, and those parts of New York, Pennsylvania and Maryland lying East of the

77th Principal Meridian which runs just West of Auburn, N. Y., of Harrisburg, Pa. and of Washington, D. C.

Region 3—To include all of Ohio and West Virginia, and the Western parts of the States of New York, Pennsylvania and Maryland not included in Region 2.

Region 4—To include all of Michigan, Indiana, Illinois, Iowa, Wisconsin, Minnesota, North and South Dakota.

Region 5—To include the Eastern half of Missouri, all of Arkansas and Louisiana and all the territory East of the Mississippi and South of the Ohio Rivers not otherwise allocated.

Region 6—To include the West half of Missouri, all Kansas, Nebraska, Oklahoma, Texas, New Mexico and Colorado.

Region 7—To include Arizona, Nevada, California and Utah.

Region 8—To include Oregon, Washington, Idaho, Montana and Wyoming.

Each of the above Regions is entitled to elect one Regional Director to serve on the Board of Directors of the National Association, except Region No. 2 which is entitled to elect three Regional Directors and Region No. 4 which is entitled to elect two Regional Directors.

(a) All Directors are to be elected for a term of one year. Each Region shall set up its own method of electing its Director or Directors, either at a called or regular meeting or through a vote by mail on or after May First. Said election must be held not later than May 15th and the name or names of those elected are to be certified to the National Secretary immediately after the election is completed.

(b) In Regions that have no active regional organization, and in those that have but fail to hold the election by May 15th, the election will be conducted by mail from the office of the National Secretary. A ballot will be sent all Members in good standing in each Region and members will be requested to designate thereon their

choice for the position or positions to be filled, returning their voted ballot to the Secretary not later than June 1st.

In the event that any Region fails to elect a Director by either of the methods provided, the election of the Director to represent said Region on the National Board shall be made at the annual meeting of the Association.

(c) Add the words "for one year or" after the word "office" in line 3.

Respectfully submitted,
A. IRVING GRASS, Chairman
A. S. VAGNINO
ERNEST CONTE
(Resolutions Committee)

Report of Auditing Committee

This Committee has carefully studied the report of the Secretary-Treasurer M. J. Donna of NMMA, checked the various items therein and the statement of the Cashier of the First National Bank, Wilmington, Illinois, the Association's depository, certifying to deposits made and checks paid.

We move that the reports as rendered be accepted.

JOHN P. ZEREGA (Chairman)
A. IRVING GRASS
ALBERT S. WEISS

Report of Banquet Committee

Your Committee has completed arrangements for the Association's annual dinner party in the ball room of the hotel at 7:30 o'clock Tuesday evening, June 21, 1938.

All who attend this convention, their families and friends and any interested in the welfare of the Association and Industry are invited to join in the festivities. Make table reservations early.

Registered guests will be provided with complimentary tickets. Additional tickets are available at \$3.00 per plate.
Mr. L. M. Skinner will act as Toastmaster. A fine floor show and dancing will follow the dinner.

Respectfully submitted,
M. J. DONNA (Chairman)
A. IRVING GRASS
FRANK TRAFICANTI.

Action: Report adopted.

Report of Nominating Committee

Your Committee, after careful consideration of the Association's welfare, beg leave to nominate the following Directors:

Region	Director	Firm	Location
1	Frank Pepe	F. Pepe Macaroni Co.	Waterbury, Conn.
2	Jerome I Maier	A. Goodman & Sons, Inc.	New York, N. Y.
4	Frank Traficanti	Traficanti Bros.	Chicago, Ill.
6	J. H. Diamond	Gooch Food Products Co.	Lincoln, Neb.
7	E. DeRocco	San Diego Macaroni Mfg. Co.	San Diego, Cal.
8	F. A. Ghiglione	A. F. Ghiglione & Scent. Inc.	Seattle, Wash.
(At Large)	R. B. Brown	The Foulds Milling Co.	Libertyville, Ill.
	Peter J. Viviano	Kentucky Macaroni Co.	Louisville, Ky.
	Walter F. Villavme	Minnesota Macaroni Co.	St. Paul, Minn.
	Emanuele Ronzoni, Jr.	Ronzoni Macaroni Co.	Long Island City, N. Y.

Respectfully submitted,
J. G. LUEHRING (Chairman)
FRANK A. ZUNINO
L. M. SKINNER
A. S. VAGNINO

FRANK VIVIANO
VINCENT ARENA
CARL D'AMICO.
Nominating Committee

Action: On presentation of the report, the Chair asked for further nominations from the floor. The Secretary was asked to report on Directors elected in Regional elections as provided by the Association's by-

laws. By unanimous vote, the report of the Nominating Committee was approved and the nominees were declared duly elected for the term of one year.

Report of Committee on Future Activities

The adoption of the report of the Committee on Future Activities at the 1937 convention in Cleveland marked another turning point, another milestone in the affairs of this association. It was an important action that was taken there because with it we departed from a policy which had been followed since the founding of the Association,—of depending upon volunteer and lay leadership and agreed among ourselves that hereafter we would provide ourselves with the leadership of a highly trained and proven association executive who would devote his entire time and attention to our problems and their solution, and that we would collectively finance this large increase in association expense. The unanimous approval of that report and the extent to which it has been backed up during the past year testifies to the sincerity of our intentions. With few exceptions those who voted on this change in policy have retained their membership and paid their dues on the increased basis, thus making possible the partial working out of the plan outlined in the balance of the 1937 report and justifying the hope that all of its recommendations may eventually be realized.

While this is a report of future and not of past activities we cannot but record here our satisfaction with the choice of Mr. Lester Dame as Executive President and with his progress toward accomplishment of our aims. For this reason the recommendations which follow are made with every expectation of successful accomplishment.

Our first and paramount recommendation therefore is the continuation of the present general program under Mr. Dame's executive direction.

Following the plan of last year I will read the complete report and then reread it, clause by clause, when, after discussion, we will vote on each clause separately and then on the complete report. I will ask the subcommittee chairmen to handle the discussion on their own topics.

We have tried to cover in these recommendations each of the activities proposed in the officers' reports read yesterday. If we have omitted any it has been through inadvertence, and if any member wishes to propose any additional activity for the coming year please do so after our recommendations have been discussed and voted on separately and before the report has been finally approved.

We recommend:—
1. That the present 12 regions be realigned and contracted into 8 new regions as follows:

- No. 1—Boston
To include all of New England States.
- No. 2—New York
To include all of New Jersey, Delaware and Virginia and those parts



R. B. BROWN, Chairman

of New York, Pennsylvania and Maryland lying EAST of the 77th Principal Meridian which runs just West of Auburn, N. Y., Harrisburg, Pa. and Washington, D. C.

No. 3—Pittsburgh
To include all of Ohio and West Virginia and the Western parts of New York, Pennsylvania and Maryland not included in Region No. 2.

No. 4—Chicago
To include all of Michigan, Indiana, Illinois, Iowa, Wisconsin, Minnesota, North and South Dakota.

No. 5—St. Louis
To include Eastern Missouri, all of Arkansas and Louisiana and all territory East of the Mississippi River and South of the Ohio River not otherwise allocated.

No. 6—Kansas City
To include the Western half of Missouri, and all of Kansas, Nebraska, Oklahoma, Texas, New Mexico and Colorado.

No. 7—San Francisco
To include Arizona, Nevada and California and Utah.

No. 8—Seattle
To include Oregon, Washington, Idaho, Montana and Wyoming.

It is our belief that this is a better working arrangement than the old one, that it will simplify procedures in a number of respects and make for a better organization all around.

If this plan is adopted there will be an amendment to our by-laws introduced here today reallocating Regional Directors to give

Region No. 1, Boston	1	Director
" " 2, New York	3	"
" " 3, Pittsburgh	1	"
" " 4, Chicago	2	"
" " 5, St. Louis	1	"
" " 6, Kansas City	1	"
" " 7, San Francisco	1	"
" " 8, Seattle	1	"
Total	11	"

with 4 Directors at large to be elected by the convention each year and providing for the election of directors accordingly.

In order to encourage autonomy of the several regions we propose that prior to a fixed date each year elections be held in the regions under the directions of the regional chairman and secretary and the name of the director or directors so elected be certified to the Secretary of the Association by the regional chairman and secretary and that in the absence of such action within the region the secretary of the association immediately conduct an election by mail among the member manufacturers in the regions which have not held elections as above, and certify to the annual convention the names of the directors so elected.

2. That a standing committee be appointed by the Chairman of the Board on Purchase Contracts, and that this committee cooperate if possible with the committee from the Bakers National Association in their discussions with the Millers' National Federation flour sales contract; giving due consideration to the recommendations and desires of the members of this association.

3. That the laboratory work under the direction of Dr. E. R. Jacobs, looking toward the establishment of standards for macaroni, be continued.

That a clear definition of the end being sought be set up. As we see it, this is the writing of standards for the finished macaroni product, which may be conclusively checked by physical and chemical means.

That the Durum Millers be asked to centralize their research so that all mills will share in the expense and that research be carried on by an independent operator collaborating with Dr. Jacobs. We suggest the possibility of a fellowship at the University of Minnesota underwritten by the Durum Millers as the most feasible means to this end.

That no effort within our physical and financial resources be spared to perfect the procedure for analysis of egg noodles for solids and artificial color.

That the standards for egg noodles be studied and improved if desirable. That egg breakers be asked to lend their laboratories and financial help to the cause of better egg noodles.

That the Chairman of the Board appoint a Research Committee to advise with the officers of the association and to serve for a period of one year or until the next convention.

4. That the MACARONI JOURNAL, in substantially its present excellent form, be continued as the official organ of the industry under the able direction of Mr. Donna as its editor. That the departmental arrangement be continued and enlarged.

That the members be urged to make

(Continued on Page 22)



Macaroni-Noodle Manufacturers and friendly allies posed for this group photograph on the steps leading from the Edgewater Beach Hotel to the Beach Walk, June 20, 1938

The National Macaroni Institute

The National Macaroni Institute, an affiliate of the National Macaroni Manufacturers Association, was conceived in anticipation of an industry need that must some day be filled through an organization of this nature.

The Institute's purpose is threefold—RESEARCH, ANALYSIS and PROMOTION.

The name or title was copyrighted and a certificate of registration was received from the Copyright Office of the United States on July 13, 1937. It started functioning immediately thereafter.

The Institute is purely a "Not-For-Profit" organization. To date its activities have been confined to only one of its three objectives—PROMOTION—or the creation of a more favorable acceptance of Macaroni Products in America's daily diet. That it aims to do through the right kind and timely Macaroni Publicity.

Some one has said—"EVERY LIVING THING GROWS." The rather insignificant start already made to publicize the true merits of our products as a food that should appear more often on American tables, proves that Macaroni Publicity as conceived by the Institute has that spark of life that classifies our Publicity as a living thing. Properly nurtured, it would bring results which every publicity-minded manufacturer and distributor in the trade will appreciate.

The Institute's Macaroni Publicity campaign has been projected during the past 10 months along five very effective

by M. J. DONNA,
Managing Director

avenues of favorable publicity promotion, namely:

- 1—Through the Schools and Home Economics Classes by supplying educational materials to Teachers and Students.
- 2—Through the promotion of its first National Macaroni Week, October 10 to 16, 1937.
- 3—Through the release of special recipes for special holidays.
- 4—Through a well planned Lenten Campaign, Spring of 1938.
- 5—Through cooperative promotion with other food trades.

Each of these avenues of publicity will be discussed in detail, showing the means and the results.

The Educational Route

The Home Economics field is of vital sales value to macaroni manufacturers. It is one that the trade can well afford to cultivate with greater intensity. A feeble attempt to do so has been started. At the invitation of an Associate Editor of Practical Home Economics, the outstanding publication in the field of homemaking education, the Institute arranged for a small space in the September issue of that magazine wherein to list some educational materials which the Institute would gladly supply Home

Economics Teachers and Students, as well as supervisors of School Lunchrooms and cafeterias, a field also fully covered by that publication.

Our listing was rather insignificant, including only two pamphlets which we thought would be of interest to the readers of this home economics magazine. The booklets offered were:

"Macaroni Products," a reprint of Dr. J. A. LeClerc's article; "Thrift Recipes," a booklet of 24 recipes with 4-color illustrations.

We were hopeful but expected little from this publicity. But requests soon began to pour in in surprisingly large batches. At first one day a week was set aside by the office force at the headquarters of the National Association for filling the requests. Later two days a week were needed; then they began dwindling and they are coming in rather slowly now, 9 months after publishing our offer.

Requests to date have been received from 855 High Schools and Colleges, 31 of which were from schools in foreign countries.

The total enrollment of the schools whose teachers and supervisors asked for our booklets is 72,241 pupils.

The requests came from schools in 47 States and 6 Foreign Countries.

As a result we distributed 1140 booklets on "Macaroni Products," and 5200 Thrift Recipe Booklets.

All this at a small listing charge, plus a few dollars for postage on booklets mailed.

Truly a good investment.

The National Macaroni Week Route

National Macaroni Week, October 10 to 16, 1937, was a big success as many manufacturers will vouch.

The Institute prepared the trade and the consumers by some well-planned publicity with the able assistance of The Modern Science Institute, Toledo, Ohio, outstanding leader in its particular field.

It was done through news releases to the jobbers, chains and independent grocers, through the food magazines and the allied trades. Also through an illustrated news story, wherein original photographs were supplied metropolitan newspapers equipped to make their own cuts; mats of the same story to week's newspapers and smaller dailies, and multiliths of our release to radio stations, home economic schools, etc.

Our Macaroni Week publicity releases sent to all the women's magazines and the newspapers of the country, a month or two in advance of our WEEK, were very favorably received and generously used.

Our clipping service sent us 466 clippings showing our releases treated very satisfactorily. The total coverage was 16,080,707 in circulation. This advance publicity helped materially in preparing the trade and the consumer for the manufacturers' action during the WEEK.

The manufacturers purchased a total of 82,525 Macaroni Week Posters and 259,330 Recipe Folders that were especially prepared for distribution the week of Oct. 10-16, 1937.

Splendid as were the results and the cooperation, we have merely scratched the surface of the possibilities of this promotion. It is estimated that there

are over 450,000 retail food outlets in the United States. To completely blanket these outlets with posters announcing Macaroni Week, at least 500,000 posters are necessary.

Figuring only 10 customers per store per week who would be interested in getting our recommended recipe folders, we could easily distribute 5,000,000 folders if all manufacturers would do their part.

It might be added that many manufacturers had ample supplies of their own recipe books which they distributed freely during our WEEK.

The Holiday Recipe Route

Housewives are ever on the alert for new recipes, either to escape the monotony of preparing their foods the old way or to surprise and please those whom they feed by offering them something different.

In trying to fill this insatiable desire and to encourage the more frequent serving of macaroni products, we offered a series of five fine recipes through the Betty Barclay Service during the holidays last fall. All proved very popular as their use by newspapers in almost every State in the Union testifies.

Early last August we recommended a "Macaroni-Boiled Egg Salad" in the Labor Day release. It was used by 136 papers with a combined circulation of 627,798.

For Hallowe'en, our suggestion was, "Spaghetti With Tomato Cheese Sauce." It appeared in 147 papers with a total circulation of 626,197.

For the Thanksgiving season, the release was "Famous Spaghetti Supreme" willingly reproduced by 149 newspapers claiming 951,054 readers.

The Christmas suggestion was "Macaroni With Meat Patties." It made 161 newspapers with a total circulation of 1,719,091.

The fifth of the series was for the New Year, "Egg Noodles With Pot Roast." Exactly 156 papers with a combined circulation of 1,512,489 made good use of it.

Thus did our Five Little Recipes really "go to town" to the tune of use in a total of 749 newspapers having a combined circulation of 5,446,626. The cost was really insignificant.

The Lenten Route

Lent is a season of high macaroni sales. Macaroni Products are popular as a substitute for meat in that season when so many willingly abstain from meat. With the right kind of publicity, Macaroni Products may win a great share of the consumer's Lenten dollar.

That was the motive of our Lenten Campaign which followed closely the lines so successfully used in promoting National Macaroni Week last fall.

The Institute's advance publicity releases—personal letters, original photographs, mats and multiliths—earned for the Macaroni-Egg Noodle-Spaghetti story a circulation of 15,321,255 as proven by 660 clippings sent us by our clipping bureau.

For the manufacturers' part in the Lenten promotion 63,700 four-color posters and 245,650 two-color recipe folders were sold.

We have an overrun of about 20,000 Recipe Folders which we will sell to manufacturers at a price. Since they contain no reference to Lent, they are

usable all year around. First come, first served.

The Cooperation Route

Often times very good results are obtained indirectly and that was the purpose of the final phase of our publicity promotion. It was made in cooperation with the pineapple growers and distributors.

It was in the form of a photographic release and story to the metropolitan newspapers, with the pineapple people doing all the work and from which we shared in benefits valued at many times the cost to us.

Our share of the cost of this cooperative promotion was very small. As of June 14, 1938 our clipping bureau had sent us 284 clippings from newspapers having a combined circulation of 11,190,281.

Summary of the Four Publicity Campaigns

Manufacturers who took part in the several campaigns launched for the industry's benefits have proofs of their own of benefits garnered. The following will give you a general idea of the combined benefits resulting from the Institute's four publicity campaigns.

A total of 2159 clippings were received showing the varied uses to which our illustrations and recipes were put by the editors and food page supervisors of newspapers and magazines.

These represent a combined circulation of 48,038,867.

The total cost to the industry for the four campaigns referred to was only \$2,100.00.

At the regular national advertising rate, the cost of the footage obtained would be far in excess of a half million dollars.

Our second National Macaroni Week will be observed October 9-15, 1938. It was agreed to conduct it along the same lines that proved so successful in our

Flour Production During Past Year

Output of United States flour mills declined about 1,205,000 bbls during the past year, according to figures prepared by The Northwestern Miller. Total production was figured at 61,521,134 bbls, compared with 62,726,081 in the preceding crop season.

The only sections of the country showing gains over the previous year were the South east, the Pacific coast and the western division of the central west. Complete details of production by weeks and for the crop year are shown in the following table.

Table with columns: Region, Week, Production (bbls), and Comparison. Rows include Northwest, Southwest, South, Central West, Eastern Division, Western Division, and Pacific Coast.

Flour output in June showed a fairly stable gain over the preceding month, amounting to about 8 per cent, according to figures compiled by The Northwestern Miller. The June output of 3,437,483 bbls was the highest for the last three years and compared with 1,927,372 in May, 1937; 3,249,741 in 1936 and 4,842,998 in 1935.

The Northwest reported only a slight gain over a year ago, with marked increases noted in the eastern and western divisions of the central west and in the Southwest. A moderate gain was reported on the Pacific Coast. Mills in the Southwest and Florida showed small declines in production as compared with a year ago.

Table titled 'TOTAL MONTHLY FLOUR PRODUCTION' with columns for Month, Production (bbls), and Comparison. Rows include Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.

first campaign into a National Macaroni Week program.

Salaries of the proposed Peters Keys employees are shown as follows:

We must not be blind with regard to the fullest possible advantage of all

the promotional work of the National Macaroni Institute.

Conclusion

The publicity which the Institute releasing is intended to arouse interest thus creating a desire. There it quit.

It is then up to the Manufacturer to MERCHANDISE their products such a way as to garner for themselves a rightful share of the increased benefit that will flow from this beneficial publicity.

Barozzi Dryers Sells Unused Building

The Barozzi Drying Machine Company of North Bergen, New Jersey recently sold a two-story brick building located on 9th Avenue to the Swedish Venetian Blinds Corporation. Though the building is located near its modern factory for the manufacture of drying equipment for macaroni noodle factories, it has not been used for that purpose. It has about 40,000 square feet of space.

The new owners will use the plant in manufacturing venetian blinds for distribution to dealers in the Eastern States and to relieve the load now being carried by the Los Angeles and Chicago branches of the firm.

It is only too true that a girl's ideal is often shattered," says a writer. More often he's just broke.

WHY? STAR DIES

Because you get these -

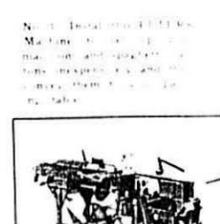
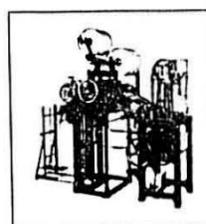
- Smooth Products
Less Pitting
Less Repairing
Longer Life

RESULTS

The PRICE In Keeping with the Results

THE STAR MACARONI DIES MFG. CO. 57 Grand Street New York, N. Y.

TWO WAYS TO REDUCE YOUR CARTON PACKAGING COST!



Investigate the savings which can be realized by handling your cartons in these PETERS Machines. Built to various models to handle products in requirements ranging from 1 to 100,000 cartons per minute.

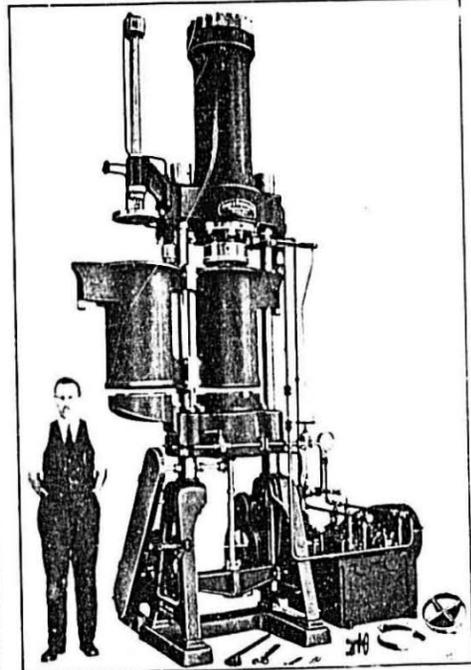
Send us samples of your cartons and we will recommend machinery to handle them. We will be pleased to discuss.

PETERS MACHINERY CO. 4700 Ravenswood Ave. Chicago, Ill.



HONORED PAST PRESIDENTS

One of the most popular features of the last two annual conferences of the Macaroni Industry is the convention's honorary luncheon to the Past Presidents of the National Association. Seated at the guests table reading from center left clockwise are: Philip R. Winebrener past president and present Board chairman; M. J. Donna secretary and treasurer; James T. Williams past president 1917-1921; Joseph Freschi vice president and toastmaster; Louis S. Voganno past president 1931-1935 and Association adviser; Glenn G. Hoskins past president 1933-1934; Frank J. Thoringer past president 1928-1930 and honorary member; Benjamin R. Jacobs director of research; Lester S. Dame executive president.



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(Continued from Page 17)

greater use of the JOURNAL both as a medium for the exchange of ideas, information and material, and as a means of enlarging our influence and prestige through its wider use by manufacturer's salesmen and other employees.

That those who act as purchasing agents for our members supply Mr. Donna with the names of prospective advertisers. This is important both from an informative and a financial standpoint.

5. That since a comprehensive and representative membership is desirable for many reasons, we strive to bring in new members by all or any of the following means:

- A. By personal solicitation by Mr. Dame and the other members of the staff.
- B. By mail, through Mr. Donna's office.
- C. By judicious use of the MACARONI JOURNAL.
- D. By the active help of members and directors in their respective regions.

That the scale of dues be continued as at present with two exceptions—(1) that the dues of Associate members be reduced to \$100.00 per annum and (2) that a new classification be created for those smaller manufacturers whose average daily production does not exceed 12½ barrels for whom dues will be \$37.50 per annum. It is hoped that this latter change will make it possible for many relatively small manufacturers to join us who have felt that our former minimum was prohibitive.

If these two changes are approved, an amendment will be presented here today to provide for the necessary changes in our by-laws. The present minimum of \$75.00 membership will then apply to those manufacturers having an annual daily production of from 12 to 25 barrels.

6. That the installation of adequate cost systems (preferably those recommended by the Association) in every plant now without them, be encouraged in every possible way.

7. That the Chairman of the Board appoint a Legislative Committee of the Association which will prepare a model law regulating standards for Macaroni and Egg Noodles products conforming to the standards set up in the new Trade Practice Rules, and that it engage in an active campaign to have such a law enacted in the several states, thus putting intra-state business under uniform regulation with inter-state business and making enforcement easier and more effective.

8. That every effort be made by Mr. Dame and Mr. Donna to establish an adequate statistical service notwithstanding the poor support given to this department in the past. We are convinced that such a service is essential to our progress and urge the members to give it a thorough trial.

We suggest that report forms be sent regularly to all members with a request for the necessary information with the definite assurance that such reports will be handled by number and not by name,

that the figures will be considered strictly confidential by Mr. Dame, and that the original reports will be returned to the sender when they have served their purpose.

We feel sure that if such a plan can be put into operation it will go a long way toward eliminating the waves of insane price cutting which periodically beset our industry.

9. That no major change be made in the arrangement under which the National Office at Braidwood and Dr. Jacobs' Research Office are at the present conducted except that particular emphasis at both points during the coming year be put upon those activities stated in this report.

10. That in view of the fact that the proposed Trade Practice Rules for our industry have been tentatively passed by the Federal Trade Commission and final approval is expected momentarily, our attention must now be directed toward the enforcement of these rules.

That an opportunity now confronts us whereby we will be able to conduct our business in a way that will no longer be a subject of derision in the grocery trade; and to manufacture an article of such quality that the consuming public will give it the place on their menus that such low-cost energy food deserves.

That we naturally must look to our president, Mr. Lester Dame, for leadership in directing enforcement of our Trade Practice Rules but it is up to us as individuals to live up to them in such a way as to make for a minimum of enforcement. Unfortunately however, from past experience, we must be foresighted enough to expect infractions, and here, too, it is up to us as individuals to supply information regarding such infractions as may come to our attention.

With this in view, your committee recommends that our president and the committee provided for in the Federal Trade Commission rules, inform all manufacturers at the earliest possible moment, the proper procedure to follow when submitting evidence of violations of the rules set up to protect the honest majority of our industry.

11. That, having listened with keen interest to the report presented by Director M. J. Donna of the National Macaroni Institute and realizing the benefits that accrue to Macaroni Manufacturers, individually and collectively, because of the Institute's timely and most beneficial activities, we (1) commend Mr. Donna on the interest he has taken and on the fine publicity his work has gained for Macaroni Products everywhere, and strongly urge the continuance of the publicity work for the coming year along the same lines as those which have been proved so satisfactory and productive during the past year.

That to encourage a continuation of this excellent macaroni publicity work, we provide for the following:

1. The distribution of information and materials on Macaroni Products to Home Economics Teachers, School Lunchroom Supervisors, etc.; that for this purpose \$100.00 be appropriated to cover the cost

of preparing and printing a teaching guide on macaroni products for such distribution.

2. The observance of a National Spaghetti Noodle Week in October and a special publicity campaign for the 1939 Lenten Season, and that these two campaigns be underwritten by the Association to the extent of \$500.00.
3. That the Holiday Recipe Releases be continued during the holidays next Fall and Winter and that the sum of \$200.00 be appropriated for the purpose.
4. That the National Macaroni Institute continue its cooperative promotion and macaroni publicity, jointly with other food trades that publicize macaroni products in connection with other foods.

12. That with respect to Labor Relations we do not attempt to formulate a uniform or standard policy for the members of the Association.

That under the circumstances we believe that the best service the Association can render to its members will be to act as a clearing house for information on this subject and that all members file with the Secretary copies in blank of existing labor contracts the contents of which can be made available to members faced with the necessity of negotiating such contracts in the future, it being understood that such copies of contracts shall not be published or made public without the consent of the members. One such contract has already been filed and is available to anyone interested.

Respectfully submitted,

FUTURE ACTIVITIES COMMITTEE

GRASS ZEREGA
ZUNINO VIVIANO
VAGNINO WOLF
GIOIA MYER
FRESCHI DIAMOND
HOSKINS CUNEO
VILLAUME R. B. BROWN, Chairman



Honestly now, what's your hurry? Have you ever been confronted by an officer of the law who asked you, "Where is the fire?" or "What's your hurry?"

Some countries handle speeders entirely differently from the way America does. In Yugoslavia traffic officials don't ask questions. If an officer finds a speeder he maneuvers the driver over to the curb and politely lets the air out of all four tires. No ticket is issued. Pumping air back into four tires leaves a lasting impression with any driver. It is a good lesson in safety.

Too many times people pass us 50 feet from a stop light which shows red, only to have to wait until they get the signal to go ahead. How silly, and how dangerous!

It's smart to be careful.

Industry Conference Well Attended

A program of industry promotion pleases enthusiastic manufacturers and allies gathered in Chicago for the trade's thirty-fifth annual convention—Trade rules studied

The 35th annual convention of the National Macaroni Manufacturers Association held at the Edgewater Beach hotel, Chicago, June 20 and 21, was well attended by enthusiastic supporters of the organization representing the leading plants from the eastern seaboard to as far west as the Rockies. It was purely a business conference with the manufacturers providing practically the entire program.

More than ordinary interest was taken in the discussion of the new Fair Trade Practice Rules then tentatively approved by the Federal Trade Commission and since fully approved by that body (June 28). It is the hope of the sponsors that the strict enforcement of these regulations by such an authoritative bureau as the Federal Trade Commission will result in the clean-up for which there is apparently a great need.

The convention not only gave its fullest approval to the enlarged program of industry and trade promotion as in effect since last fall, but voted unanimously to continue it even on a wider scale, believing that since it has now withstood the acid test it will be more strongly supported by the members and the trade at large.

Here's a running story of the convention: The 1937-1938 Board of Directors held its final meeting on the Sunday preceding the convention's official opening, and approved the program prepared for the conference. Finishing touches were given activities started by the Board and helpful recommendations were made to the incoming Directors who will take up where the old board had ended its labors.

As recommended by the Secretary, the convention guests registered early and with a very few exceptions, all who attended the conferences wore official convention badges provided the registrants. Though the registration continued throughout the day and early the second morning to accommodate the late comers, the work was completed in time for the hour set for the convention's opening at 10:00 a. m. Monday, June 21.

An official welcome was extended the conventioners by Wm. M. Dewey, managing director of the Edgewater Beach hotel who expressed pride over the fact that it was the 11th Chicago convention held in this popular lakeside hotel.

The convention got under way with a fine report by Philip R. Winebrener, chairman of the Board of Directors on the activities of the Association during the past year. He stated that there are so many important problems that it would be impossible to study all of them as intensely as they deserve, but that it was the Board's thinking that it would be better to tackle the more troublesome and promising ones than to attempt to solve all of them within the short space of time available.

Progress has been slow, but definite. There is such a diversity of opinion on

almost every subject that it is not possible to satisfy every interest in the trade on all proposals, said this leader.

Despite these conditions, the association's program has been carried out quite satisfactorily. He was particularly well pleased with the success of the industry's plans at self regulation under the industry's own rules now fully approved by the Federal Trade Commission. He complimented President Lester S. Dame on the successful promotion of this very important plank in the organization's program. He prophesied that the new Trade Practice Rules would be an effective means to check many of the more flagrant trade abuses.

According to the Chairman, the work done by The National Macaroni Institute during the first year of its existence more than justifies its continuation along the same lines it has been so successfully promoted during that period. He complimented Managing Director M. J. Donna on his forethought in setting up the Institute and his able management of its promotional program. He urged all macaroni-noodle manufacturers to support unstintingly the Institute's plans for National Spaghetti-Noodle Week next fall and the other campaigns it plans to promote for increasing the public's acceptance of macaroni products as a regular food in America's daily diet.

He strongly recommended continuation of the fine research work being done by Director of Research B. R. Jacobs at the Brooklyn laboratory. The chemists of the leading durum mills were invited to collaborate in the search for definite standards for the basic raw materials and the finished macaroni products.

He invited all manufacturers to study carefully the provisions of the Industry's Fair Trade Practice Rules and the new provisions of the amended Federal Food, Drug and Cosmetic act passed by Congress. He emphasized the benefits of compliance rather than deliberate violation of the various provisions of both regulatory acts.

President Lester S. Dame in his able report, reviewed the work done by the Association during the past eight months since his assuming the entire management of the organization's activities. He was appointed Nov. 1, 1937 and was told to effectuate a program planned by the Board of Directors and approved by the Association. He was proud that he had carried out those instructions with con-

siderable success in the brief time allotted.

After spending some weeks becoming acquainted with the Industry and its Association, the latter's personnel and plans, he tackled the many problems with determination and was proud to report considerable progress. He expressed his appreciation of the splendid support given him by the Directors and by the rank and file of the organization.

He reported that the Trade Practice Rules adopted by the Industry at the midyear conference of the Industry last January had the tentative approval of the Federal Trade Commission following the official hearing thereon in Washington, June 15, and that he expected momentarily to hear of their final approval. (That took place on June 28.)

He expressed some disappointment over the reluctance of the industry to accept the statistical service offered by the Association. Other associations, he pointed out, have appropriated large sums of money for statistical work, realizing its value. What he was offering was free to members and would provide them with much helpful information.

He reviewed the work done in fighting the proposed processing tax on wheat processors and action taken to prevent an undue increase in freight rates on macaroni and other products.

Progress has been slow, due to the wariness of some manufacturers and the general conditions confronting all business in this new depression. He feels that the bottom has been reached and that henceforth the trend in business and in promotional activities will be definitely upwards.

Secretary-treasurer reported a fine showing in association membership during the past year with 91 firms in good standing and many more ready to join as the association's program proves itself worthy of wider support. He also reported a substantial balance in the treasury and a fully balanced budget for the fiscal year ending May 31, 1938.

As editor-in-chief he reported on the publication of the Association's official organ, THE MACARONI JOURNAL, urging all manufacturers to become regular readers of and contributors to its columns. The allies were invited to make greater use of this message bearer, the only publication of its kind exclusively devoted to the welfare of the macaroni-noodle manufacturing trade.

Director of Research B. R. Jacobs commented at length on the analysis work done in his laboratory. He ex-

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



Old Firm Ceases Semolina Milling

The Standard Milling Company of Chicago, through W. F. Woodley, manager of the Duluth Superior Milling Company division, announced on July 8, 1938.

It has been decided by our firm to discontinue grinding durum wheat for an indefinite period, which means that the time being going out of the semolina business.

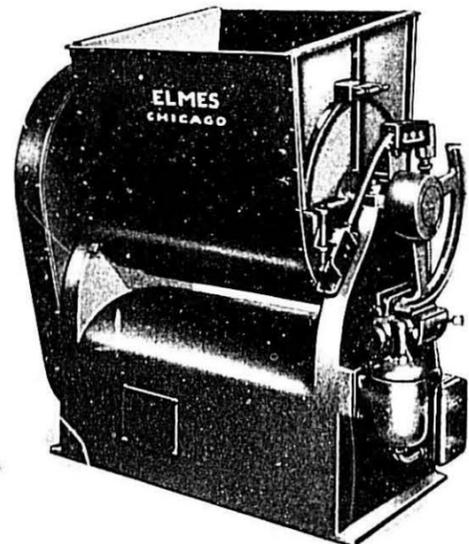
The Duluth Superior Milling Company, Duluth, Minn., was not only one of the first mills to be equipped for the grinding of the hard durum wheats into semolina but was for years considered among the leading suppliers of this basic raw material used almost exclusively in macaroni making.

Several years ago the Duluth Superior Milling Company was purchased by the Standard Milling Company of New York, now of Chicago, and since then it was operated as one of the divisions of that company. Other divisions are Southwest Milling of Kansas City, Kansas; Northwestern Consolidated Milling of Minneapolis, Minn.; and Hecker Jones-Jewell Milling of Buffalo, N. Y.

The firm specialized in the milling of the famous "Hourglass" brand of semolina that had a high reputation for quality for many years. The holding company also mills such flour brands as "Aristocrat," "Ceresota" and "Hecker's Superalive."

Convention
Report by
Director of
Research
B. R. Jacobs
will appear
in
August 15
issue

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PLANT MAINTENANCE DEPARTMENT

Blow the Costs Down With a Blower

On a recent survey of the middle Atlantic states and New England we found that many macaroni manufacturers could effect substantial savings and increase combustion efficiency in boiler rooms by installing forced draft blowers. The blower is not an expensive unit and pays for itself in short order.

In macaroni plants an adequate steam supply is important and often with natural draft it is difficult to maintain peak loads. Sometimes the boiler is inefficient, at other times the stack may be short or badly designed. Stack deficiencies offer a handicap, even to an efficient boiler, if it must depend entirely upon natural draft. When stack deficiencies are combined with damp rainy days there is usually increased inefficiency and it requires additional time, labor and fuel cost to make the fires respond properly.

Redesigning stacks is an expensive job. Replacing an inefficient boiler also means a big investment and may hinder or stop production, which adds still more to outlay. We find that many macaroni manufacturers put up with high fuel costs and inefficient boilers, because they can't afford to shut down for replacements. A blower, sometimes costing only a few hundred dollars, will adjust the deficiency.

In one plant where the boiler was undersized, the owner first considered replacing it with a larger unit but because of the big investment necessary he decided to add a comparatively inexpensive blower, which is now giving satisfactory service.

Blower installations are usually simple and made in a few hours. Why more macaroni manufacturers do not use them is hard to understand. The cost cannot deter them because a blower may be installed for as little as \$150 and up, depending on the size. Cost of operation is low, on some units negligible.

To get the best boiler efficiency it is necessary to build up to about 150 per cent of rating and this is usually impossible with natural draft. With a blower, it is possible. It is a blower's job to supply the fuel bed with sufficient air to increase the rate of combustion. When maximum output is not needed the blower will shut off automatically and then kick on again when the system demands it, thus providing a uniform constant pressure under all conditions, a factor mighty essential in pasteurization. Obviously a blower keeps fuel bills at minimum because it gets maximum combustion efficiency out of the fuel burned.

One difficulty with hand-fired systems is that they have difficulty supplying peak loads or sudden steam demands. The pickup is not always fast enough to meet requirements. A blower brings a boiler up to full steam capacity quick-

ly, supplying peak loads by the simple process of speeding it up by means of a throttle or other device.

Where the macaroni manufacturer builds an addition he may find that the boiler cannot deliver the additional load needed. Here too a blower will usually build up sufficient steam pressure, saving him a substantial sum in boiler replacement or renovation. It is estimated that the average boiler will give 50 per cent more steam with a blower.

We inspected plants where the engineers reported lack of sufficient steam because a poor grade of coal had been used. As a matter of fact no two coal shipments are alike. Some require more draft than others and if the natural draft is insufficient the system may be crippled. One dealer in blowers and stokers stated that he could tell whenever a barge of inferior coal docked nearby because of the increased complaints due to inefficient operation where stokered or hand-fired systems were used. A dependable blower, efficiently installed, will overcome inferior, dirty or varying grade coal difficulties.

Numerous macaroni manufacturers stated that they would like to use cheaper grades of coal; some had tried but their boilers gave such poor performance that they were compelled to go back to more expensive fuel at a considerable increase in cost over the year. A blower will handle any grade of low cost fuel that cannot be burned with natural draft, such as slack coal, coke breeze, or the small sizes of anthracite, rice, barley or screenings. In fact some blowers can handle any fuel on the market, even those with a high moisture content, such as tan bark, sawdust, hog feed and bagasse, sugar cane refuse as delivered from the crushing mill.

Hard clinkers and caking often make it impossible to get sufficient steam. A blower eliminates such difficulties. Clinkering coal is due to high temperatures, which fuse it. Often this will burn out grates and give other trouble. Blow-ers are obtainable with a moist exhaust that "waters" the ashpit to keep the temperature below the fusing point of coal and this is done automatically, thus doing away with troublesome and costly clinkering and caking. Coal has different fusing points and all coal will fuse when the temperature in the furnace climbs higher than the fusing point of the coal being used.

In some plants we found that the engineers had opened the fire doors to bring in cold air because the fuel bed was thin, draft poor and pressure low. This is harmful to a boiler. A blower is so constructed that it equalizes boiler and outside pressure, practically eliminating these dangerous intrusions of air.

Blowers give the same increased effi-

ciency where stokers are used and they may be applied to underfeed or chain grate types. Some blowers necessitate a rather intricate installation using ducts, but the macaroni manufacturer will have no difficulty finding a satisfactory unit for the type work he requires, one that may be installed with no more than a little boiler brick work. No ducts are needed on some blowers. Blow-ers up to a few years ago were used on hand-fired and stokered installations but now industrial oil burners are so constructed that blowers may be used to develop the full capacity of the burner with efficient and smokeless combustion.

Blowers are operated with turbines or electric motors. Turbine blowers have advantages in stokered and hand-fired boilers in that the exhaust steam from the turbine may be used in feed-water heating or process work, also for ordinary plant heating, thereby cutting the cost of operation to less than motor driven equipment. It is worth mentioning that all boiler rooms using coal-fired equipment are full of coal dust and ashes, which when drawn over the turbine by the fan will be deposited on the bearings causing excessive wear, hence if you select a turbine blower see that there is attached a system that filters the oil to remove these abrasives.

Where compactness is desired or a matter of necessity, the motor driven blower may prove the best purchase. That depends upon conditions. Motor driven blowers may be applied to any hand-fired, stokered or oil-fired boiler.

Many blowers have been giving satisfactory service in hand-fired or stokered boilers for years with few repairs, in some cases they have been operating for 5 and 6 years with no repairs. When repairs are needed after long operation the bearings usually require replacement.

Do not purchase a blower until the manufacturer's representative has made a careful boiler survey, which should cover the kind of fuel burned, operating steam pressure, stack diameter and height. Advise the representative in detail about your boiler problems because this will aid him in making an adequate installation. We also caution against buying anything but dependable equipment. The difference in price between a low grade blower and a high quality unit is so little that the saving effected on original cost will be exceeded in a short time by the higher cost of maintenance and inefficient performance. Then too there is the labor cost to consider. A dependable blower cuts down labor cost in the boiler room because it eliminates a lot of extra work on the part of the fireman or heating engineer.

Time is money in processing macaroni

July 15, 1938

THE MACARONI JOURNAL

29

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J. F. DIERENBACH
President

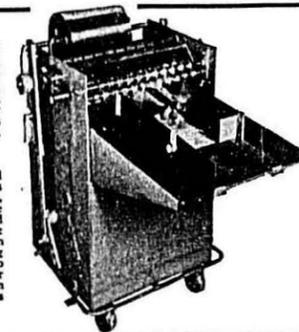
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or any other product. All things being equal, the faster you can speed up production the bigger the profits. Macaroni manufacturers and other industrialists equip their plants with time saving and labor saving machinery to speed up production but often they utilize heating and power plants that operate with ninety efficiency. Often inefficient boilers are a drag on efficient equipment in the plant because they do not provide or maintain peak loads when required or they do not get up steam fast enough. In many cases an inexpensive blower attached to the boiler will correct this deficiency, enable production to carry on at maximum all the time, cut fuel expense and increase profits.

Good Crop in Prospect

Unless conditions arise during July such as have practically ruined promising crops in other years, the durum wheat crop in the northwest this year should be in the neighborhood of 40 to 50 million bushels. That is the expert opinion of those who have been watching the crop very closely this year and as reported in a recent release by the Capital Flour Mills of Minneapolis:

"We approach the next few weeks with some anxiety as we have seen good prospects ruined in past years during the first three weeks in July through excessive heat and rust development. The crop we believe, is a little further along than in 1935 and 1936, and we feel

chances are better for it to come through than in those years, even under adverse weather conditions."

Showers and near cloudbursts have provided the necessary moisture throughout most of the durum area excepting in north central South Dakota and south central North Dakota, though a late rain there has revived hope that the farmers will save a part of their crops in that region where a few weeks ago the crop appeared hopeless.

"The average of six private crop reports issued this morning (July 1, 1938) estimate the winter wheat crop at 716 million bushels," says Capital's grain student. "The total spring wheat crop (including durum) is placed at 263 million bushels. Should the crop come through as estimated we should have a durum drop this year around 40 to 50 million bushels."

All in all, the macaroni trade should have ample quantities of good durum to mill its semolina from for the next crop year, unless an unforeseen calamity befalls the current crop.

The Semolina Market

With their semolina needs fairly well covered for from 30 to 40 days on contracts on the old crop, macaroni manufacturers seem content to await the harvest of the new crop before entering the market. Minneapolis mills report seasonal shipping instructions. Premiums on old durum wheat are still quite

strong and millers are required to buy quite heavily of lower grades in order to get their share of the choice durum offered. The opinion generally prevails among the durum mill executives that they will clean up on their bookings on old durum before the new crop is ready for the market.

No. 1 semolina was quoted at Minneapolis at the end of June at from \$6.15 to \$6.25 bbl. bulk, with durum fancy patent at about the same figures. Durum flour was quoted at \$4.65 to \$4.75 a barrel.

During the last week in June the nine Minneapolis and Duluth mills produced over 50,000 barrels of durum products, about 10,000 barrels less than the production of the previous week.

JUST DO IT —And Smile

What good did it do—to be grouchy today?
Did your surliness drive any troubles away?
Did you cover more ground than you usually do
Because of the grouch that you carried with you?

If not, what's the use of a grouch or a frown,
If it won't smooth a path or a grim trouble drown?
If it doesn't assist you, it isn't worth while,
Your work may be hard, but just do it
—and smile.

—Author Unknown.

PLAIN and POINTED TALKS

By A. Noodler

Two High School Graduates

I saw two young men graduated from high school two years ago—in fact, I delivered the commencement address to their class and was interested in the good appearance those boys made when I talked to them afterward.

I kept them in mind, because I wanted to see how they would turn out, what they would do to get started in some life work. Both told me they could not afford to go to college but would have to go to work.

One of those boys took a look around, saw nothing open but a road contractor's advertisement for men. He applied for a job and got it. While he worked at backbreaking manual labor through a part of the summer, he kept looking for something better. It came, not in the form of an elite opportunity somewhere else but in a chance to move up the scale a step where he was and before long to go into that contractor's office. He is today making his plans to take an engineering course, with the help of his earnings and I suspect helped too by

that contractor, who sees in him the making of a good assistant.

The other boy did not get to work right after school closed. He wanted a white collar job. At a time when such jobs were not too plentiful, he was "choosy" about what he did. He finally got work (after a considerable vacation while his mother supported him) as a salesman in a men's wear shop on a straight commission basis. That was white collar work all right, but he'd had no selling experience. He was merely on trial, and trial enough he proved, because he knew nothing of the business and thought he was being abused because he was to be paid for what he did, not for the number of hours he put in. Since that time he has had three jobs of the same sort, and he begins to know something about retail selling, but he still believes he is underpaid, and he is doing nothing to fit himself to fill a better position. I think he is destined to live and die a retail salesman.

This may or may not have a lesson for the man with a business of his own, but it should have a lesson for his employes.

New Vitamin Company

Incorporation papers were filed June 9, in Wilmington, Del. for Distillation Products, Inc., a corporation jointly owned by General Mills, Inc. and Eastman Kodak Co.

The purpose of the new corporation is the exploitation of inventions, products, processes and machinery in the field of molecular distillation. It represents an important forward step in the work which has been carried on jointly by General Mills, Inc. and Eastman Kodak Co. in the field of concentrated vitamin products. The distribution of vitamin A and D products produced by the new corporation will be handled through American Research Products Division of General Mills, Inc.

The officers of the new corporation are: chairman of the board of directors, James F. Bell, chairman of the board of directors of General Mills, Inc.; president, Frank William Lovejoy, president and general manager of Eastman Kodak Co.; vice president, Donald D. Davis, president of General Mills, Inc.; vice president, Charles Edward Kenneth Mees, vice president in charge of research and development of Eastman Kodak Co. The board of directors in addition to Messrs. Bell, Lovejoy and Mees, includes Alonzo E. Taylor, chairman of the research committee of General Mills, Inc.; Karl E. Humphrey, treasurer of General Mills, Inc. and A.

K. Chapman, vice president in charge of production, Eastman Kodak Co.

Active direction of the research and production work of Distillation Products, Inc. at its headquarters in Rochester, N. Y., will be in charge of Dr. Kenneth Hickman, who has been research chemist of Eastman Kodak Co. Dr. Hickman is the holder of the original American patent covering concentration of vitamin by molecular distillation from fish liver oil.

Gets New Plant For a Dollar

The city council of Lawrence, Mass., hoping to attract an established business to its limits has given to the Prince Macaroni Manufacturing Company of Boston a 60-day option on a large property which it acquired through delinquent taxes and which it hopes to convert into tax paying and productive property. While the deal involves only the nominal one dollar purchase price, it specifies that the buyer must spend \$100,000 in rehabilitating the structure that was formerly occupied by the George E. Kunhardt Company.

The city officials welcome the Prince Macaroni Manufacturing Company reasoning that it would be better to turn the property to such a good going concern that will not only give employment to local labor in the rehabilitating work and

in the subsequent operations, but will also pay taxes on what would otherwise be "dead" property.

G. LaMarca, president of the Prince Macaroni Manufacturing Company has the proposal under advisement. His improved business is taxing the production capacity of the plant at 207 Commercial st., Boston.

Founder of Macaroni Company Dies

John Fassino, of McAlester, Okla., founder of the only macaroni factory in Oklahoma, died on Thursday May 26, 1938 in the local hospital following a brief illness. He was one of the best known business men in his home state.

Mr. Fassino was born in Canischio, Italy, on Feb. 14, 1866 and emigrated to America in 1891. He first settled in Braidwood, Ill., and remained in Illinois for three years, going to Oklahoma in 1894, settling in Krebs where he operated a mercantile business until he moved to McAlester in 1902 to manage a macaroni plant erected with his brother as his sole partner.

For more than 35 years he devoted his time exclusively to the macaroni factory. In recent years he has been ably assisted by his son-in-law Guy Russell who has frequently represented the firm at the conventions of the National Macaroni Manufacturers Association.

Funeral services were held Saturday, May 28, with services in the St. John's Catholic Church at 10 a. m. The pallbearers, all old friends were: Joe Joyce, Fry Caldwell, M. M. Schene, Maurice Schade, Lee Henley and C. C. Miller.

He is survived by his wife whom he married in 1898; a daughter, Mrs. Guy Russell, a granddaughter and a number of nieces and nephews.

Wheel Plant to Turn Out Macaroni

A large plant formerly devoted to the manufacture of wire wheels was sold last month to the Niagara Macaroni Manufacturing Company of 260 Court st., Buffalo, N. Y., by the Wire Wheel Corporation. The latter firm has transferred its manufacturing operations to the main plant in Detroit.

The macaroni firm is planning to remodel the newly purchased plant into a modern macaroni factory. The property is at 1700 Elmwood st., Buffalo. It is a large building and for the time being only a part of it will be occupied by the new buyer for macaroni making. A section of the same building will be occupied by the Kieckhefer Container Company, maker of fibre shipping cases.

The price paid for the property was not made known at the time the transaction was reported. However the property has an assessed valuation of \$92,500.

Leonard H. Leone is president of the macaroni firm and Vincent J. Lentini is vice president and treasurer.

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Ill.

Is "Loretta" Registrable?

Too much stress cannot be given to the present practice of the U. S. Patent Office in regard to registering trade marks for food products, which is—*that practically all food products are considered as the same goods.* Therefore if a proposed mark is identical with a mark already registered for any food product, the Patent Office will not permit it to be registered macaroni, spaghetti or egg noodles. Occasionally there are some rare exceptions to this rule. If the user of the mark has used the mark before any of the previous citations claimed to have used the word or mark, it is possible to obtain a registration over the marks of record by the regular process of interference. This is a slower, more costly procedure and oftentimes not so desirable.

An illustrative case is that of a Chicago manufacturer who has been using the brand name "Loretta" for his macaroni products and wished to have it registered in the U. S. Patent Office for macaroni, spaghetti, egg noodles, etc. A search of the Patent Office records showed the following facts:

- a—The word "LORETTA" has not been registered for macaroni products.
- b—The word "LORETTA" has been registered for fresh pineapple by

the West Indies Fruit Importing Company, 236 Clark st., Chicago. It was registered May 19, 1925, No. 198478. The owner claims use since 1918.

c—The word "LORETTA" has been registered for oleomargarine, No. 182107, registered April 1, 1924, having been used since Nov. 15, 1917 by the Ed. S. Vail Butterine Company, 5428 Gross av., Chicago, Illinois.

This double registration on food products was possible prior to the ruling of the Patent Office classing all food products as the same goods. Under the present ruling no name can be used as a brand name for macaroni products that has been registered previously for other foods, even though the registration did not refer to macaroni products when the mark was registered for other foods.

Patents and Trade Marks

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

Patents Granted—None.

TRADE MARK REGISTRATIONS RENEWED

The trade mark registered by The Atlantic Macaroni Company, Long Island City, N. Y. was granted renewal privileges effective June 7, 1938 for use on macaroni, vermicelli and noodles.

Trade Marks Applied For

One application for registration of a macaroni trade mark was made in June 1938 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

See Ruk-e

The private brand trade mark of Great Eastern Industrial Co., doing business as Great Eastern Food Products Company, Los Angeles, Cal. for use on fried noodles and other groceries. Application was filed Feb. 23, 1938 and published June 7, 1938. Owner

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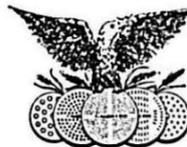
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"Makers of Macaroni Dies Since 1903—With Management Continuously Retained in Same Family"

claims use since Feb. 12, 1938. The trade name is in black-outlined type.

LABELS Macaroni

The title "Macaroni" was registered on June 28, 1938 by Refined Mac. Co., New York, N. Y. for use on macaroni. Application was published Apr. 1, 1938, and given serial number 51435.

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Trade Mark Registered U. S. Patent Office
Founded in 1903
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SPECIAL NOTICE

COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

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

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

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

ADVERTISING RATES

Display Advertising.....Rates on Application
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Vol. XX July 15, 1938 No. 3

Macaroni Firm Wins Suit

The City court of Utica, N. Y. last month returned a verdict in favor of the Keystone Macaroni Manufacturing Company, Lebanon, Pa. in an action to recover \$373.00 on a shipment of macaroni products to Nick Poccia, grocer in that city, reports the *Observer Dispatch*.

The Utican contested the suit, claiming that the macaroni was sour, causing him to lose money and customers. The macaroni company contended that the macaroni was in good condition when it left the factory. G. Guerissi, president of the company testified that two other grocers in Utica had received consignments of the same shipment and that neither of them found reason to complain.

The verdict fully justified the contention of the manufacturer and the defendant was ordered to pay for the products as per original invoice.

Tennessee Mountains Attract Macaroni Men

The scenic beauties of east Tennessee and of the Great Smoky mountains of that state have a fascination for Paul F. Skinner, founder of the Skinner Manufacturing Company of Omaha,

Neb., according to a correspondent of the *Knoxville Journal*. "First day impressions were so favorable that the general business man last night wrote his brother, Lloyd M. Skinner, president of the firm, to join him there for an additional ten day stay," says the same authority.

President Lloyd M. Skinner was to visit the beauties of east Tennessee enroute to the National Macaroni Manufacturers Association annual convention in Chicago. The Skinners viewed the new Norris dam in that part of the state. Both are personally acquainted with Senator Norris of Nebraska in whose honor the big dam has been named and which is one of the principal structures in the great Tennessee Valley improvement activities.

New Food Bill is Now Law

On June 25 President Roosevelt affixed his signature to the Copeland amendment to the Federal Food and Drug Law. After more than five years of continuous study and effort Congress passed the bill now known as the "Federal Food, Drug and Cosmetic Act." Shortly after the passage of the bill, its author, Senator Royal S. Copeland, died very suddenly.

The new law broadens and modernizes the Federal Food and Drug Act which has been in existence since June 1906 and which was popularly known as the Wiley Pure Food Law. It amplifies and strengthens the provision designed to safeguard the public health and prevent deception. It also extends the scope of the law to include cosmetics, therapeutic devices and certain drugs that might escape regulation.

The act will be enforced by the U. S. Department of Agriculture as was the old law which it amends.

The word "food" is defined to mean: (A) Articles used as food or drink for man or other animals; (B) Chewing gum; (C) Articles used for components of any such article.

New Plant for Lake Charles

Machinery valued at \$10,000 has been installed in a new macaroni factory in the process of construction at Lake Charles, Louisiana and which will be operated under the name of Clacasiu Macaroni Manufacturing Company. It is expected to have the new plant in running condition the latter part of July.

The new enterprise is the undertaking of Charles and George Natali of Lake Charles and of Dominic Mence of Beaumont, Texas. The factory space at 706 Railroad Avenue was rented on the basis of a five-year lease. Its products will be distributed mailing throughout northern Louisiana, Eastern Texas and Southern Arkansas.

Macaroni Imports and Exports

The foreign trade of macaroni products showed a light falling off during April 1938 as compared with the March trade, according to the *Monthly Summary of Foreign & Domestic Commerce* issued by the Bureau of Foreign and Domestic Commerce.

Imports

Macaroni products decreased slightly during April to 95,999 lbs. worth \$9,231 as compared with the March imports which totaled 105,389 lbs. valued at \$10,991.

The imports for the first four months of 1938 totaled 339,955 lbs. with a total worth of \$33,163.

Exports

During April 1938 the exports decreased sharply to 180,594 lbs. valued at \$12,335 as compared with the exports for March which amounted to 351,584 lbs. worth \$29,596.

For the first four months of 1938 the exportation of this food stuff totaled 960,902 lbs. worth \$78,115.

Listed below are the countries to which American macaroni products were shipped during April 1938 and the amount shipped to each:

Countries	Pounds
United Kingdom	31,285
Canada	3,224
British Honduras	2,521
Guatemala	100
Honduras	160
Nicaragua	1,483
Panama	14,497
Panama Canal Zone	7,719
Salvador	360
Mexico	34,804
Newf. & Labrador	11,112
Bermuda	1,570
Barbados	1,350
Jamaica	880
Trinidad & Tobago	500
Other Br. W. Indies	717
Cuba	25,727
Dominican Republic	4,415
Netherland W. Indies	12,765
Haiti	3,167
Colombia	341
British Guiana	800
Surinam	100
Venezuela	1,569
British India	100
China	530
Netherlands Indies	279
Hong Kong	4,200
Kwantung	14
Philippine Islands	10,467
Syria	47
Other Asia	2,025
Australia	654
British Oceania	144
French Oceania	1,546
New Zealand	72
Union of South Africa	204
Total	180,594
Insular Possessions	
Alaska	24,439
Hawaii	111,439
Puerto Rico	156,772
Virgin Islands	4,505
Total	297,337

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



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OUR OWN PAGE
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Then--
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The Secretary's Message

Housecleaning Opportunity

The Federal Trade Commission's gift to the Macaroni Industry on July 7, 1938 was a set of self determined rules whereby the trade may voluntarily cleanse itself of the nefarious, confidence destroying practices which a few have practiced and about which there has been such universal complaint.

The National Association is justly proud of the part it took to date in getting the Federal Trade Commission to promulgate Fair Trade Rules and to promise its welcomed assistance in their enforcement.

The National Macaroni Manufacturers Association is also pleased with the machinery which is to be set up within the industry to cooperate with the Federal bureau in the continuous housecleaning campaign that will soon be inaugurated.

Official notice of the effective date of the new rules has been sent all known macaroni manufacturers and distributors. They have been asked to sign a return to the Federal Trade Commission, an acknowledgment of the receipt of the copy of the rules sent them and a pledge of their intention to observe the rules in the future conduct of their business.

Very early the Commission will have a list of the honest and willing manufacturers and those who are to be watched. Manufacturers should ponder their final decision carefully. If they pledge obedience they should be prepared to observe the rule scrupulously. There will be no "in-between" position for any of them to assume. Either they must agree to observe the rules or choose to violate them at will. A statement by the Federal Trade Commission, through its Secretary, Otis B. Johnson, that accompanied the official copies of the Trade Practice Rules sent all known manufacturers makes this point very clear:

Statement by the Commission:

Trade practice rules for the Macaroni, Noodles, and Related Products Industry as herein set forth, have been approved and are promulgated by the Federal Trade Commission under its trade practice conference procedure.

The products of the industry to which the rules relate comprise macaroni, spaghetti, vermicelli, noodles, and related products in whatever form or style the same may be made.

In the course of the proceedings, an industry's conference was held in Chicago under the Commission's auspices and proposed trade practice rules were submitted by members of the industry. Thereafter, tentative action was taken by the Commission on the rules so submitted and a draft of proposed rules was made available upon public notice of at least 15 days, in pursuance of which all interested and affected parties were afforded opportunity to present such pertinent facts, suggestions, or objections as they desired and to be heard in respect to the proposed rules. Such hearing was held in Washington and all matters submitted orally and in writing were received and filed in the proceeding.

Thereafter, and upon consideration of the entire matter by the Commission, final action was taken whereby the rules appearing herein under Group I were approved and ordered promulgated.

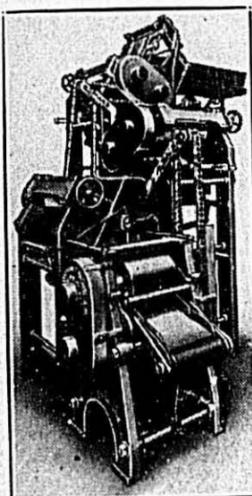
These rules do not in any respect supplant, or relieve anyone of the necessity of complying with the legal requirements of the pure food laws or other provision of law. They are established under laws administered by the Federal Trade Commission for the purpose of more effectively stamping out unfair practices in the interest of the public, and to assist in general law enforcement to this end.

The rules are now the law of the trade. Their strict observance is recommended. They will be printed in full in the August issue of THE MACARONI JOURNAL as a final reminder of the promulgation.—M. J. DONNA.

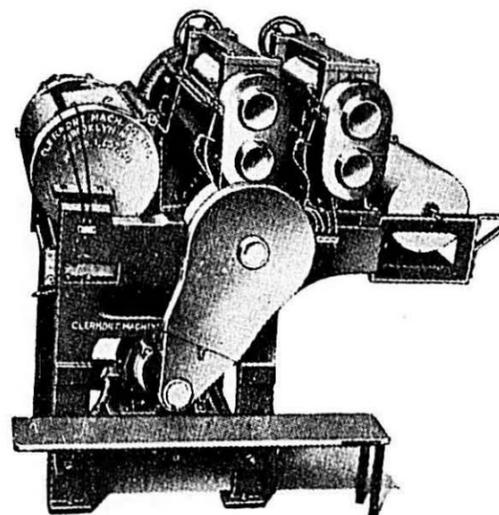
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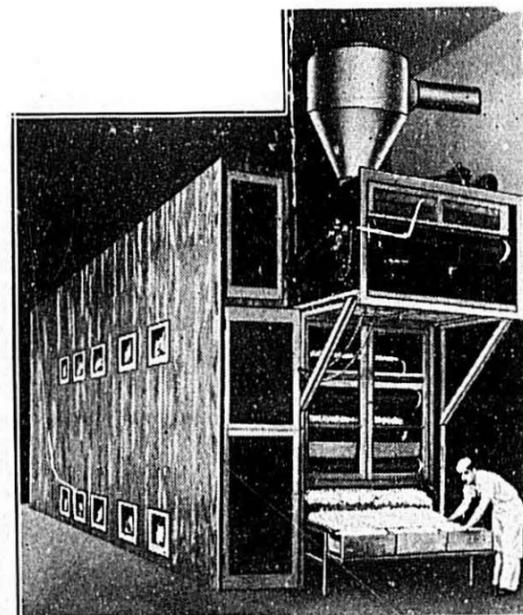


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