

**THE  
MACARONI  
JOURNAL**

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**September 15,  
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# *The* Macaroni Journal



Braidwood, Illinois

SEPTEMBER 15, 1938

Vol. XX No. 5

## *Cooperative Promotion*

Industry promotion is not the duty of a few leaders only, but an obligation of the entire group.

Manufacturers who join in the observance of National Spaghetti-Noodle Week, October 9 to 15, 1938, are cooperating in a sales promotion and good will building activity that will prove a direct benefit to the participants and indirectly promote good will among distributors and consumers.

To realize what other businessmen and trades are doing in the way of cooperative promotion of their interests, read in this issue the interesting resume on "Cooperative Sales Promotional Activities by Competitors."

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI



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**PACKAGING HEADQUARTERS FOR THE FOOD TRADE**



# Report of Director of Research for August

By Benjamin R. Jacobs

TABLE II.  
AMBER DURUM WHEAT.  
Comparison of the Mean Protein Content of Winnipeg Averages for the Years 1937 and 1936.  
Mean Protein Content\*

Grade No.	1937 Crop		1936 Crop	
	No. of cars	Protein content %	No. of cars	Protein content %
1 C.W. ....	264	13.4	1,183	14.8
2 C.W. ....	4,914	13.0	1,711	16.1
3 C.W. ....	3,380	12.9	353	16.4
4 C.W. ....	149	12.5	26	16.7
5 C.W. ....	4	12.5	2	13.5

\*(N x 5.7) computed on a 13.5% moisture basis.

The durum crop of 1938 is already flowing to the mills and although the Macaroni Industry has not as yet received any durum products made exclusively from this crop it might be well at this time to survey some of the characteristics of the crops of 1936 and 1937 and in the next issue of the JOURNAL to make some sort of comparison between these crops.

The most available information concerning durum wheat is found in the 7th Annual Report of the Dominion Grain Research Laboratory at Winnipeg, Canada. As is well known most of the Canadian durum is grown in south and west Manitoba adjacent to North Dakota, particularly those eastern counties which grow durum in largest quantity and best quality. What holds true therefore, for the Canadian durum crops also holds true for most of the American durum crop. The following table shows the relative amount of each crop of Canadian durum for the crop years 1936-37. The crop in 1936 amounted to around 15 million bushels and the crop of 1937 amounted to approximately 30 million bushels. It will be noted that whereas in 1936, 32.7% of the crop was graded as 1 C. W. only 2.7% of the 1937 crop took this same grade.

TABLE I.  
AMBER DURUM WHEAT  
Comparison of Inspection Returns for the Years 1937 and 1936.  
Western Grain Inspection Division.

Grade No.	Percentage of Total Cars	
	1937 (up to & incl. October 7)	1936 (up to & incl. September 28)
	%	%
1 C.W. ....	2.7	32.7
2 C.W. ....	53.7	49.2
3 C.W. ....	37.4	12.2
4 C.W. ....	2.5	2.1
5 C.W. ....	0.1	0.5
6 C.W. ....	0.0	0.2
Sample (cracked, broken) ...	0.5	0.0
smutty ...	0.1	0.6
tough ...	0.5	0.4
damp ...	0.0	
rejected ...	2.5	2.1
	100.0	100.0
Total cars ..	10,124	4,690

Table No. 2 shows the relative protein content of each grade for both the 1936 and 1937 crops. The protein level of the 1937 crop is decidedly lower than that of the 1936 crop and it will also be noted that the protein decreased with the grade in the 1937 crop.

The Grain Research Laboratory also made some comparative semolina milling, macaroni and miscellaneous physical and chemical tests on the two crops above referred to with the general conclusion that the 1937 crop was of distinctly higher quality and better color than the crop of 1936, although the crop of 1936 may have shown a little more brilliancy in color. The method of computing color score as used by the Dominion Grain Research Laboratory is not sufficiently definite to be used as an accurate basis for judging color as the general consensus of opinion among macaroni manufacturers is that the color of the durum wheat products from the

1937 crop was far superior to that of the 1936 crop.

Since there is so much interest in the industry in the standardization of macaroni products, in the next issue, I will offer to the readers of the JOURNAL an outline of research that is being carried on on a large scale by the Dominion Grain Research Laboratory as well as some of the results that have been obtained. Also if the data are available there will be published information concerning the quality of the 1938 durum crop. Indications are that it will compare very favorably with the 1937 crop in color, quality and strength.

## National Spaghetti-Noodle Week, October 9-15

Convinced by a study of the results of the 1937 NATIONAL MACARONI WEEK that this event aided materially in increasing sales of macaroni products for both the retail grocery trade and the macaroni industry, the National Macaroni Manufacturers Association has chosen the dates of October 9th to 15th for the observance of its 1938 NATIONAL SPAGHETTI-NOODLE WEEK.

As in the 1937 campaign, attractive three-color posters, pennants, recipe cards and recipe folders will be available to all manufacturers, and through them to all wholesalers, chains and independents. Grocery organizations wishing to cooperate in NATIONAL SPAGHETTI-NOODLE WEEK should confer promptly with their suppliers of macaroni products regarding the campaign and the merchandising material

available, since best results will be obtained through the close cooperation of manufacturers and distributors.

Because macaroni products frequently result in the sale of other food items such as meat, cheese, eggs, vegetables and dairy products, efforts are now being made to arrange a number of cooperative tie-ups with other industries benefiting from this campaign.

As a valuable help in connection with the merchandising pieces available for dealers use in this campaign, a series of attractively illustrated recipes for macaroni, spaghetti and egg noodles will also be made available to food editors, home economists, school teachers and radio stations to help arouse consumer interest and educate homemakers to many new and interesting uses for macaroni products.



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# THE MACARONI JOURNAL

Volume XX

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## The Cause and the Cure

Reports from nearly all parts of the country bring the cheering news that business is showing some improvement. Many of the macaroni-noodle manufacturing plants are operating full time; some have orders that will keep them busy for a few weeks longer. But the rank and file of the trade are doing a business considerably below their seasonal average.

Many of them are so pessimistic as to say that were it possible for conditions in the trade to improve one hundred per cent overnight, they would then classify only as fair. Of course none expects such an improvement, though all would welcome it.

Just what is the cause of the present deplorable conditions in the macaroni trade? If the leaders could be induced to fully and freely state their honest opinions in answer to that question, they would be almost a unit in saying that overproduction and improper merchandising are the basic causes.

It is true that production far exceeds the current rate of American consumption. It is equally true that something must be done, and done very soon if some of the existing plants are to continue in business. But who is to do this essential job? That has always been the puzzling question. Yet everybody knows the correct answer, which is that the macaroni-noodle manufacturers are the only ones that are interested enough to put their energy, their money and their experience behind a concerted move to educate the American consumer to the point that they will readily know good spaghetti, quality macaroni and fine egg noodles.

As long as potential or actual production remains so much in excess of consumption the American macaroni industry, and by this is meant all manufacturers in the United States irrespective of the nationality of the proprietors or the class of people to whom they sell their output, the bulk and package groups alike, will be subject to the unethical practices that appear to be at the root of all the trade's troubles.

This point was so well made and with

much more than ordinary force by Philip R. Winebrenner, Chairman of the Board of Directors of the National Macaroni Manufacturers Association, that it is worthy of repetition here, even though it may be too late to take advantage of the suggestions he makes with references to Spaghetti-Noodle Week next month. His recommendations are deserving of the serious study by all manufacturers who are concerned in the future welfare of the Macaroni-Noodle Industry.

"Summer's end will again bring enthusiasm to our industry. The anticipation of increased sales which invariably arrive with the first brisk air of Fall should not be allowed to dim the realization that our troubles will be only periodically removed. A temporary bulge in business will be followed by slack sales until the real cause of our difficulty has been corrected.

"Supply and demand is still a realistic law in our industry. Untrue label statements—deficiency in egg solids—artificial color—and the other abuses so prevalent are but symptoms. We must continue in our effort to eliminate these symptoms in bound to become over confident until their cause has been eliminated.

"We will have made a start in the right direction when we realize that the unsound—unethical—and, since the adoption of our trade practice rules, unlawful practices which have plagued us so long are but the results of a price structure which will not provide for the majority a fair return.

"By now everyone is familiar with the plans for National Spaghetti-Noodle Week, October 9 to 15. That our products could be put so attractively before thirty million consumers at a cost within our means has required ingenuity and clever planning. Mr. Donna's effort in arranging the campaign is entitled to our thanks and earnest support.

"There is but one way to capitalize on this splendid publicity. The *Point-of-Sale* must be tied in by making available to every food outlet the posters, pen-

nants and recipes. The promotional material has been so arranged that it can be imprinted easily into advertising material for any brand. The advantage of a large quantity run makes the cost less expensive than in individual quantities, and yet the necessary publicity expenses are included.

"As this is our only means of defraying the necessary expense it is mandatory that every manufacturer, large or small, purchase the material in appropriate quantities. Each manufacturer should consider it a self appointed task to see that the stores handling his brands are supplied with posters and recipes. Every manufacturer has a definite responsibility. This is not a job for the 'Other Fellow.'

"The benefits to be derived from THE WEEK will depend upon the readiness with which those for whom it has been arranged respond. Ours is the choice of continuing to compete for an existing demand that is not sufficient to keep production reasonably employed, or of correcting the balance between production and consumption by improving demand.

"Only the surface of the American market has been scratched. It offers a potential demand far in excess of present production. In supporting this effort to increase demand, we are taking the only short cut to the elimination of our many problems.

*"Increased Consumption Is the Complete Answer."*

Rather interesting in this connection is the report of another student of conditions confronting macaroni-noodle manufacturers. He finds that the factories now the busiest are those operated by manufacturers who refused to be lured by the "easy way"—that of unduly slashing prices or radically lowering qualities. Curiously enough they are about the same group of firms that have consistently supported every unselfish move by the industry to bring about a more ready acceptance of macaroni products, not as a novelty but as a basic staple food that Americans should consume in ever increasing quantities.



## Large Durum Wheat Supplies and Moderate Inquiry Weaken Market

Another large durum wheat crop following the good harvest of 1937 with a somewhat larger carryover into the new season features the opening of the 1938-39 crop year, according to the semiannual Durum Wheat Market Review of the Bureau of Agricultural Economics.

World trade remains at a relatively low level with local supplies in most areas about sufficient for domestic requirements while deficit countries have supplemented durum products by admixtures of other flours or substitution of other foodstuffs. Prices during early July declined sharply in adjustment to a new crop basis and were at the lowest levels for this period since 1932. Recent price declines in world wheat markets with prospective record world supplies have stimulated governmental intervention which promises to be an increasingly important factor in durum and other markets during the new crop year.

Durum wheat production seems likely about as large as that of 1937 when durum comprised a larger than normal proportion of the wheat total, according to official data, or other official information which provides a basis for estimates. The North American crop will be larger than last year with the increased outturn in the United States offsetting the moderate indicated reduction in the Canadian crop. Reports of Russian spring wheat including durum are generally satisfactory although lack of rainfall has caused some deterioration in certain areas. North African harvests are probably somewhat above those of a year ago with a moderate gain in the Moroccan crop offsetting decreases in Algeria and Tunisia. The combined durum outturns in Southern European countries including Portugal, Spain, Italy, and Greece may be somewhat under last year's good harvest but will probably about equal normal consumption requirements. Prospects in the countries of the Near East including Turkey and the mandated territories of Syria and Palestine are generally satisfactory although deterioration and rust infection have been reported in local areas.

Supplies of durum wheat in the United States including crop and carryover for the 1938-39 year are placed at 40,364,000 bus. compared with 32,188,000 a year ago. The crop outturn is placed at 35,031,000 against 28,749,000 bus. harvested in 1937. Carryover stocks are estimated at 5,333,000 bus. compared with 3,439,000 a year earlier with increases in all positions for which data are available except in merchant mills where July 1 stocks were somewhat smaller than a year ago.

Canadian supplies of durum this year seem likely to be near those of last year with the probable decrease in the harvest about offsetting the larger carryover stocks into the new year. The official crop report as of July 1 indicated a spring wheat condition of 91% of the

long time average yield which suggests an outturn of around 25,000,000 bus. of durum wheat compared with 31,000,000 harvested last year.

The North African durum crop is now placed at 47,000,000 bus. compared with 45,000,000 bus. a year ago. Moroccan production, although slightly below average, is well above that of last year. The Algerian and Tunisian crops however, have suffered from unfavorable weather and crop outturns below those of a year ago are indicated.

The Italian durum crop although considerably smaller than the large crop of 1937 is about up to average. Very good yields are reported in Sicily and in the important producing durum wheat provinces of southern Italy. Production in Portugal has been considerably above earlier expectations with the crop forecast somewhat above the outturn of 1937. Spanish production seems likely to be considerably under last year.

Harvests in the Near Eastern countries seem likely to be near those of a year ago when production was reported around 100,000,000 bus. Russia, probably the world's largest producer of durum wheat and formerly an important exporter, particularly to the European countries, may harvest a crop near that of 1937 which was unusually good. India has produced a wheat crop larger than in 1937. While no official estimate of durum wheat is yet available, the normal proportion of around 12% of durum suggests an Indian crop of about 47,000,000 bus. compared with around 44,000,000 bus. last year.

### Early Samples Show Good Milling Quality

Early reports of the quality of the 1938 durum wheat crop indicate ample supplies of good quality milling durum during the new crop year. No offerings are as yet available from the best United States durum sections of North Dakota but generally favorable weather for maturing and harvesting the crop favor production of a large proportion of satisfactory milling durum. Early new crop movement from South Dakota shows higher than average protein content although some samples show a reddish discoloration undesirable in milling wheat. Ergot content will again be an objectionable factor in both the South Dakota and North Dakota durum crops. Harvesting of the Canadian crop has begun in southern Manitoba under generally favorable conditions with prospects of a good outturn of milling durum for the 1938-39 season. The quality of the North African durum on the whole may average slightly below that of last year which was quite good. The quality of the Moroccan crop is fairly good but Algerian durum seems likely to average somewhat under that of a year ago. The quality of the Tunisian crop is fair and

considerably better than seemed probable earlier in the season. Only preliminary indications of the Italian durum are yet available but good harvesting weather suggests a relatively high proportion of good milling quality.

### Utilization May Exceed Last Year

Durum wheat consumption for the 1938-39 season seems likely to be somewhat larger than in other recent years with ample supplies of good milling durum available at relatively low prices. Utilization in the United States during recent years has been considerably below average, reflecting the short local supplies and the smaller utilization in feed mixtures. Mill utilization during the past year was somewhat below the record grindings of 1935-36 but with that exception were the largest of the past five years. During the season, nearly 14,000,000 bus. of durum wheat were ground in merchant mills for production of semolina and durum wheat flour. Seed requirements in recent years have ranged from 3.6 million bus. to 5.8 million bus. while utilization as feed has dropped to negligible quantities.

Domestic consumption of Canadian durum is limited largely to seed and feed requirements since production of macaroni is largely from the high grade hard red spring wheats rather than from durum. Utilization of durum wheat in North Africa and in France and Italy during the past crop year has probably been about up to average as a result of the proportionately larger supplies of durum wheat available compared with bread wheats. French consumption of durum wheat during 1937-38 was around 9,000,000 bus. and about the same quantity may be utilized in 1938-39. Italian domestic supplies are nearly sufficient for local consumption requirements and the indicated deficit for the 1938-39 season may be substantially modified by admixture of other flours or substitution of other foodstuffs.

### World Durum Wheat Trade Continues Light

The international movement of durum wheat during recent years has continued at extremely low levels and has approximated only about one-half of the overseas movement during the early postwar years. Preliminary data indicate international shipments of durum wheat for the 1937-38 season of only about 20,000,000 bus. compared with around 25,000,000 bus. a year ago and some 50,000,000 bus. the average for the early postwar years. Following the drought year of 1934, United States imports of durum wheat totaled approximately 7,000,000 bus. followed by nearly 4,000,000 bus. for the 1935-36 season and around 9,000,000 bus. in 1936-37. During 1937-38, however, the United States has been a negligible factor in either im-

September 15, 1938

THE MACARONI JOURNAL

7

port or export trade. United States imports of durum wheat for the current season were probably less than 100,000 bus.

### Governmental Intervention Increasingly Important

Governmental intervention during the 1938-39 season seems likely to play an increasingly important role as a market factor. Recent sharp price declines have stimulated interest in price supporting measures particularly in the European countries. Italy has fixed the price of native durum wheat at \$2.14 3/4 per bushel for good milling quality, no standard weight specified, and requires the admixture of 10% of other flour in domestic utilization.

France maintains a strict control over the domestic wheat market for both bread and durum wheat with local wheat boards in operation in North Africa cooperating with the French Wheat Board in maintaining local prices. A French decree of June 10, 1938 nullifies the decree of April 1, 1938, which fixed a defi-

nite quota for the importation of foreign durum wheat up to a date to be fixed not later than July 31, 1938 by the administrative committee of the wheat office. The decree of June 10 stipulates that in order to meet a shortage in the 1937 North African crop, semolina manufacturers are authorized to import foreign durums until a date to be fixed at the request of the Algerian section by the administrative committee of the wheat office as soon as North African production becomes sufficient to meet current requirements of the French factories. The total amount of foreign durum which may be imported may not exceed 85% of the French requirements. The French imports of durum wheat are subject to the payment of the official customs duties and other taxes.

### Durum Prices at Lowest Level Since 1932

Durum wheat prices during early July declined sharply in adjustment to the new crop basis and reflected the prospective increase in supplies for the 1938-

39 season. Premiums for good color, choice milling durums have declined and price spreads between best milling quality and ordinary durums have narrowed considerably as compared with a year ago. On July 28 choice milling durum, grading No. 2 Hard Amber, was quoted at Minneapolis at 70 7/8c-85 7/8c as compared with \$1.40 1/2-\$1.50 1/2 a year ago. No. 2 Hard Amber ordinary quality was quoted at 61 3/4-65 7/8c as compared with \$1.15 1/2-\$1.19 1/2 at the corresponding date last year. Canadian No. 2 Amber at Winnipeg, basis Fort William-Port Arthur, for the week ended July 16, averaged 68c per bu. as compared with \$1.29 1/4 a year earlier and 89 1/4 two years back. Canadian durum at Marseilles on July 29 was quoted at 96 3/8, c.i.f., as compared with \$1.53 1/4 a year earlier. African durum at Marseilles was quoted at \$1.43 3/8 as against \$1.69 1/4 last year. Italy maintains fixed prices for domestic durum sold in local markets with the Italian price now equivalent to \$2.14 3/4 as compared with \$2.00 3/8 per bu. a year ago.

## U. S. Durum Wheat Production and Distribution

Figures on semolina production and macaroni exports for the past decade as released by the Bureau of Agricultural Economics, U. S. Department of Agriculture, July 30, 1938 in its semiannual Durum Wheat Review.

Year	Durum Wheat Production*		Exports		Exports, Macaroni, etc. 1,000 lbs.
	Ground Bushels	Semolina Barrels	Flour Barrels	Semolina Barrels	
Av. 1926-27					
1930-31					
July-Dec.	7,637,185	1,214,994	413,234	67,165	4,617,308
Jan.-June	6,709,302	1,074,066	347,931	48,941	4,337,137
Total	14,346,487	2,289,060	761,165	116,106	8,954,445
Av. 1931-32					
1935-36					
July-Dec.	6,916,568	1,159,716	284,785	†	1,223,713
Jan.-June	6,566,430	1,089,188	307,461	†	1,187,546
Total	13,482,998	2,248,904	592,246	†	2,411,259
1934-35					
July-Dec.	6,468,443	1,069,131	290,890	†	938,548
Jan.-June	5,779,986	986,318	267,008	†	1,043,522
Total	12,248,429	2,055,449	557,907	†	1,982,070
1935-1936					
July-Dec.	8,079,600	1,277,468	354,860	†	943,239
Jan.-June	7,642,642	1,181,320	343,401	†	1,042,154
Total	15,722,242	2,458,788	698,261	†	1,985,393
1936-1937					
July-Dec.	7,178,821	1,126,855	354,027	†	903,688
Jan.-June	4,872,839	843,685	186,344	†	1,515,939
Total	12,051,660	1,970,540	540,371	†	2,419,627
1937-1938					
July-Dec.	6,747,909	1,070,141	354,309	†	1,532,537
Jan.-June	6,881,882	1,141,055	296,777	†	1,345,699
Total	13,629,791	2,211,196	651,086	†	2,878,236

Source: Data prior to July 1, 1933, U. S. Bureau of Foreign and Domestic Commerce. Subsequent data, Bureau of Agricultural Economics.

\*Total production included under semolina when production of semolina and flour is not reported separately. †Data confidential because of light export business and small number of firms reporting.

## New Semolina Firm Organized

*Martin Luther and Associates Form Quality Milling Company*

Martin Luther of Minneapolis, many years interested in the manufacture and sale of durum semolina for the macaroni trade, recently announced his re-entrance into the milling of durum wheat semolina. Associated with him in the new company that will be known as the Quality Milling Company, are an eastern financial house and a group of men whose names are well and favorably known among the macaroni manufacturers of this country, namely, P. C. Crangle, Chicago; Theodore S. Banks, Buffalo; James J. Rodgers, Philadelphia; Fred T. Whaley, Boston, and Arturo Simonetti, New York, N. Y.

Mr. Luther was for many years and until a few years ago the vice president of the Commander Larabee Corporation of Minneapolis. Since then he has been associated with the Kelly-Erickson Company of the same city. He has spent more than 15 years in the semolina milling business since assuming active management of the Minneapolis Durum Products Company in 1922 when that company purchased the Minneapolis plant of the old Yerxa, Andrews & Thurston Company. He continued in charge of the firm until it was merged with the various Commander Larabee units a few years ago. He then became vice president and general salesmanager of the united group. Under his guidance that company, whose name was latter changed to the Minneapolis Milling Company, quickly earned a position

among the front ranking semolina mills of the country.

Like him, his associates have enjoyed long semolina selling experiences. All enjoy friendly association with the macaroni-noodle makers in their respective territories. Mr. Luther and his business associates are also well known to the macaroni trade because of their interest in the welfare of the National Macaroni Manufacturers Association, having regularly attended all the conventions and regional meetings of the organization and been generally helpful in promoting the association's programs throughout the years of their connection with the business.

The new company has taken a long time lease on the milling plant of the Northern Milling Company at Wausau, Wis. New milling equipment has been purchased and is being rapidly installed to make the new semolina mill modern in every respect. The new mill will have a capacity of 1000 barrels daily, and will embody all the latest developments in the science of semolina milling. It will be a long system of milling, permitting the use of a greater number of purifiers per barrel of capacity than has heretofore been tried.

The operation of the plant will be under the guidance of R. R. Williams who for years was head miller of the Minneapolis Milling Company plant while Mr. Luther was manager, so the entire operation of the new business will be in experienced hands.

### Who's Liable For Repairs?

By ELTON J. BUCKLEY,  
Counsellor-at-Law

There is one legal question between landlord and tenant which keeps coming up continually in my experience, and that is where is the liability to repair? On landlord or tenant? And when the need to repair arises, how can it be determined whether it is up to the landlord or the tenant?

Naturally the lease should determine this, and all properly drawn leases do. But despite that, there isn't one lease in a hundred which completely settles the question in advance. I mean settles it after discussion, satisfactorily to both parties.

Under the average lease as it is usually drawn—where it is a lease of a complete property—the landlord is not responsible for repairs at all. This situation is, however, often ignored by both parties. The landlord will agree to make certain repairs—"I'll send a man right away"—but won't do it, and then comes controversy.

So many cases have arisen out of

these situations that it is a day's work to go through them. In the absence of any provision in the lease, they all adopt the following common law rule:

The common law rule is that a landlord who has let an entire building to a tenant, and has not in the lease assumed any duty to make repairs, is not under any duty to keep any part of the building in repair and is not liable to the tenant for injury caused by any dangerous condition of the premises resulting from want of repair.

As I say, that is the common law rule. It is plain that unless the lease provides otherwise, you can't look to the landlord to do anything. And if the roof falls in and damages your stock or your wife, you can't collect damages from him.

Let's see how that works out by examining one case. A macaroni manufacturer—the tenant for ten years in a building fell down a flight of back steps and was badly injured. The slipping was found to have been caused by rain water and wet and slippery decayed wood which had fallen from a gutter overhead. The gutter was badly out of repair.

The victim of this accident sued the landlord on the theory that it was his duty to keep the gutter in repair. The court first looked at the lease. Was there anything in there that made the landlord liable for repair? There was not; in fact, there was no written lease at all.

The court then asked on what theory the landlord was thought to be liable. The plaintiff's counsel attempted to find one, but failed and the court threw the case out.

You see how helpless a tenant is, no matter what happens, where his interests as to repairs are not protected by the lease.

And he is just as helpless if all he has is some conversations between himself and his landlord in which the latter has agreed to make repairs. Since the landlord isn't liable for repairs under the lease you must show with great force that he took on himself the duty to do it. It is hard to build that out of aimless conversations which are often—on the landlord's part at least—quite aimless and evasive.

Everybody renting a building ought to say to the landlord before signing the lease: "Now what about repairs? This place needs repairs right away. I want you to agree to make them and actually do it before I go in. Then let us settle the matter of the repairs that will be needed from time to time after I go in. What kind of repairs will you agree to make, and what kind do you want me to make? Let's get this definite and put it in the lease."

Believe me, if this had been in all the leases, there would literally be thousands of law suits that would never have occurred.

### Spaghetti Cooking A Hobby

Boys have many and varied hobbies. It is interesting to learn that many of them prefer cooking, and spaghetti cooking at that, to any of the more boyish hobbies which occupy the minds and attention of thousands of the youngsters.

This was quite noticeable at the annual exhibition of school children's hobbies held last month at Public School No. 11 at 316 West 21st street, New York City. The show opened amidst a strong smell of fried onions, cooked with hamburgers or in preparing sauces for spaghetti, all of which was later served to the parents of the boys.

Spaghetti cooking was revealed as one of the principal hobbies of the boys. The adepts even have a spaghetti cooking club of their own ready to challenge any similar organization in other schools.

The hobby clubs were started at the school two years ago and now have about 800 children as members. Some hobby clubs are open only to girls and others only to boys, but there are branches where boys and girls work together. Cooking is the most popular, though many join glee clubs, drama societies, tap dancing organizations, etc. The idea provides much profitable recreation for the youngsters.



## The Biggest Job in Milling is a VITAL job to You

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

## Macaroni-Noodle Association-Marks Get a Break

By WALDON FAWCETT

As luck has it, this last Congress has to its credit just one definite, constructive step in advancement of the cause of trade mark security. But as good fortune has it, that lone forward movement is distinctly a gain for the forces of trade organization in the macaroni-noodle field. In effect it brings within reach the long awaited and sorely needed official recognition for association-marks and group identification of goods and service. That the Patent Committees of the U. S. House of Representatives and the U. S. Senate reported out as promptly as they did the extension bill is evidence of the popular business pressure that finally mustered behind this project.

The lag in Federal vindication of collective-marks, so-called, involves a long story. When Congress enacted a third of a century ago our present basic Trade Mark Act no specific provision was made for the registration of group-marks, community-marks and like blanket clues to origin. At that time the authorities were very insistent that trade marks could be owned and used only by bona fide "traders" that is individuals or firms that actually owned and sold the goods they branded. And trade associations, labor unions, etc. did not in most instances have title to the wares produced by their respective members.

More of a cause for neglect of alliance-marks at that early stage was the circumstance that full fledged association-marks, etc. were few and far between. The institutional marks in existence were used mainly on stationery, etc. Indeed the whole idea of mass responsibility, via a cooperative trade mark, was in its infancy. Partly no doubt, because association advertising campaigns had not got very far in any commodity field. Scarcely a beginning had been made on the idea of educating consumers to look for an association-mark as the joint guaranty of all the leading members of a trade or industry.

As years went by and the several species of collective trade marks began to multiply there was agitation for the right to register. Whenever a general trade mark revision bill was drawn (the Vestal bill, or what not) there was incorporated an admission ticket for collective marks. In due course the members of U. S. export associations induced Congress to enact the Webb-Pomerene act which provides for registration with the Federal Trade Commission of export association marks. But nobody seems to have had an inspiration for a sharp

focused effort to obtain Federal credentials for all collective marks used in domestic commerce.

Oddly enough our trade associations owe it to foreigners that eventually Congress took steps to remedy its prolonged oversight. The United States is a party to the International Convention for the Protection of Industrial Property. And that pact participation has ever since the year 1911 obligated us to register and protect trade marks belonging to associations in the international field, even if such associations do not possess industrial or commercial establishments.

So much for theory. A deal less for fact. The U. S. Commissioner of Patents balked at registering any collective marks. A quarter of a century ago he denied a fruit growers association, even though it acted as selling agent. Later there was another thumbs down gesture in the test case of the Brockton, Mass., Chamber of Commerce which sought to pedigree its family-mark. Meanwhile foreign associations were being similarly turned down at the Patent Office. Finally in 1935 certain foreign countries, prodded by their associations, lodged complaints and protests with our Department of State.

That brought limited relief. Twitted on his failure to meet his international obligations, Uncle Sam in 1936 attached an amendment to trade mark law which afforded registry at Washington for the mark of an association located in any foreign country, provided the existence of the said association was not contrary to the law of its country. That concession to the good neighbor policy was all very fine but it yet left American associations out in the cold. When Congress was doing this patchwork it was suggested that the law in the making ought to be amended to include domestic associations. But here again the Commissioner of Patents threw a monkey wrench. His view was that an annex for domestic associations would prejudice the bill in Congress. Unfortunately he had his way.

That turn of events brought about a situation intolerable for American groups. Not only were our trade associations denied, here at home, the governmental recognition and protection which was vouchsafed to any foreign organization that applied but the American associations could not even obtain the reciprocal protection overseas to which they were supposed to be entitled under the give-and-take convention. Just because

admission to foreign countries was dependent upon prior registration in the United States. And we had no arrangements at Washington for entering our own domestic marks.

Trade associations in any number of different lines have been roaring righteously at this rank discrimination and they finally got results, this spring when the House of Representatives set the ball rolling with the bill known as H.R. 9996. The Senate improved somewhat on the wording of the House measure. The net result is to open registration to any person or organization "which exercises legitimate control over the use of a collective mark."

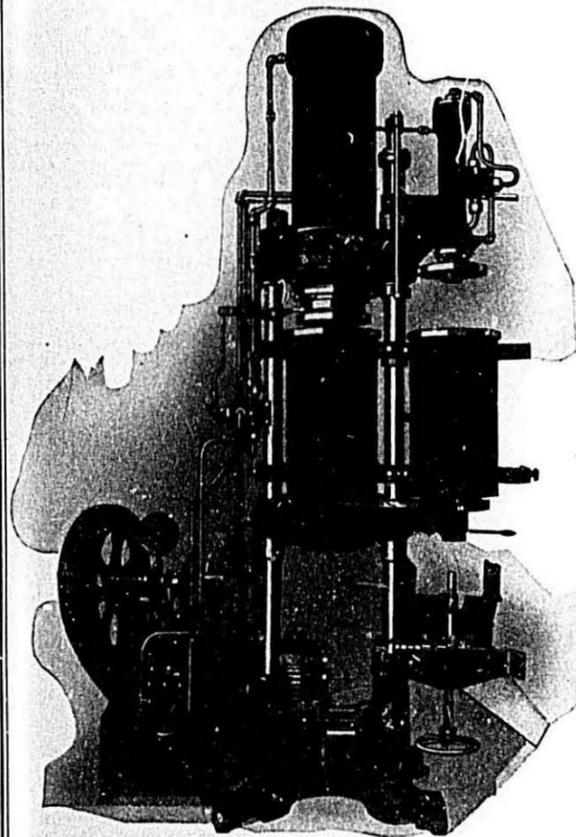
Fortunately the language that will govern the registration of association-marks is conveniently broad. The term trade mark is elastic, and no less accommodating is the requirement that the mark shall be "affixed" to an article. It serves for the latter if the mark is placed in any manner in or upon the identified article itself, or the receptacle or package, or upon the envelopes or other thing in, by, or with which the goods are packed or enclosed or otherwise prepared for sale or distribution.

What macaroni-noodle executives must needs remember, whatever be the new freedom vouchsafed their round robins, is that an association-mark to pass muster must live up in good faith to the character and functions of a trade mark. To have standing as a trade mark an association mark must not merely be capable of but must actually perform identification. If association executives are to avoid disappointments they will bear in mind that Washington accepts most readily as a conventional association-mark, a seal or crest or other device that suggests an association signature or coat-of-arms. At the other extreme we have association slogans which, if they smack of advertising catch lines, have a hard time getting under the trade mark tent.

Suffrage for association-marks would not of itself cramp the style of associations that are accustomed to rotate successive short term clues to collective origin or ownership. Multiple registration of association marks for simultaneous or sequence use would be wholly legal and ethical provided each candidate could qualify by form and use. Any way you look at it, the future appears brighter than under the old status when the only shelter open to association-marks was copyright.

## Consolidated Macaroni Machine Corporation

Designers and Builders  
of  
High Grade Macaroni Machinery



The 1938 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 THIRTY YEARS

**MIXERS  
KNEADERS  
PRESSES**

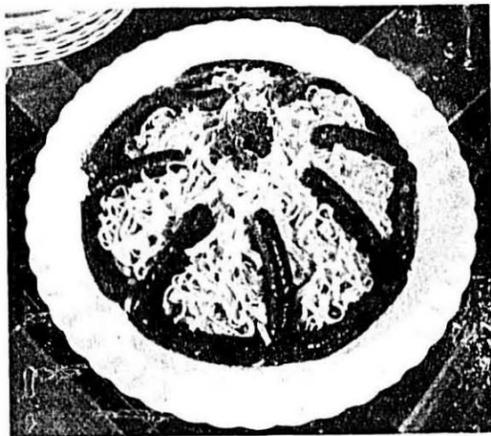
**DIE CLEANERS  
DRYING MACHINES  
MACARONI CUTTERS**

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

156-166 Sixth Street

**BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street

Address all communications to 156 Sixth Street

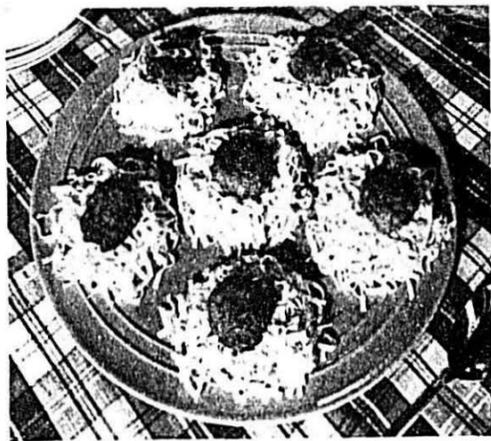


A SPAGHETTI-SAUSAGE PLATTER

If you're weary of "usual" dishes—things you've prepared again and again—housewives will welcome the really inspired combination pictured above—A heaping platter of high quality spaghetti with small link sausages. Slices of pineapple topped with stewed prunes complete this flavorful platter. It's a dish well worthy of your acquaintance.

In a helpful message released to the press for publication during the several weeks immediately preceding National Spaghetti-Noodle Week, October 9th to 15th, 1938, the housewives will be admonished to "Banish Menu Monotony by Adding Macaroni, Spaghetti and Egg Noodle Recipes to Your Bag of Cooking Tricks."

The message sympathizes with the homemakers and their manifold duties in addition to the drudgery of preparing three meals a day. It will be enlivened by a series of six illustrations of tempting dishes of macaroni products made



SAUSAGE PATTIES IN NOODLE NESTS

Mrs. Housewife you'll miss some really good eating if you fail to prepare a platter of these delicious egg noodles with sausage patties (illustrated above). Served with gravy, this makes a meal that's too tempting to resist. You'll find your family will thrive and budgets balance on simple, hearty fare like this.

## Macaroni Products

message bears the title—"Family Thrive, Budgets Balance on Simple, Hearty Fare Like This—Now Through Use of Macaroni Products Come New Hopes for the Menu Maker Who Purse Balks at Rising Food Costs."

The informative and suggestive message continues: "This business of being a homemaker really carries with it much more than the job of preparing three meals a day. The housewife and homemaker is expected to be a conversationalist, an expert in child training, a dressmaker, interior decorator, trained nurse and chef, besides having a hobby of some sort and taking an interest in civic affairs. With all of this you still like to set the best table the food budget will allow. It's no wonder that the busy housewife is always on the watch for some new tricks she can do with the old standbys that will not take too much out of the food budget.

In selecting food for a family there are many needs to be considered—economy, taste, quality, appearance and ease of preparation. Macaroni, egg noodles, spaghetti and other shapes of macaroni products meet all these requirements. They give to any homemaker the economy in cost, ease of preparation, taste and flavor appeal, as well as a standard, high quality food product that has universal appeal. It is true of course, that no food is so good that your family will want to see it on the table day after day in the same form, but when serving macaroni, spaghetti or egg noodles remember there are innumerable ways to

available exclusively to newspapers in the metropolitan cities. Suggestive and informative cutlines accompany the photographs. Five of these illustrations appear herewith; also the suggested cutlines.

The same message is supplied to all weekly newspapers and smaller dailies in neat form, carrying an illustration of a platter of egg noodles sausage cakes and appropriate recipes. The mat



A MACARONI MEAT LOAF

When an old favorite appears in a smart new guise, that's news—whether it's in the field of fashion in the movies or on the table. There was a time when every housewife had just a single recipe for meat loaf—just one combination of meats and seasonings. Now there are countless versions of that fine old standby. You'll find this recipe for Macaroni Meat Loaf will wake up the appetite of even the hard to please members of the family. It's just as tasty and satisfying as it looks.

## Will 'Banish Menu Monotony'

which it can be prepared. Familiarity with the possibilities of combining macaroni products in recipes with various dairy products, meats, fish, cheese, eggs and vegetables will be an asset to any thrifty homemaker. They not only insure wholesome, low cost meals, but also make possible the conversion of leftovers into attractive, appetizing dishes.

When reputable brands are purchased there is no doubt about the quality of the products and the success of the dishes to be prepared from them. They will keep their shape when boiled, and remain firm but tender, not pasty and sticky. Best results come from cooking these products in rapidly boiling salted water. Be sure to cook them only until they are tender.

Like all good cooks you probably keep dozens of favorite macaroni, egg noodle and spaghetti recipes tucked away in your bag of cooking tricks. It will pay you, however, to make room for the really inspired combinations that follow. They are quite different, yet quite simple and you'll want to be prepared for second helpings.

You'll miss some really good eating if you fail to prepare a platter of the delicious egg noodle nests with sausage patties illustrated above.

### Sausage Cakes in Noodle Nests

- 1/2 pound egg noodles
- 1 pound bulk sausage
- 1 green pepper, chopped
- 1 onion, minced
- 1 tsp. butter
- 2 tsp. flour
- Salt and pepper to taste.

Form sausage into 6 flat cakes and fry. Add the chopped pepper, minced onion and seasoning. When sausage is cooked to a golden brown, remove from pan, pour off excess gravy leaving about 1/2 cup of thick fryings. Add flour and stir until smooth.

Boil egg noodles in salted water until tender. Drain. Form nests of noodles on platter, putting a sausage cake into each nest. Pour gravy over sausage and noodles. Serve hot.

There was a time when every woman had just a single recipe for meat loaf—just one combination of meats and seasonings. Now there are countless versions of that fine old standby. This Macaroni Meat Loaf is one you'll experience a new pleasure in serving.

### Macaroni Meat Loaf

- 1/2 pound macaroni
- 1/2 pound ground smoked ham
- 1/2 pound ground veal
- 1 egg

Cook the macaroni in boiling salted



EGG NOODLES AND LINK SAUSAGE

Homemakers, hotel and restaurant chefs will find their luncheons and dinners well on the road to success when they include any member of The Macaroni Family. They'll find that they will help to banish menu monotony. Here's brand new flavor appeal—small link sausages with buttered egg noodles—a dish that can be prepared with no fuss or bother yet has unflinching appetite appeal.

### Spaghetti Platter

- 1 pound spaghetti
- 6 stewed prunes
- 1/2 cup melted butter
- 1 pound link sausage
- 3 slices pineapple

Cook spaghetti in boiling, salted water until tender. Drain and mix well with the melted butter. Arrange in mound on serving platter. Surround with sausages that have been grilled or fried until a golden brown. Garnish the platter with pineapple slices and prunes. Macaroni or egg noodles may be substituted for spaghetti.

water until tender, drain. Arrange half the macaroni in a layer on bottom of meat loaf pan. Cover this with layer of meat mixture made by blending the egg with the veal and ham. Top this with rest of macaroni and then another layer of meat. Bake for 45 minutes at 350 degrees. Garnish with sprigs of parsley, halves of pineapple rings and prunes, or quartered tomatoes.

Here we have only one of the many dishes which are lifted to new heights by the magic strands of spaghetti. Besides being an economical dish and one that is easy to prepare, you'll find it is one that is worthy of your acquaintance.



SPAGHETTI WITH RIBBON VEAL

If calls for second helpings are music to the cook's ears, she will be wise to try this recipe for spaghetti with ribbon veal. The thick rich vegetable sauce of onions, tomatoes, celery, green peppers—and grated cheese, adds an enticing note of flavor to this delectable meal.

# Cooperative Sales Promotional Activities by Competitors

Digest of a thesis of 180 pages prepared from replies to questionnaires to leading trades that have tried cooperative advertising

By S. GLASSFORD,  
Advertising Analyst

Cooperative sales promotion opens the way for smaller organizations to compete for a share of the total purchasing power of the country. By contributing to a common fund they are raising amounts sufficient to effectively bid for a share of the consumer dollar. Thus, cooperative effort enables competitors within an industry to engage in sales promotional activities which cannot be undertaken by them singly.

Through cooperative efforts an industry seeks a larger share of the total purchasing power for its product by increasing the demand from present users; or inducing previous nonusers to buy; or by maintaining sales volume at higher prices.

How much each member of an industry benefits by increased purchasing power depends on the effectiveness of individual advertising and selling efforts to create a selective demand and on how successfully these individual efforts are coordinated with the cooperative campaign.

### Analysis of the Objectives of 177 Cooperative Sales Promotion Campaigns Operative During the Past 12 Years

Objectives	Number	Per Cent of Total
Increased Sales	144	42.8
To Educate Public	82	24.4
Protection Against Competitive Industries	50	14.9
To Correct Evil Trade Practices	18	5.4
To Expand Sales Season	13	3.9
To Oppose Harmful Legislation	7	2.1
Miscellaneous	22	6.5
	336	100.0

Campaign objectives designed to ultimately increase sales are termed aggressive or positive. Objectives established for the purpose of combating competition or harmful forces are called defensive or negative. Experienced observers appear to agree that cooperative campaigns based on aggressive objectives are more successful than those built on negative objectives.

### Paving the Way for Cooperative Sales Promotion

Past experience has proved that it is safer and more economical to have a cooperative campaign planned and organized by an industry than by an outside promoter. Members of an industry have a better understanding of the problems

### Cooperation Dividends

Through cooperative action an industry often accomplishes that which no individual member can afford to undertake.

The small firm contributing on an equitable basis stands to profit in proportion from cooperative promotions which almost every trade is finding it more and more profitable to undertake as a group activity.

"Your cooperation with the writer is greatly appreciated, and I trust the information furnished in the digest will prove of interest to you and to the members of the Macaroni-Noodle Manufacturing Industry."—S. Glassford.

which beset them and they proceed more cautiously and on a sounder basis.

The prerequisites for a cooperative campaign are:

1. Readiness to work together.
2. Adequate financing.
3. Favorable trends and conditions.

The sales promotional campaign should be so planned that a logical climax will be reached. Each activity should not be considered sufficient in itself, but rather as part of a broad program planned to fulfill certain objectives. Each activity should be planned and conducted in relation to the whole campaign.

Considerable research involving both the product and the market should precede the start of a cooperative campaign.

A study of other cooperative campaigns may help an industry to avoid pitfalls. Some industries inaugurate test campaigns in limited territory as further precaution against failure.

### How Cooperative Sales Promotion Is Financed

That it is better to raise funds to finance a predetermined program rather than to mold the campaign to a certain amount raised, is a generally accepted truth.

### Methods of Financing Cooperative Sales Promotion

(Based on Study of 119 Campaigns)

Assessments Based on:	Number	Per Cent
Sales	41	30.6
Voluntary Contributions	37	27.7
Production	32	23.9
General Funds	15	11.2
Taxation	5	3.7
Others	4	2.9
	134	100.0

Further analysis revealed that producing groups rely mainly on contributions based on sales and production: that the majority of the manufacturing groups raise funds on the basis of production.

### Cooperative Advertising by Competitors

Cooperative advertising conveys the stories of trade groups. The kind of cooperative stories being told are:

1. Strictly selling.
2. Competitive.
3. Educational.
4. Corrective of evil trade practices.
5. Oppose harmful legislation.
6. Extend sales season.
7. Building a community.

Surveys to ascertain buying motives precede some cooperative advertising campaigns. Thus the best appeals to use in advertisements are established. Some appeals are found far more productive than others. In the case of food products, for example, the recipe tying of advertisement has proved very effective.

The cooperative advertising campaign should have a theme or a dominant idea. Some slogans are expressive of the appeals and theme of cooperative campaigns.

During the past two or three years the trend in some large cooperative campaigns has been toward the use of less color in advertising. The saving made thereby permits a larger number of insertions and consequently a greater coverage.

Practically all forms of advertising media used by individual companies are employed jointly by trade groups. Cooperative advertising is directed to the right people through selection of media. Selection is made for quantity and often quality of consumers; for distributors and professional groups; and for national, sectional or local distribution.

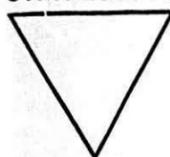
The bulk of cooperative advertising

September 15, 1938

THE MACARONI JOURNAL

15

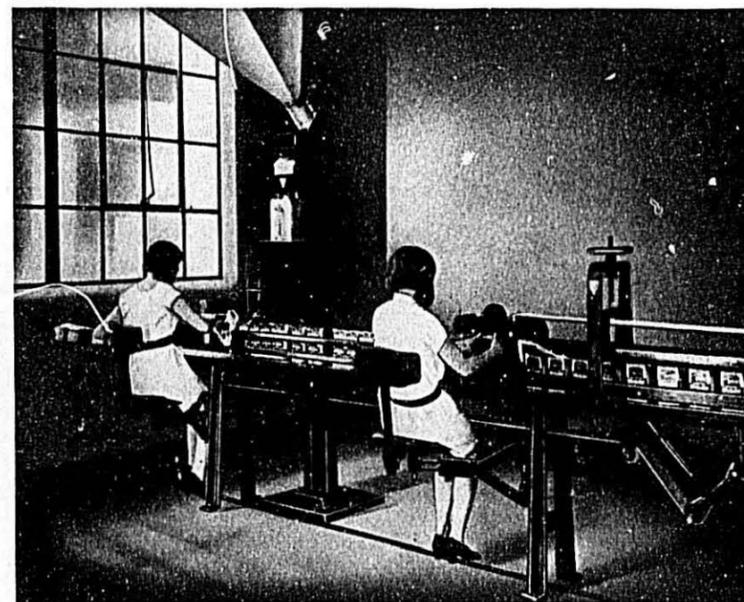
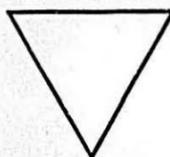
### SIMPLICITY



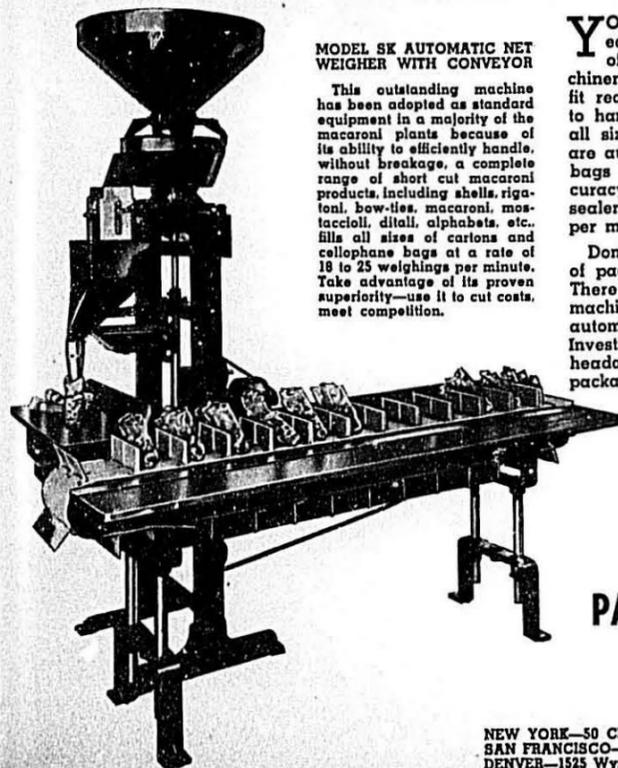
### AUTOMATIC NET WEIGHER AND SEALER

Only two operators on this machine can produce 20 to 25 filled and sealed packages per minute—about 10,000 per day! Handles all sizes of macaroni cartons. Simple, economical, efficient, it cuts costs to a minimum.

### FLEXIBILITY



## Triangle Adaptability Takes The Headache Out of Packaging!



### MODEL SK AUTOMATIC NET WEIGHER WITH CONVEYOR

This outstanding machine has been adopted as standard equipment in a majority of the macaroni plants because of its ability to efficiently handle, without breakage, a complete range of short cut macaroni products, including shells, rigatoni, bow-ties, macaroni, macchioli, ditall, alphabets, etc. fills all sizes of cartons and cellophane bags at a rate of 18 to 25 weighings per minute. Take advantage of its proven superiority—use it to cut costs, meet competition.

YOU can make your toughest packaging jobs look easy, cut your costs and improve the appearance of your products with Triangle Package Machinery. Outstanding in adaptability, these machines fit readily into your production set-up, enable you to handle efficiently all types of macaroni products, all sizes and types of containers. Short cut goods are automatically weighed and filled into cellophane bags and cartons with remarkable speed and accuracy. For long cut goods, top or bottom carton sealers can be supplied to handle 6 to 60 cartons per minute.

Don't put up with the high cost and inefficiency of packaging by hand or with obsolete equipment. There is a complete line of sturdy, modern Triangle machines to fit the needs of any plant—small semi-automatic or high speed fully automatic equipment. Investigate them *to-day*. You will find they'll take the headache of high costs, trouble and delay out of packaging.

ASK FOR FULL PARTICULARS ABOUT OUR LEASE OR LIBERAL TERM PURCHASE PLANS THAT ENABLE YOU TO PAY WITH MONTHLY SAVINGS MADE BY THE EQUIPMENT.

## TRIANGLE PACKAGE MACHINERY CO.

915 N. SPAULDING AVE., CHICAGO

NEW YORK—50 Church St. CLEVELAND—5927 Euclid Ave.  
SAN FRANCISCO—111 Main St. LOS ANGELES—1501 W. Jefferson Blvd.  
DENVER—1525 Wynkoop St. FOREIGN OFFICE—44 Whitehall St., N.Y.C.

in newspapers aims to get sales results immediately or within a comparatively short period of time.

Because of their comparatively low cost per thousand, out-of-home media (billboards, car cards, talking films, etc.) are included in cooperative advertising programs, large and small alike.

It is generally recognized that tie-in advertising material at the point-of-purchase is essential for the success of the cooperative advertising program. This is attested to by the fact that point-of-purchase advertising material involves large investments and a great deal of work in its preparation.

The problem of cooperative advertising in trade and business papers is the same as that confronting the manufacturer using such media. Cooperating competitors are telling distributors about the merits of an industry's product and the profit possibilities. Through cooperative advertising, distributors are given selling ideas which help to accelerate the movement of goods into consumption.

**Cooperative Research**

The questionnaire survey conducted by the writer indicated that 18 of the 74 associations reporting or over 24% are carrying on cooperative research.

A survey of 500 trade associations completed by the Trade Association Department in 1932 revealed that 141 trade groups or 28% were engaged in technical research. The same survey indicated that 115 trade associations or 23% were engaged in market research. This survey also indicated that only 28 out of the 500 associations were engaged in sales forecasting.

**Cooperative Publicity**

Questionnaire replies received by the writer indicate that 35 of the 74 associations reporting or 47% are including publicity in their cooperative campaigns. The Trade Association Department survey of 1932 revealed that 241 associations out of the 500 or 48% were employing publicity.

In many cases trade groups depend upon publicity exclusively until they are able to finance an advertising and promotional campaign. Publicity plays an important part in the cooperative campaign, but when used alone it cannot be very effectual in creating demand and educating the public. Many trade groups consider publicity as an activity that supplements the advertising and promotion program.

The percentage of cooperative campaign funds allocated to publicity vary widely among trade associations. Some publicity budgets account for less than 5% of total campaign appropriations, while one association reports that 45% of total funds are being expended for publicity. There is also considerable variance in the year by year publicity expenditures of many groups.

**Cooperative Merchandising and Other Activities**

The merchandising activities of trade associations are more restricted than

those of cooperative marketing associations. The members of a trade association distribute their products individually and hence they conduct their own merchandising programs. The cooperative marketing association has supervision over the distribution of an industry's branded products. Hence it plans and carries out the merchandising activities for the whole group. The trade association, however, can and does assist its members in merchandising plans through the dissemination of ideas, information and material.

Some of the merchandising activities engaged in cooperatively by trade groups are: packaging, guiding dealers in profitable methods and plans and in the proper use of point-of-purchase display material, demonstrations and sampling.

Other activities being carried on jointly by trade groups are: sales training, standardization, specification, and certification.

"All cooperative activities may be planned and employed with the greatest of care, but the campaign will not prove most effectual unless all activities and factors involved are properly and adequately coordinated. Great emphasis is being placed on the importance of the tie-in of all forces that are a part of the cooperative campaign. A cooperative sales promotion campaign can accomplish just so much. The extent to which individual members benefit usually is in direct ratio to the thoroughness with which a tie-up is made to the main program.

**Why Some Cooperative Campaigns Fail**

Of 195 cooperative campaigns operative during the past twelve years and reported to the writer, 32 have been adjudged failures—a mortality rate of 16 per cent. The causes of these failures are as follows:

Internal Causes	Number Times Mentioned
Lack of Harmony Among Members...	8
Insufficient Funds .....	8
Lack of Coordination in Cooperative Activities .....	3
Faulty Advertising .....	2
Unsatisfactory Results .....	2
Improper Planning of Campaign .....	1
Insufficient Sales Promotion .....	1
Non-Contributors Benefited as Much (or more) .....	1
External Causes	
Unstable Business Conditions .....	9
Unfavorable Laws .....	1
Withdrawal of Support of Advertising Agency .....	1

An analysis of 14 of the campaigns that have terminated during the past 12 years reveals the following:

Discontinued after 1 year .....	6
Discontinued after 2 years .....	3
Discontinued after 4 years .....	2
Discontinued after 5 years .....	1
Discontinued after 6 years .....	1
Discontinued after 8 years .....	1

It is significant that 9 of the 14 terminated campaigns were resumed later.

**The Success of Cooperative Campaigns**

An analysis of questionnaire replies from 53 associations and of published reports on 31 additional cooperative campaigns is presented below:

**Extent of Cooperative Campaign Successes**

Success Evidenced by:	Number of Times Mentioned	Questionnaire	Published Reports
Indeterminable But Believed Satisfactory .....	17		
Increased Sales of Members .....	41	30	
Educating Public and Distributors .....	27	8	
Withstanding Threat of Competitive Products .....	16	1	
Expanding Sales Season .....	7	2	
Secured Higher Prices .....	3	1	
Halted Harmful Legislation .....	2		
Correcting Evil Trade Practices .....	1	3	
Increased Employment .....	1		
Stabilized Prices and Consumer Demand .....	2		
Moved Surplus Crops .....	1	1	
Eliminated Complimentary Advertising .....	1		
Benefited Whole Industry .....	1		
Increased Cooperation Within the Industry .....		5	
Improved Economic Conditions in State .....		1	
Fostered Goodwill .....		1	

**Duration of Cooperative Campaigns (Analysis based on campaigns running in 1937)**

Duration	Number
Twelve Years or More .....	17
Eleven Years .....	2
Ten Years .....	3
Nine Years .....	1
Eight Years .....	1
Seven Years .....	2
Six Years .....	2
Five Years .....	3
Four Years .....	1
Three Years .....	5
Two Years .....	9
Started 1937 .....	10

Many associations are able to produce factual evidence of the rapid increase in members' sales during the period of cooperative sales promotion. For example, the consumption of Sunkist oranges has increased two and one-half times during the 30 consecutive years of cooperative advertising of this product.

The following tabulation indicates how 25 associations distribute inquiries that are received at headquarters:

Method	Number
Equally among members insofar as possible .....	11
According to ability to fulfill requirements .....	6
Sent to all members .....	4
According to amounts contributed to campaigns .....	3
According to location or territory .....	2
Complete membership list sent to inquirers .....	2
According to production of members .....	1

**Trends in Cooperative Sales Promotion**

**Effect of General Business Trends on Cooperative Campaign Budgets and Results**

	Appropriations	Associations Reporting
	Increases	Decreases
1926-1929 Prosperity .....	12	2
1929-1933 Depression .....	3	12
Reign of N.R.A. .....	6	5
Recovery to Fall of 1937 .....	14	1
Present Recession .....	6	5

**Effectiveness of Campaigns**

	Associations Reporting	
	Increases	Decreases
1926-1929 Prosperity .....	10	1
1929-1933 Depression .....	6	12
Reign of N.R.A. .....	6	5
Recovery to Fall of 1937 .....	16	
Present Recession .....	3	5

**Conclusion**

Facts presented in this report indicate



*Is your product in* **FOCUS?**



SOME PRODUCTS stand out on the counter as sharp and crisp as a prize photograph.

Other products are fogged and hazy—practically out of focus in the background on display—ignored by shoppers.

Macaroni and noodles in attractive packages of "Cellophane" transparent wrapping have a special knack of stopping shoppers. These products in "Cellophane" are always "in focus," for they have the color and eye appeal that make people reach and buy on impulse.

And if you'd like help in planning that "shopper-stopper" package, just write to "Cellophane" Division, Du Pont, Wilmington, Delaware.

**Cellophane**  
TRADE MARK  
**DU PONT**

"Cellophane" is a trade-mark of E. I. du Pont de Nemours & Co., Inc.

that the rate of increase in expenditures for cooperative advertising was much greater than that for individual or general advertising during the period 1926-1929. However during the depression cooperative expenditures appeared to decline faster and to lower depths than those for general advertising. A logical conclusion appears to be that during periods of adversity, cooperative funds are curtailed to a greater degree than are the appropriations for members' individual advertising.

Cooperative advertising showed a slight gain in dollar volume during 1933-1934. However this activity suffered another setback during the reign of N.R.A. from May 1, 1934 to May 27, 1935. During this period cooperative advertising reached the low point for the 12 years 1926-1937. In the period following N.R.A.'s demise cooperative advertising expenditures again increased at a faster rate than those for individual advertising.

Before this report was started a remark made to the author indicated the probability that cooperative sales promotional activities by competitors were on the wane. The author believes that the substantial gain made by cooperative advertising since its low point of 1935 should put a quietus on any contention that cooperative effort by competitors is a dying activity.

Apparently the present depression descended too swiftly and too near the close of 1937 to have any noticeable effect on the present year's expenditures. However, the indications are that present adverse business conditions have rendered current cooperative campaigns less effective and should the slump persist until the end of the year it is probable that 1939 budgets will be slashed.

The author believes that the amount of evidence substantiating the effectiveness of cooperative action is impressive. This evidence is based on the observations of men at the helm of cooperative effort and on actual accomplishments of successful campaigns.

On the other hand, there is considerable testimony presented regarding cooperative endeavors that have failed. But this study has indicated that most of the failures during the past 12 years have been caused by improper financing, lack of harmony among members, and adverse business conditions. Comparatively few cooperative campaigns have failed because of unsound objectives and the inadaptation of sales promotional activities in themselves.

Another significant fact is that after failing in their joint efforts, many trade groups resume their cooperative activities later on. And many trade association executives who have experienced the bitterness of failure, still hold faith in cooperative sales promotion as a powerful force working for the good of an industry as a whole.

## Small Businessmen to Confer

Convention to Consider a Constructive Nonpartisan Program to Rejuvenate Business and Restore Prosperity

Emulating their forefathers who assembled exactly 151 years ago for a similar purpose, small business men of America will convene in Syria Mosque Temple in Pittsburgh, Pa. on September 13 to 16. Their sessions will mark the second time in national history that business men have voluntarily come together to draft a program aimed to steer the country out of difficulties. The first meeting brought forth the Constitution of the United States. At this second gathering—the 1st convention of the National Small Business Men's Association founded last November—small business men are hopeful of producing a document which will also clarify misunderstandings and eliminate dark clouds.

During their deliberations and in addition to talks by some of their own number, the small business men are to hear addresses by several nationally known men identified with leading problems confronting the nation. Among these will be: Louis J. Taber, Master of the National Grange; Matthew Woll, vice president of the American Federation of Labor; Robert Johnson, widely known management consultant and founder of *Time*; Major John Griffith, athletic commissioner of the Big Ten Conference of midwest universities; Royal C. Johnson, attorney and former congressman from South Dakota; and Arthur P. Lamneck, representative from Ohio.

The keynote of the convention will be sounded by Dr. A. P. Haake, managing director of the National Association of Furniture Manufacturers, Chicago, widely known authority on business and economics. He will reveal the determination of the small business men of America to steer the nation back to prosperity and jobs for the unemployed. Taking a cue from his words and from the wishes of fellow businessmen back home whom they will be representing, the delegates will draft later a program of action.

In commenting on these moves, DeWitt M. Emery of Akron, Ohio, founder and president of the Association has stated: "We feel that if all small business men will join hands, greater benefits for the nation and for themselves will result than from attempts by small units working separately. Further, we wish to know the problems confronting those in the entire business field. Then through sound, unselfish thinking such as marked the preparation of the Constitution of the United States, we hope to formulate a program which will be helpful to the greatest number."

The scope of the influence of small businessmen and their importance in the national economic picture is revealed by figures issued by the Department of Commerce. These show that small busi-

ness men and women of the nation are closer to the great mass of the people than any other group. Every day they are providing over 160 different kinds of personal, business, repair and other services demanded by housewives and business men.

Scattered over the nation are 574,708 such service shops, the Department of Commerce figures show. They are doing an annual business of over two billion dollars per year. Of this number, 99.8% are operated by their owners and 99.41% of these have gross receipts of less than \$50,000 per year. This group alone is greater than the entire population of Minneapolis or New Orleans. Augmenting it are thousands of others who conduct retail and wholesale establishments or operate small industries. The grand total of all men and women running the small business places of America approximates the population of the entire city of Philadelphia.

## On the Air

General Mills, Inc. has signed a new contract with NBC to present "Happy Gilmans" dramatic serial, Mondays through Fridays from 1:45 to 2:00 p. m., EDST, over 14 NBC stations, beginning August 22. The company will promote Corn Kix.

The new program will immediately precede the Gold Medal Hour now occupied on the 29 NBC stations by Wheaties (Betty and Bob, 2:00 to 2:15 p. m.), Kitchen Tested Cake Flour (Arnold Grimm's Daughter, 2:15 to 2:30 p. m.), Bisquick (Valiant Lady, 2:30 to 2:45 p. m.) and Gold Medal Flour (Hymns of All Churches, 2:45 to 3:00 p. m., EDST), all General Mills products.

The General Mills Company has presented its programs over NBC stations since September 1925.

Agency: Blackett-Sample-Hummert, Inc., Chicago.

Al Pearce on NBC for Grape Nuts

The General Foods Corporation has signed for the return of Al Pearce and His Gang to the NBC, for Grape Nuts. The program will be heard over a Red Network of 79 Stations on Mondays, beginning October 10, from 8:00 to 8:30 p. m., EST, with a repeat broadcast at 10:30 p. m., EST. Al Pearce was first heard over NBC in 1929.

Other General Foods programs to be heard this year on NBC are Hobby Lobby (Sundays, 7:00 to 7:30 p. m., EST) for Jello, and Good News of 1939 (Thursdays, 9:00 to 10:00 p. m., EST) for Maxwell House Coffee.

Young & Rubicam is handling the Grape Nuts account.

## Campbell's Retirement and Pension Plan

Macaroni-Noodle manufacturers who are considering a retirement and pension fund to provide for all of their full time employes in old age, and to supplement the benefits of the Federal Social Security Act will benefit by a careful study of the plan recently announced by the Campbell Soup Company.

At a cost of \$2,753,000, paid July 30 in a lump sum to the Prudential Insurance Company of America, the Campbell Soup Company has provided old age benefits based on past service and plans to retire all employes when they reach the age of 65.

Announcement of the retirement and pension plan was made to all regular, full time employes of the company today by A. C. Dorrance, president and general manager.

The plan applies to all regular employes whose monthly earnings as of Aug. 1, 1938 did not exceed \$250. An additional retirement plan for employes receiving more than \$250 monthly was also announced by the company.

The plan for employes in the lower salary brackets calls for no payment from them, but is paid in full by the company. Under the terms of the agreement with the Prudential Company no money is refunded to the Campbell Soup Company for employes who leave the service of the company prior to their retirement date. The money paid by the company for such employes then reverts to the general fund for the benefit of other employes and increases these benefits.

The pension will be paid directly to the employe by the Prudential Insurance Company upon his retirement, and not through the company, under the terms of the plan.

Under the plan no benefits will accrue to the Campbell Soup Company should it discharge for any reason employes nearing the retirement age, as no moneys are refunded to the company.

The Campbell Soup Company has made a full payment to the Prudential Company under terms that protect the employes to the fullest extent.

Under the plan the rate of retirement income, commencing at the retirement age of 65, will be one per cent of the employe's average annual rate of earnings during the five year period of employment immediately preceding Dec. 31, 1937, multiplied by the number of full years of service.

If an employe now 55 is earning \$1200 annually and has averaged that amount for the last five years, he would receive one per cent of that amount multiplied by the number of years he has served.

If he had been employed for 30 years with the company, he would receive an annual pension of \$360, paid at the rate of \$30 monthly, in addition to his Social Security pension, which would amount to approximately \$22.50 from the Fed-

eral Government. Added, the employe would receive a pension of \$52.50 monthly, or more than 50 per cent of his wages while employed.

Employes who leave the service of Campbell Soup Company before retirement will automatically forfeit the contributions made by the company on their behalf, the money being used to increase the pensions of those remaining in the service.

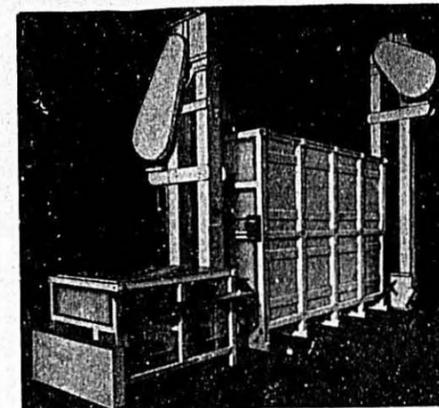
Temporary absence from work on account of lay-off, leave of absence, sickness or accident is not considered a break in employment under the terms of the contract, and such employes continue to benefit by the retirement and pension plan.

Under the plan for employes receiving more than \$250 monthly, the company and the employes will make payments, with the company paying a larger amount than the employes.

The plan applies to all employes in the Camden, Chicago, and New Toronto, Ontario, plants, and to all other employes of the Campbell Soup Company and subsidiaries.

**INCREASE PROFITS** *Golden ANNIVERSARY* **DECREASE COSTS** **50 YEARS OF PROGRESS**  
—with Modern Champion Machinery 1888-1938

The Champion Semolina Blender and Sifter is typical of the automatic operating, time-saving and cost-reducing equipment designed for the Macaroni and Noodle industry. It automatically blends and sifts the flour to a uniform fineness. Clean flour, free of lumps, not only makes better products but prevents the scorching and frequent replacement of expensive dies. Sturdily built for lifetime service at low maintenance costs. Low Prices and Easy Terms place Champion Profit-Making Machinery within the reach of every manufacturer.



**CHAMPION MACHINERY CO. JOLIET, ILL.**

Other Champion Automatic, cost-reducing machinery, includes Flour Weighing Hoppers, Water Weighing Scales, Dough Mixers, Noodle Brakes.

CHAMPION MACHINERY CO., Joliet, Ill.  
Please send me complete information regarding your Champion Semolina Blender, prices, terms, and tell me about your easy time payment plan.  
I am also interested in:  
NAME .....  
COMPANY .....  
ADDRESS .....  
CITY ..... STATE .....

PARTIAL LIST OF CONCERNS USING CHAMPION MACHINERY

Vivision Macaroni Co. Detroit, Mich.

P. Rossi & Sons Braidwood, Ill.

D'Angelo & Sons Avon, New York

Quaker Maid Terre Haute, Ind.

Italian Macaroni Co. St. Louis, Mo.

Ideal Macaroni Co. Cleveland, Ohio

Smith Noodle Co. Detroit, Mich.

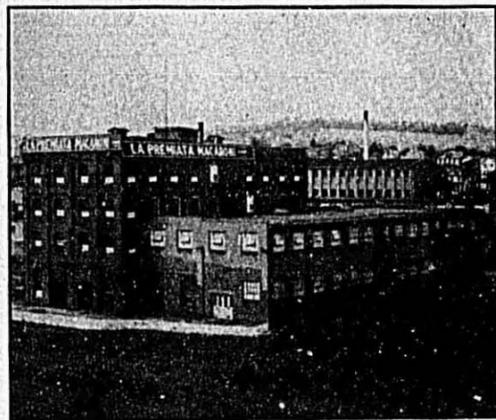
Falls Macaroni Co. Niagara Falls, N. Y. —and numerous others.

MAIL COUPON FOR PROFITABLE DETAILS

### La Premiata's Fifth Anniversary Party

Over 250 guests visited the plant of the La Premiata Macaroni Corporation, Connellsville, Pa. on Saturday, August 27 in observance of its 5th annual party. The guests consisted of many of the large and small customers along with their wives and included part of the office forces of many of their wholesale buyers, representing customers in Virginia, District of Columbia, Maryland, West Virginia, Ohio, and Pennsylvania. The affair did not include local customers as separate arrangements are made each year for their entertainment and inspection of the plant.

The program for the day consisted of plant inspections from 11 a. m. to 1 p. m. A delicious La Premiata Spaghetti



Luncheon with all the trimmings was served in one of the large air conditioned warehouses. The spaghetti was cooked in view of all the guests and many pamphlets and leaflets recipes were distributed to answer the numerous questions asked by many of those who had never seen a modern macaroni plant before and who did not understand the process of manufacture of La Premiata products.

Large displays throughout the plant showed the difference between good raw material and cheap raw material with finished product of the same type so that all could easily understand why some types of macaroni-noodle products are worth more than others. All types of packages manufactured at the La Premiata plant were on display. The plant was in full production, but at the lunch hour 27 of the factory girls served all the guests.

The color scheme carried out at the three long tables and the head table seating all the visitors consisted of Royal Blue and Red.

Mayor Ira D. Younkin welcomed the visitors and in his remarks told them of the appreciation Connellsville has for an industry, such as La Premiata with employees to the extent of 72.

The pennants and posters developed by The National Macaroni Institute to advertise National Spaghetti-Noodle Week, October 9 to 15 were displayed and Joseph J. Cuneo, treasurer and general manager of the plant acting as toastmaster explained the idea and advantage of this promotion by the National Association. Before leaving, practically all guests who were customers wanted to be assured that they could participate in the National Week promotion and it was necessary for him to double the order for the promotional material he had already placed with the National Secretary.

The reason this is called the Fifth Anniversary Party is because La Premiata started five years ago having parties of this nature and at the first one there was a gathering of about 50, and the second one about 75, and the third one 110, and the fourth 150, and this year a

capacity crowd of 250. The advantage is getting to their customers and their salesmen, as well as the wives the positive fact that semolina macaroni and egg noodle products are an essential part of the daily diet on the American table and prove to them that the process of manufacture in the La Premiata plant is of the highest type, and having them know the least understood phases of our product and its manufacture in the form of semolina and semolina macaroni products.

### New Adhesive Developed

D. V. Williamson, president of Williamson Glue and Gum Works, producers of high-grade adhesives, recently announced the development of a new, plain cellulose adhesive that will prove a boon to macaroni-noodle manufacturers who seek a perfect adhesive for their cellophane-wrapped packages. The new adhesive is commercially known as No. 793.

"No. 793 is widely used for the sealing of plain cellophane," reports President Williamson, "and many firms in

the macaroni-noodle industry are using it."

The manufacturers claim that it is ready-for-use, free-flowing, pale yellow, odorless—just the right kind of adhesive for Plain Cellophane or Plain Sylphrap in joining these materials to themselves or to paper.

"It has unusual tack, and takes hold with remarkable speed, giving very fast action on machine-sealing operations. It is free from foaming on high speed production. It is used cold, and insures a quick, strong, transparent joint. It is odorless and sanitary, and can be used with impunity around food products."

No. 793 is shipped ready for use. Should it become too heavy from evaporation on standing exposed to the air, may be thinned with water. It does not deteriorate, if kept tightly sealed. It should be protected from freezing. However, even if it should freeze, its adhesive properties remain unimpaired on subsequent thawing.

### Italian Spaghetti

What American housewife has not at some time in her life longed for a recipe that would enable her to prepare at home a dish of Italian spaghetti similar in taste and reaction to that served by the most popular Italian restaurateur? Well, the truth is there is no definite and restricted recipe for the preparing of this delicious and nourishing dish. From time immemorial it has been the privilege of the best Italian cooks to concoct their own personalized recipes which are supposedly retained as family secrets.

For the guests who have been served spaghetti and other macaroni products in almost every imaginable style and combination, the smart hostess might try the following method of preparing her spaghetti with just the right "tang" and the assurance that the guests will consume the appetizing dish with much "gusto." Time is an important factor in the preparation of a sauce of this goodness and it should not be attempted unless a hostess has ample time.

Into a deep pot put  $\frac{1}{2}$  to  $\frac{3}{4}$  pound of salt pork. Fry gently. Add  $1\frac{1}{2}$  pounds to 2 pounds chopped fresh meat. Fry gently with lid on the pot so as to make the juices run. Now put into pot  $1\frac{1}{2}$  cans tomatoes, 1 small can Italian tomato paste (or 1 can thick tomato soup). Add 4 large, mild onions chopped. 3 or 4 green peppers chopped and 3 cups chopped parsley; also 3 or 4 little cloves of garlic finely minced, 2 teaspoons paprika, 3 carrots finely chopped, salt and pepper, and enough sugar to take away the tartness of the sauce.

Cook this sauce slowly until thick or about 3 to 4 hours.

Cook spaghetti in plenty of boiling water until barely tender. When barely tender, drain, pour fresh water over to remove pastiness. Put on hot platter and pour sauce over it. Serve with a bowl of grated cheese. Chopped celery tops may be used instead of parsley. One tablespoon of powdered thyme may be added to the sauce to change its flavor.

# WHY? STAR DIES

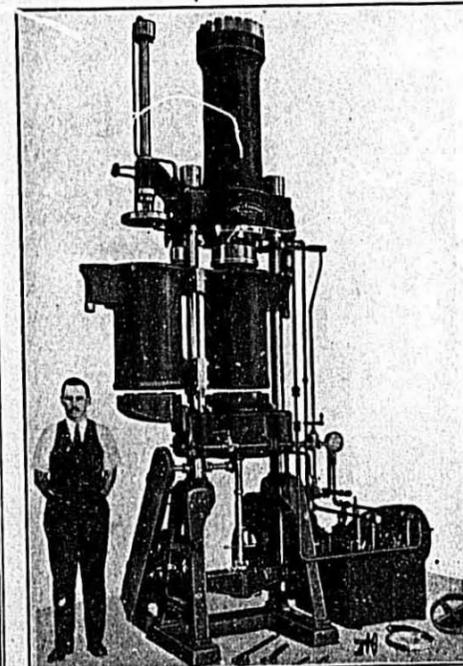
Because you get these—

RESULTS

Smooth Products  
Less Pitting  
Less Repairing  
Longer Life

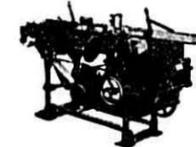
The PRICE In Keeping  
with the Results

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



PRESS No. 222 (Special)

## To LOWER Your Carton Packaging Cost



Install PETERS CARTON PACKAGING MACHINES to set up and close your macaroni and spaghetti cartons economically and efficiently.

These machines are built in JUNIOR and SENIOR Models to operate at speeds ranging from 30 to 60 cartons per minute. The JUNIOR Model Machines can be made adjustable for a wide range of carton sizes.

Send us samples of your cartons or advise us what size cartons you are interested in handling on machines. We will promptly recommend the equipment to meet your requirements.

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

## John J. Cavagnaro

Engineers  
and Machinists

Harrison, N. J. - - U. S. A.

Specialty of  
Macaroni Machinery  
Since 1881

Presses  
Kneaders  
Mixers  
Cutters  
Brakes  
Mould Cleaners  
Moulds

All Sizes Up To Largest in Use

N. Y. Office and Shop 255-57 Center St.  
New York City

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



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



**Amber Milling Co.**  
Flour and Semolina

**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

**Clermont Machine Co.**  
Brakes, Cutters, Dies, Folders, Stamping Machines

**Commander Milling Co.**  
Flour and Semolina

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

**Creditors Service Trust Co.**  
Mercantile Collections

**E. I. du Pont de Nemours & Co., Inc.**  
Cellophane

**Eastern Semolina Mills, Inc.**  
Semolina

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

**King Midas Mill Co.**  
Flour and Semolina

**F. Maldari & Bros. Inc.**  
Dies

**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

**Standard Milling Co.**  
Flour

**The Star Macaroni Dies Mfg. Co.**  
Dies

**Triangle Package Machine Co.**  
Packaging Machinery

**Stella Cheese Co.**  
Grated Cheese

**Washburn Crosby Co. Inc.**  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

**COMMANDER MILLING CO.**  
Minneapolis, Minnesota

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



**Publicity Via the Recipe Route**

Convinced by its trial last fall and winter that the judicious broadcast of tested recipes is welcomed by millions of housewives who are looking for different ways of preparing even familiar foods, the National Macaroni Institute has wisely elected to resume that form of publicity this fall and winter.

The recipes to be used in the holiday releases have been selected with great care. The season of the year; the combinations recommended and the occasion for the various releases are all factors that must be taken into consideration in choosing the recipe for release after it has been fully tested and recommended by home economic experts.

The first of a series of holiday releases suggests as an appropriate dish for the Labor Day season, "Spaghetti With Pork Chops and Apples." The recipe, its illustrated heading and the information attending the release appear below:

**Luscious Labor Day Dishes**



By BETTY BARCLAY

- 2 tablespoons butter
- 1 cup apple slices
- 4 or 6 pork chops
- 4 or 6 slices onions
- Salt and pepper to taste

Cook spaghetti in plenty of rapidly boiling water, well salted. Drain and butter. Fry pork chops until a delicate brown. Leaving skin on apple slices will add color to the dish. Combine spaghetti with apple slices and fried pork chops, alternating the pork chops with the sliced onions. Bake the combined ingredients one hour at 360 degrees. Serves four.

This release was sent out early in August and has already appeared in many of the newspapers of the country. It will continue to appear for several weeks after Labor Day.

Contracts have also been made for space in the Betty Barclay Recipe Releases for Hallowe'en, Thanksgiving Day, Christmas and New Year's Day. Watch for their appearance in papers in your city and vicinity.

**Luscious Labor Day Dishes** recipes that you will find fitting for this holiday or for any day thereafter:  
Spaghetti With Pork Chops and Apples (A Tasty Wheat-Meat-Fruit Combination)  
½ lb. spaghetti

**Our Newly Equipped Semolina Mill at Baldwinsville, New York**

*Now In Operation*

Serving the Eastern Macaroni Manufacturers



Quality Semolina For the Quality Macaroni Manufacturers

**EASTERN SEMOLINA MILLS, INC.**

Colburn S. Foulds, President Executive Office, 220 West 42nd Street, New York City

## Food and Drug Officials to Meet

*The 42nd Annual Conference of the Association of Dairy, Food and Drug Officials Oct. 18-21 in Chicago Has Been Announced*

Announcement has been made of the 42nd annual conference of the association of the Dairy, Food and Drug officials of the United States. It will be held October 18-21 at the Palmer House Chicago, Ill.

The entire day of Tuesday, October 18, will be taken up with executive committee meeting and an executive meeting to which only accredited representatives of state, city and county food and drug officials are eligible to attend.

On Wednesday, Oct. 19, at 9:30 a. m., the general session begins with registration of members and guests. The welcoming address will be delivered by Dr. Herman N. Bundesen, Commissioner of Health, Chicago, Ill., and the President's address by J. J. Taylor, State Chemist, Tallahassee, Fla.

The outstanding address of the morning session will be a discussion of the New Federal Food, Drug and Cosmetic Law by Virgil M. Chapman, Congressman from Kentucky, who was a staunch advocate in the passage of this law.

On Wednesday afternoon the new Federal Food, Drug and Cosmetic Law will be discussed from administrative standpoint by W. G. Campbell, Chief, Food and Drug Administration, Washington, D. C., and Dr. Morris J. Fishbein, Editor of the *American Medical Journal*, Chicago, will discuss the New Federal Food, Drug and Cosmetic Law from the viewpoint of the physician.

A subscription dinner is planned for all members of the Association and their guests on Wednesday night at the Palmer House.

Thursday morning, October 20, will be given over to further discussion of the new Federal Food, Drug and Cosmetic Law from the viewpoint of the pharmacist, the cosmetic and food industries and the consumer. Outstanding representatives of these groups will discuss the new law.

The closed sessions will start on Thursday, at 2:00 p. m., with reports of special committees of the Association and continue through Friday, October 21 with discussions of the following subjects:

- New State Food, Drug and Cosmetic Laws.
- Standards for Fluid Cream.
- Beverage Standards and Regulations.
- Phosphatase Test as Applied to Milk Products.
- The Status of Cream Improvement Program.
- Marijuana and Narcotic Inspection.
- Dangerous Drugs and Cosmetics as Handled by Local Authorities.
- Common Food Infection.
- Tomato Products Control.
- Dog Foods.
- Ice Cream.
- Filth in Food Products.
- Incubator Reject Eggs.

The subjects listed above will be discussed by members of the Association to whom the subjects have been assigned by the program committee.

### New Macaroni Plant For Rochester

Rochester, N. Y., is rapidly becoming the second largest macaroni manufacturing center of the great Empire State of New York. Greater New York produces more macaroni, spaghetti and noodles than does any other center of its size in the world. Rochester's boast



Alfonso Gioia

is based on the announcement made by its Chamber of Commerce of the modern plant being made ready to house the macaroni factory to be operated by Alfonso Gioia and Sons. *The Rochester Times-Union* concludes the announcement, with an interesting personal story.

"Rochester will have one of the largest and most modern macaroni manufacturing plants in the country under plans announced today by Alfonso Gioia. He disclosed that he has taken a 10-year lease on the W. B. Coon Company's north wing in Canal Street. He will spend \$150,000 on remodeling and equipment. The plant will open about October 1.

Two sons, Horace and Anthony, will be associated with him. About 60 workers will be employed at the start, with the expectation that the staff will be increased to 125 or more later. The factory will occupy four floors, with about 60,000 square feet of space, and will have the most up-to-date mixing and drying equipment available, Gioia said. He has been associated with his brother, Anthony, in the macaroni business for more than 25 years.

#### Success Story

Back of the announcement is the kind of success story typical of America. Gioia came to the United States from

Valledolmo, Italy, a little town in Sicily in 1895. He sold newspapers and shined shoes in Buffalo for a time. In 1910, with a capital of \$70, he and his brother started making macaroni in Fredonia. The business prospered and he moved it to Rochester, where it has thrived ever since. His original investment has grown to a fortune quoted in six figures.

#### Raises Cattle

In 1914, he married a girl from his home town in Valledolmo whom he met in Buffalo. They have six children. He is proud of the fact that Horace is a graduate of Wharton School of Finance of the University of Pennsylvania, and Anthony of Cornell University. Another son, Joseph, is in his second year at Cornell, and a daughter is a Nazareth College student.

His hobby is raising cattle on his 115-acre farm, High Ridge, at Hilton. He has a herd of 30 registered Guernseys that have led the county in milk production and butterfat for three years. His prize cow, Lulu Belle, led the state last year.

He also has a city home at 60 Lorimer St.

### Pioneer Manufacturer Dead

Paulo Roddewig, founder and president of the Crescent Macaroni & Cracker Company, and vice president of Davenport Machine and Foundry Company, Davenport, Iowa, died August 5, in his home in that city after a lingering illness. He was 81 years old. Funeral was held August 8.

He was born in Davenport, May 17, 1857, and was a graduate of the old Griswold Business College of his home city, in 1872. He was first employed by the Citizen's National Bank of Davenport, working his way up until he reached the position of teller.

He helped found the present macaroni and cracker firm on January 12, 1905, with his cousin, Oswald Schmidt as a partner. Mr. Roddewig was made president of the concern, a position which he held for many years. He had many other business interests in Davenport whose citizens looked upon him as one of the foremost promoters of that community's welfare.

Mr. Roddewig and his partner, Mr. Oswald Schmidt took an active interest in the promotion of the National Macaroni Manufacturers Association in its infancy and have remained active and supporting members of the organization—firm believers in the great future for the macaroni trade in this country.

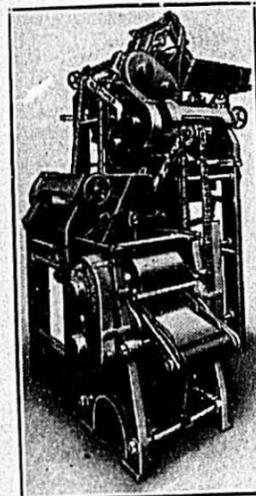
On Mr. Roddewig's 26th birthday, May 17, 1883, he was married to Miss Christina Schmidt in Davenport. She died in 1933.

Surviving are four daughters, Mrs. Frank Wallace of Bettendorf, Mrs. Pete C. Petersen, Davenport, Miss Nanon Roddewig, Chicago, and Mrs. Grover Claussen, Minneapolis; a son, George W. Roddewig of Patosi, Bolivia; his sister, Miss Lina Roddewig, also of this city, and three grandchildren.

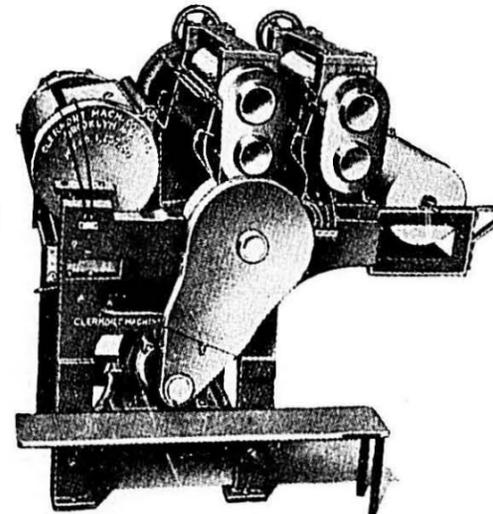
## The "WONDER TRIO" of today and for tomorrow

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

**No Hands Touch The Product    No Trays    No Trucks Necessary**



Kneading and Sheet Forming



High-Speed Noodle Cutter

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

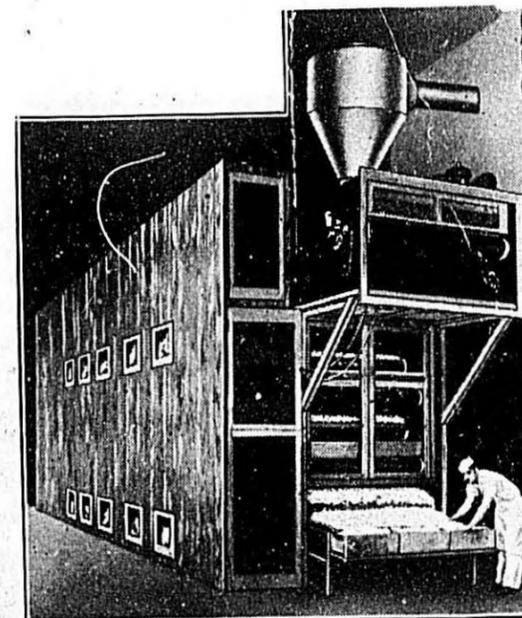
For Particulars  
Write to

**Clermont Machine Co.**

268 Wallabout St.

Brooklyn

N. Y.



Continuous Noodle and Short Cut Dryer

# PLAIN and POINTED TALKS

By A. Noodler

## Plans and Action

Not all of us seem to realize that success is more a matter of action than of elaborate plans. I have all the respect for plans that plans deserve, but I admire action that is prompt and aggressive, that can go ahead, unrolling plans as it goes.

"Is your father going to accept the call to that new church?" a neighbor asked the clergyman's small son.

"Yep, we're going," the boy replied. "Dad is in his study praying for guidance, but Mom is upstairs getting things packed."

The men and women who act promptly and effectively are the ones to achieve results. Many a man has evolved wonderful plans in the smoke of a good cigar, plans that would make his business a great success, plans that would gain for him prominence, position, wealth. And then, while he was contentedly enjoying these things in contemplation, the plans floated away in the cigar smoke and were forgotten.

It is important to make plans. Nothing worth while can be accomplished without them, but nothing worth while can be accomplished with them if they turn into mere dreams.

There is a chance for success for the man who starts right in without a plan and makes his plan as he goes. There is no chance for the man who plans and plans and plans and continually postpones action. Many a great success has grown out of action that did not wait for plans. But for success of that sort a man must have something like genius for the kind of work he is going to do.

In that connection I am, somehow, reminded of the following incident from

the life of Johann Wolfgang Mozart. It is said a young man once asked Mozart to tell him how to write a symphony.

Said Mozart, "You are very young to begin writing symphonies."

"But you composed them when you were ten years old," the youth objected.

"Yes," Mozart returned, "but I did not ask how."

## Portable Scale for Better Service

Styled by Harold Van Doren Associates, Toledo industrial designers, a new lightweight scale for packing, checking,



testing and weighing operation requiring predetermined weighing has been introduced by Toledo Scale Company. The

scale is said to permit unusual accuracy, registering immediately any variation of a fraction of an ounce.

The scale has an attractive appearance, with a center tower mounting for the dial mechanism and two weighing counters. Continuous accuracy in repeat weighings where slight errors might quickly multiply to important losses is made possible by a high sensitivity, the indicator traveling an inch to the ounce, and registering if the object being weighed varies as little as 1/64th of an ounce. Capacity of the scale is 5 pounds.

Use of aluminum die castings for major exterior parts has reduced weight of the entire scale to 13 pounds, making it easily portable for demonstrations or routing inside stores or factories. A built-in carrying handle in the top of the center tower enables the scale to be carried like a valise.

The design encloses the lever mechanism entirely, while at the same time providing widespread load pivots for greater stability. To assure ruggedness, all pivots, bearings and other vital parts are super size.



Many motorists have complained to me about the hitchhikers. Their question usually is, "What shall we do with the hitchhikers."

My answer is: "Let him hike."

Frequently people decide to pick up hitchhikers, stop suddenly on the road, give no warning to others behind them, and thus cause accidents.

Hitchhikers themselves are becoming more daring daily. To avoid hitting them motorists have to turn out of their regular lane of traffic and thereby endanger other cars going in the opposite direction.

The sooner we let the hitchhiker hike, the sooner he will disappear.

You never make a mistake by recommending a superior article.

Quality is the surest foundation for permanent success.

# King Midas Semolina

The Golden Touch

"The Highest Priced Semolina in America and Worth All It Costs"

## KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



# ELMES

SHORT CUT HIGH PRODUCTION UNIT

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MORE GOODS

PER HOUR

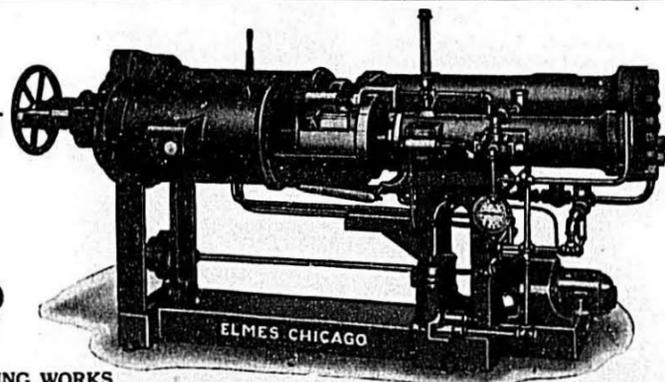
STATIONARY DIES

EASILY ADJUSTED

TO PRODUCE ANY LENGTH OR FANCY CUT OF GOODS

CHARLES F. ELMES ENGINEERING WORKS  
Hydraulic and Special Machinery

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SHORT CUT PRESS MODEL No. 4102-A

### 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 a FREE ADVISORY SERVICE on Trade Mark Registrations through the National Trade Mark Company, Washington, D. C.

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

### Patents and Trade Marks

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

Patents granted—None.

#### TRADE MARKS APPLIED FOR

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

#### Japanese

The private brand trade mark of Pacific Trading Company, San Francisco, Cal. for use on noodles. Application was filed May 25, 1938 and published Aug. 2, 1938. Owner claims use since 1936. The trade mark consists of Japanese characters.

#### Collins

The private brand trade mark of Collins-Dietz-Morris Company, Oklahoma City, Okla. for use on canned spaghetti and other canned goods. Application was filed June 1, 1938 and published Aug. 2, 1938. Owner claims use since January 1936. The trade mark is a drawing to represent a label.

#### Hasty-Tasty

The trade mark of Robilio & Cuneo, Memphis, Tenn. for use on macaroni dinner, comprising macaroni and grated cheese. Application was filed May 9, 1938 and published Aug. 16, 1938. Owner claims use since March 23, 1938. The trade mark consists of a dish of cooked macaroni and the trade name in heavy black type.

#### Jenny Lee's Quickies

The trade mark of Minnesota Macaroni Company, St. Paul, Minn. for use on macaroni. Application was filed April 9, 1938 and published Aug. 23, 1938. Owner claims use since Mar. 7, 1938. The trade mark is written in very heavy type.

#### Specify Brand

The private brand trade mark of Standard Distributors, Inc., doing business as Specify Food Company, Los Angeles, Cal. for use on egg noodles. Application was filed June 11, 1938 and published Aug. 23, 1938. Owner claims use since June 6, 1938. The trade name is written in black lettering.

### LABELS

#### Beech-Nut

The title "Beech-Nut Macaroni Shells" was registered Aug. 9, 1938 by Beech-Nut Packing Company, Canajoharie, N. Y. for use on macaroni shells. Application was published Jan. 15, 1936 and given serial number 51591.

#### Beech-Nut

The title "Beech-Nut Macaroni Elbows" was registered on Aug. 9, 1938 by Beech-Nut Packing Company, Canajoharie, N. Y. for use on macaroni elbows. Application was published May 11, 1937 and given serial number 51592.

#### Ready To Eat

The title "Ready To Eat Macaroni Dinner" was registered Aug. 30, 1938 by Kansas City Macaroni & Importing Co. doing business as American Beauty Macaroni Company, Kansas City, Mo. for use on specially prepared cooked macaroni. Application was published June 1, 1938 and given serial number 51679.

#### American Beauty

The title "American Beauty Spaghetti Dinner" was registered Aug. 30, 1938 by Kansas City Macaroni & Importing Co. doing business as American Beauty Company, Kansas City, Mo. for use on specially prepared cooked spaghetti. Application was published June 1, 1938 and given serial number 51680.

### Passing of Historic Durum Milling Firm

The "Mill For Sale" announcement elsewhere in this issue marks the passing from the picture of a milling company which was a pioneer in milling durum wheat products.

Duluth Superior Milling Co. was incorporated in 1901 and represented a

consolidation of several mills in the Duluth-Superior area.

At that time mills at the head of the lakes enjoyed a substantial export business and a large volume in eastern markets. Their location gave them certain advantages which helped them to attain prominence in the industry.

B. S. Stockman, manager at the time of Duluth-Superior Milling Co., with his usual farsightedness was one of the first millers to see the possibilities in durum milling and proceeded to equip one of his units to turn out semolina products.

It was Mr. Stockman who developed the Hourglass Semolina, which for so many years enjoyed a well deserved reputation as an outstandingly high class product in its field.

At that time, and continuing down to the present, "Duluth-Superior" was controlled by Standard Milling Co.

Durum milling is a specialty business and with large interests elsewhere in the milling field, Standard Milling Co. made the decision a few months ago to discontinue durum wheat milling and concentrate attention in other divisions of the business.

Less than three years ago the mill in Superior was thoroughly overhauled and brought right up to date in all departments, and is in condition to resume operations almost instantly. The business men of Duluth, Minn. and Superior, Wis. stand ready to cooperate with whoever buys and operates the mill now placed on the market.

## 1938 Durum Crop

Acting Secretary of Agriculture, Harry L. Brown, in his September 1, 1938, estimate, puts the 1938 durum wheat acreage now being harvested at 3,508,000 acres—an increase of 127.3 per cent over the 1937 acreage. It nearly equals the 1927-1936 average of 3,620,000 acres.

The production of durum wheat is indicated to be 42,011,000 bushels, prospects having improved during the month of August. This production is 51 per cent larger than the relatively small pro-

duction of 27,791,000 bushels in 1937 but only 5 per cent larger than the 10-year (1927-1936) average production of 40,085,000 bushels. There has been an increase in the prospective yield over August 1, 1938 in the leading durum state of North Dakota where threshing returns indicate an increase of one-half bushel in the average yield per acre. The increased yield indicated for North Dakota more than offset decreases of one-half bushel per acre in South Dakota and Minnesota.

#### DURUM WHEAT

	Yield per Acre			Production		
	Average 1927-36	1937	Indicated 1938	Average 1927-36	1937	Indicated 1938
		Bushels		Thousand bushels		
Minn. ....	12.8	14.5	15.5	2,148	1,348	1,395
N. Dak. ....	9.7	11.0	12.0	29,420	23,023	31,404
So. Dak. ....	8.8	6.7	11.5	8,516	3,420	9,212
3 States .....	9.8	10.1	12.0	40,085	27,791	42,011

#### WHEAT (Production by Classes) for the United States

Year	Winter		Spring		White winter & spring	Total
	Hard red	Soft red	Hard red	Durum <sup>1</sup>		
	Thousand bushels		Thousand bushels		Thousand bushels	
Avg. ....						
1927-36 .....	313,347	182,188	129,332	41,972	86,052	752,891
1937 .....	375,164	256,551	102,408	28,749	111,120	873,993
1938 <sup>2</sup> .....	386,460	240,161	167,711	43,563	102,077	939,972

<sup>1</sup>Includes durum wheat in states for which estimates are not shown separately.  
<sup>2</sup>Indicated 1938.

### QUALITY SEMOLINA

## DURAMBER

NO. 1 SEMOLINA

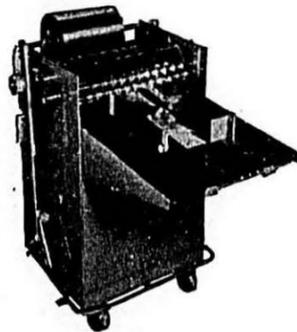
## SPECIAL

GRANULAR

### AMBER MILLING CO.

Exclusive Durum Millers  
J. F. DISPERNACK President Minneapolis E. J. THOMAS Vice Pres. & Gen'l Mgr.

## HOW TO REDUCE YOUR CELLULOSE COST PER PACKAGE



Install a PETERS FULLY AUTOMATIC SHEETING AND STACKING MACHINE

If you are using sheet cellulose, you will find you can save 10-25% by purchasing your cellulose in rolls and cutting it into sheets on this fully automatic machine.

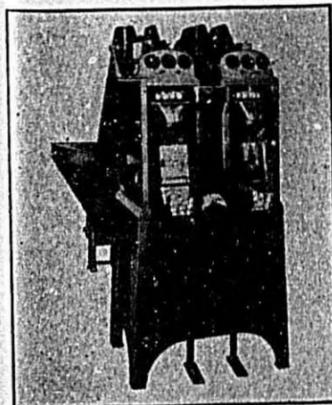
Any size sheet from 2" to 24" wide by 3" to 28" long can be handled. SLITTING ATTACHMENT and COUNTER furnished if desired.

Ask us to send you complete information on this inexpensive machine which is used in macaroni plants in many countries.

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

### "Elec-Tri-Pak" Weigher

The Triangle Package Machinery Company, Chicago has announced the Triangle-Rapp "Elec-Tri-Pak" Weigher, a new packaging machine. It is designed to package a wide range of products, including items heretofore never handled by machine, into containers by means of electrically operated vibra-



tion plates called "Electric Fingers." It is said to handle delicate products such as potato chips, marshmallows, crackers, etc., without injuring them in any man-

ner. Other items being packaged by the machine include candies, noodles, cookies, seeds, bolts, nuts, screws, tacks, nails, dog food, electrical parts, tablets, etc.

The manufacturer guarantees accurate weights within a small fraction of an ounce as well as a production 3 to 4 times that of hand packaging.

Control of the machine is accomplished by means of specially calibrated radio-type dials.

The hopper, an integral part of the

machine, is waist-high to facilitate loading. A continuous belt carries the products from the hopper to the vibrator feed plates. The action of these vibrating plates is such that discharge is rapid until the container is filled close to weight—then the vibration changes so as to dribble in just enough to bring the package to exact weight. Adjustments can be made to set the machine at a wide range of predetermined weights.

Literature may be obtained from the manufacturer.

## August Flour Production Gains Over Year Ago

Continued gains in our production compared with the preceding month and the corresponding month of last year were shown in August reports of milling companies to *The Northwestern Miller*. Total output for the month was 6,056,647 bbls., compared to 5,716,146 bbls. in July and 5,592,139 bbls. in August, 1937. In August of 1936, production was 6,180,142 bbls. and in 1935 it was 5,228,632 bbls.

The southwest experienced a small loss in output compared with the previous month and the corresponding month of last year. Every other section showed gains by each comparison, the most sizable increases being in Buffalo and the central western area. Southwestern mills, however, continued to produce more flour than any other territory.

Complete details are given in a table below:

#### TOTAL MONTHLY FLOUR PRODUCTION

Output reported to *The Northwestern Miller*, in bbls., by mills representing about 60% of the total flour output of the United States:

	Previous month		August	
	Aug., 1938	1937	1936	1935
Northwest .....	1,319,350	1,168,045	1,187,769	1,505,251
Southwest .....	2,141,646	2,177,571	2,200,688	2,200,239
Buffalo .....	953,502	851,922	887,187	900,662
Central West—Eastern Div. ....	450,223	422,059	310,895	349,325
Western Div. ....	312,523	297,924	238,111	308,061
Southeast .....	407,627	401,101	313,645	345,725
Pacific Coast .....	471,776	406,524	453,844	570,879
Totals .....	6,056,647	5,716,146	5,592,139	6,180,142

# PLANT MAINTENANCE DEPARTMENT

## Increase Profits With Stokers

For some months we have been hot on the trail of boiler rooms to gather facts concerning the methods used in manufacturing plants to generate and control heat energy for processing materials and for bodily comfort. It would seem that many plant-owners, including macaroni-noodle manufacturers, have money to burn when one considers the wasteful way they generate and control heat energy for processing and comfort. Too many plants are still generating heat by hand-firing coal into a fire-box, which increases heating costs, sometimes more than doubling them and tapers down production because hand-firing, no matter how carefully done, cannot give the worker maximum comfort or suit the varying or precise demands of materials under process.

There are far too many manufacturing plants burning up profits with inadequate, obsolete, horse-and-buggy power plant equipment. The boilers in more than 80 per cent of the plants we inspected were hand-fired and they exceeded this percentage in macaroni manufactories. Eyes that scan expense accounts for ways and means of cutting overhead, seldom peer into the boiler room, probably because "out of sight is out of mind," but by the simple process of business alchemy, a modernization program effected in the boiler room is transmuted into a golden harvest on the profit and loss statement.

We inspected macaroni plants utilizing modern and highly efficient presses, dough mixers, drying machines, kneaders, macaroni cutters and carton packaging equipment. The managements were enthusiastic about the profit-pulling power of their streamlined units and the dividends they had paid over the horse-and-buggy machinery they replaced, but oddly, the same reasoning, they failed to apply to boiler room equipment, which in most cases, was offsetting much of the good work accomplished by the modern machinery in the plants. Dig into your boiler room. Direct expenses are easy to compute, but down in the boiler room are hidden many indirect expenses that do not show up in bold relief on the profit and loss statement, such as lost time, excess labor costs, delays, customer dissatisfaction because of variations in quality from time to time, rejects or spoilage, slow processing, which could be speeded up if heat energy were generated and controlled with the same

degree of precision required of every modern processing unit used in macaroni making, from a die cleaner to a mould cleaner.

Direct fuel savings of from 30 to 50 per cent were frequently reported where plant-owners had replaced hand-firing with stokers. In some plants, the savings on coal alone ran into substantial sums yearly, but by far, the biggest return was felt from the indirect savings and profits due to increased production, fewer rejections, less spoilage, lower labor costs, less time lost, better customer satisfaction, quality maintenance, better employe morale because of more comfortable working temperatures resulting in better health and fewer sick leaves, more efficient processing because of uniformity of steam pressure. Then too, stokered equipment costs less to fire, which means lower labor expense in the boiler room.

Direct and indirect fuel savings are not the only benefits obtained with automatic coal firing. It eliminates smoke nuisance, which is a problem with many plants, particularly when located near residential sections. In many plants where stokers have been installed, they get along with fewer boilers, two instead of three, one instead of two. Obviously, this means a saving down in the power plant. In one plant, the superintendent told us that he made one stoker serve two boilers by adding grates and a forced draft fan to one boiler.

Uniformity of steam pressure so necessary in a macaroni-noodle plant is assured with automatic coal firing. Plant superintendents report that they are able to maintain uniformity of steam pressure and temperatures much better with coal stokers than with hand-firing. Heat and power are steady with automatic coal firing. Firing room labor is kept at minimum. Small, cheaper size coal may be used than with hand-firing and less is consumed.

We learned from this survey that 90 per cent of stoker trouble is caused by using sub-grade coal or coal unsuitable to the stoker. A stoker service contractor told us that he could tell whenever a barge of sub-quality coal docked near by. Service calls began to flood him. Plant superintendents should see that they get the coal, type and grade, needed to fire a stoker at greatest efficiency. Stick to the recommendations of the stoker manufacturer. Use the coal rec-

ommended and avoid trouble, even though offered other coal for less money.

Coal stokers will function as satisfactorily as automobiles, if the equipment is high grade, properly installed, serviced periodically and fed the right coal. There are stokers for every kind of coal and every type boiler. Some feed from the bins automatically, others require the filling of hoppers periodically. In one plant, we found a down-slanting chute between the coal bunker and stoker hopper so that the hopper could be filled without shoveling. A labor-saving device. Just raise a hatch on the coal bunker and down the coal chutes to the stoker hopper. Some layouts carry the coal from the coal truck to stoker with a minimum of labor. Coal is dropped through a coal hole right into bunker and carried with a bunker-to-stoker chute right to the boiler. A bin-feed type stoker also serves the same purpose.

Some stokers feed the fires from below, others from above. Some are hooked up so that moving parts are in or near the boiler, others shoot the coal through a pipe from a stoker many feet away. Some use anthracite coal, others bituminous. Sometimes the coal available and the prices prevailing in a section influence the selection of a certain type stoker. Stokers handling low grade screenings are often purchased because they are usually stable in price and there are always plenty on the market. Before purchasing a stoker, a thorough firing survey should be made by a trained engineer. Stoker manufacturers will furnish a boiler room survey made by a competent engineer.

Whatever your plant problem, there is little doubt but that you can find a stoker to solve it at a saving and profit. The best time to modernize a heating or power plant is in slow seasons, when production is not disturbed too greatly, preferably in warmer off-season periods. It is more costly and inconvenient to modernize boiler room equipment in cold weather. It may mean stoppage of production. Installation prices are likely to be higher, then.

The potential savings on automatic coal stokers are so substantial that the installation can be paid for in a short time. Where tonnage consumption is substantial, plant superintendents advise that they saved the cost of their stokers in as little as six months. Many users report buying their stokers on install-

September 15, 1938

THE MACARONI JOURNAL

31

ments. As one plant owner put it, "Our two stokers really cost us nothing. We bought them on time and paid the installments out of the savings in a short time. After that, the savings were all velvet."

We found from our interviews that some plant owners are fearful that service may be a costly item on stokers because of the moving parts combined with intense heat. Experiences of users prove beyond a doubt that service and maintenance on stokers is negligible. In some plants they have been operating for 15 years without a breakdown. However, this does not mean that they should not be checked over regularly for minor servicing operations, such as oiling and every six months, or at least once a year, call in a service man to make a thorough inspection. If parts are worn, replace them immediately. Breakdowns are costly and the only way to minimize them is to check-over equipment periodically, not only in the boiler room but in the plant itself.

exportation of this foodstuff totaled 1,345,699 lbs. worth \$108,015.

Below is the list of countries to which macaroni products were shipped by American exporters during June 1938 and the quantity shipped to each:

United Kingdom.....	35,800
Canada .....	13,830
British Honduras .....	989
Costa Rica .....	1,640
Guatemala .....	272
Honduras .....	1,170
Nicaragua .....	1,869
Panama .....	2,359
Panama Canal Zone.....	11,191
Salvador .....	421
Mexico .....	50,810
Newfoundland and Labrador.....	10,487
Bermuda .....	540
Trinidad and Tobago.....	730
Other British West Indies.....	1,364
Cuba .....	13,209

Dominican Republic .....	9,100
Neth. West Indies.....	15,081
Haiti .....	5,105
Bolivia .....	128
Colombia .....	1,302
Venezuela .....	2,012
China .....	1,161
Netherlands Indies .....	422
Hong Kong .....	2,068
Philippine Islands .....	30,791
French Oceania .....	2,076
Union of South Africa.....	360
TOTAL .....	216,300

### Insular Possessions

Alaska .....	55,089
Hawaii .....	91,705
Puerto Rico .....	73,298
Virgin Islands .....	3,864
TOTAL .....	223,956

### Macaroni Imports And Exports

The foreign trade of macaroni products continued to show an increase during June 1938 as did the previous month, according to the Monthly Summary of Foreign & Domestic Commerce issued by the Bureau of Foreign and Domestic Commerce.

#### Imports

Macaroni products increased slightly during June 1938 to 119,420 lbs. worth \$11,462 as compared with the May imports which totaled 102,136 lbs. worth only \$8898.

The imports for the first six months of 1938 totaled 561,511 lbs. worth \$53,523.

#### Exports

During June 1938 the exports increased to 216,300 lbs. valued at \$16,335 as compared with the exports for May 1938 which amounted to 168,497 lbs. worth \$13,565.

For the first six months of 1938 the

### FOR SALE

In Colorado, a modest sized Macaroni Factory, doing a good business. Located in a fertile territory. Volume can be considerably increased by concentrated effort, extending into New Mexico, Texas and Oklahoma. Owners have other business interests in and out of the State requiring attention. (Not a Bankrupt Sale).

**TABARINO REAL ESTATE COMPANY, INC.**

Trinidad, Colorado

### MERCANTILE COLLECTIONS

OFFICIAL REPRESENTATIVES FOR N. M. M. A.

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For Bulletins of Claims Placed by the Industry.

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**CREDITORS SERVICE TRUST CO.**

Tyler Building  
LOUISVILLE KENTUCKY

### "CHEESE"

The manufacture and distribution of Italian type of cheese is our business. **GRATED CHEESE** is our specialty.

Are you using, or planning to use, grated cheese in one way or another in your products? If you are, you owe it to yourself to write to our headquarters. We may have information which would interest you.

Quality and price will meet your requirements.

**STELLA CHEESE CO.**  
651 West Randolph St. Chicago, Ill.

## NOTICE

You may be interested to know that we can furnish you with **STAINLESS STEEL DIES WITH REMOVABLE PLUGS**—in addition to our Bronze and Copper dies with removable pins.

Do not hesitate to call upon us for any information or quotation you may desire. Our services are at your disposal.

**F. MALDARI & BROS., INC.**

178-180 Grand Street, New York, New York

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

**The MACARONI JOURNAL**

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

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

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

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

Vol. XX SEPTEMBER, 15, 1938 No. 5

**Kind Words**

Buffalo, N. Y. Aug. 23, 1938  
 Dear Mr. Donna:  
 It isn't very often that I stop to comment on the good job done by the other fellow. I imagine that's a normal trait. However I just want to tell you that your August issue is the most colorful, readable trade paper that I have come across in some time. Congratulations to you and your associates of the JOURNAL. Best regards.  
 Yours truly  
 Howard Mitchell,  
 Washburn Crosby Company.

**Will Go to Honduras**

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La Ceiba, Honduras, Central America National Macaroni Manufacturers Association, Post Office Drawer, No. 1, Braidwood, Illinois.  
 Gentlemen:

I am very much interested in subscribing to your publication, THE MACARONI JOURNAL, and would, therefore, appreciate it if you

would kindly let me know the cost of an annual subscription to same.  
 Presently, I am established in the Macaroni business in this country and am always interested in keeping abreast of the latest information in connection with this line of industry as to manufacturing processes, formulas and efficient distribution services.  
 Trusting to hear from you in the near future.

Yours very truly,  
 (Signed) James E. Merren.

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- If he sends a postal, it's too short.
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- If he attends a committee meeting, he is butting in.
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Ashes to ashes,  
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**HIGH STANDARD IN QUALITY**

is assured in our extensive plant equipment.

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

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

You can depend on the highest degree of uniformity in your day-to-day factory results when using



A/A No. 1 SEMOLINA and FANCY DURUM PATENT

**CAPITAL FLOUR MILLS**

INCORPORATED

OFFICES  
 CORN EXCHANGE BLDG.  
 MINNEAPOLIS, MINN.

MILLS  
 ST. PAUL, MINN.

**BAROZZI DRYING MACHINE CO., INC.**

1561 Hudson Blvd., Jersey City, N. J.

Renowned Manufacturers

OF

**MACARONI-NOODLE DRYERS**

**ONLY!**

*The Only Firm Specializing In Alimentary Paste Dryers*

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

## The MACARONI JOURNAL

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

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

### PUBLICATION COMMITTEE

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E. Vignino.....Editor  
M. J. Donna.....Editor

### SUBSCRIPTION RATES

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Foreign Countries.....\$3.00 per year, in advance  
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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  
Want Ads.....50 Cents Per Line

Vol. XX SEPTEMBER, 15, 1938 No. 5

## Kind Words

Buffalo, N. Y. Aug. 23, 1938

Dear Mr. Donna:

It isn't very often that I stop to comment on the good job done by the other fellow. I imagine that's a normal trait.

However I just want to tell you that your August issue is the most colorful, readable trade paper that I have come across in some time. Congratulations to you and your associates of the JOURNAL. Best regards.

Yours truly

Howard Mitchell,  
Washburn Crosby Company.

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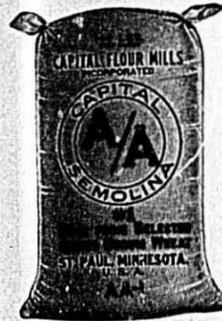
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## HIGH STANDARD IN QUALITY

is assured in our extensive plant equipment.

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

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

You can depend on the highest degree of uniformity in your day-to-day factory results when using



A/A No. 1 SEMOLINA and FANCY DURUM PATENT

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<b>OUR PURPOSE:</b> EDUCATE ELEVATE <hr/> ORGANIZE HARMONIZE	<b>OUR OWN PAGE</b> <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i>	<b>OUR MOTTO:</b> First-- INDUSTRY <hr/> Then-- MANUFACTURER
<b>OFFICERS AND DIRECTORS 1937-1938</b>		
P. R. WINEBRENER, Chairman of the Board.....A. C. Krumm & Son Macaroni Co., Philadelphia, Pa. LESTER S. DANE, Executive President.....New York, N. Y. JOSEPH FRESCHI, Vice President.....Mound City Macaroni Co., St. Louis, Mo. M. J. DONNA, Secretary-Treasurer.....Braidwood, Ill. H. R. JACOBS, Director of Research.....Brooklyn, N. Y.		
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## The Secretary's Message

### Loyal Members

Throughout its useful existence for more than a score and ten years, the Members of the National Macaroni Manufacturers Association, Associate as well as Active, have been extremely loyal and willingly helpful in doing everything possible to aid in attaining the objectives of the organization.

In addition they have been most considerate of the officials who are doing their level best to carry on for the good of the membership and for the general welfare of the Industry it is sworn to promote.

This is the finding of President Lester S. Dame who recently completed a tour of the plants east of the Mississippi river. Everywhere he was cordially received, and in the majority of cases was accorded an audience wherein he sought to present the advantages of a well supported trade body. He hopes to visit every important macaroni-noodle manufacturing firm insofar as time and money permits. On September 6, 1938, President Dame writes:

"As a result of my recent western trip, the following companies are members of the National Association:

Noody Products Co., Toledo, Ohio.	Columbus Macaroni & Noodle Co., Inc., Cleveland, O.
Jefferson Macaroni Co., Reynoldsville, Pa.	Chef Biordi Food Products Co., Cleveland, O.
Ohio Macaroni Mfg. Co., Cleveland, O.	Italian Macaroni Mfg. Co., Inc., St. Louis, Mo."
Albano Macaroni Mfg. Co., Cleveland, O.	

Welcome!

It will be a pleasure to serve these new members as faithfully as we have always tried to serve supporting manufacturers and allies in the past. We hope to have the pleasure to extend this service to other firms that may heed President Dame's personal invitation or that may decide to volunteer their membership in support of the National Association's program of unselfish trade promotion.

M. J. DONNA.

## WANTED: Pictures of Manufacturing Process

Libraries throughout the country are doing some fine work in educating the public about foods, their production and preparation for the table. Thinking manufacturers appreciate such service and have always shown themselves ready to supply the libraries with literature and pictures to encourage the helpful work.

The number of pictures pertaining to the manufacture and distribution of Macaroni-Noodle Products is entirely inadequate to meet the demands in most libraries. Several inquiries have recently been received at the headquarters office of the National Macaroni Manufacturers Association for full sets of photographs showing the complete manufacturing process. These could not be supplied because of lack of copies.

Any manufacturing firm that has complete sets of macaroni or noodle making might send a set or two to the Secretary

of the Association, Braidwood, Ill. He will put them to good use and see to it that the libraries supplied will give due proper credit. One library in submitting its request says:

"Our Library is making an effort to strengthen its Picture Collection. This collection at present consists of more than 80,000 pictures, arranged alphabetically by subject, and is used by lecturers, newspapermen, artists, teachers from public and parochial schools, as well as business and professional men and women. During the past year upward of 68,000 pictures were lent for use at home, in the class room or business office, and more than twice that number were consulted in the library.

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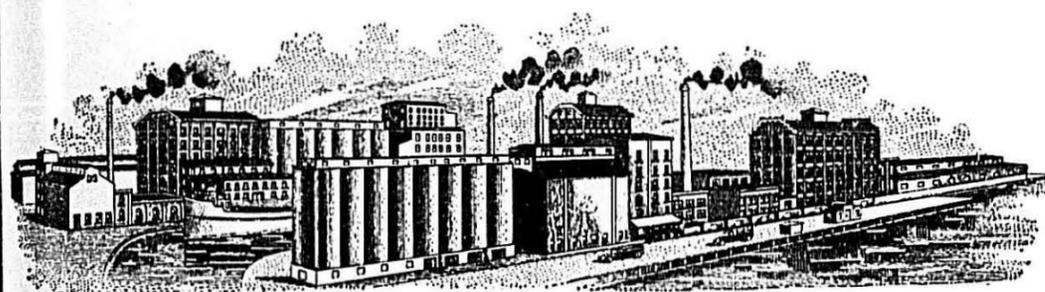
mands and we are writing to ask if it will be possible for you to present any pictures to the Library in order that they may be added to our collection.

"The Library prefers to receive 8x10 glossy finish, unmounted photographs, or pictures of approximately that size, and is specially anxious to receive pictures showing details connected with the manufacture and distribution of Macaroni Products. Immediately upon their receipt, the Library will place these pictures on permanent mounts and add them to the collection."

Here's an opportunity which should not be overlooked. Mail sets of photographs to National Macaroni Manufacturers Association, Braidwood, Ill. Credit will be given donors.

M. J. DONNA,  
Secretary.

# FOR SALE



MILLS AT THE HEAD OF THE LAKES—SUPERIOR, WISCONSIN

## The Home of Hourglass SEMOLINA

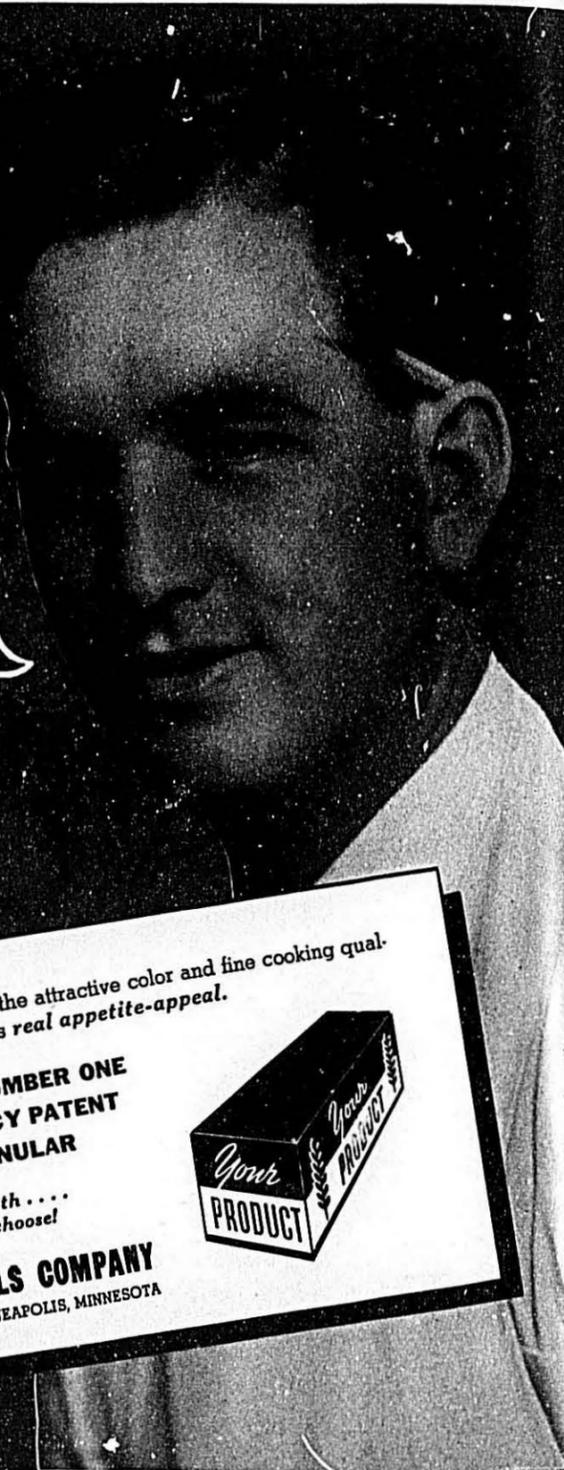
- ◆ All ready to operate, up-to-date Durum Semolina milling property.
- ◆ Ample grain storage capacity and every other operating facility.
- ◆ A bargain price will be made for quick disposal.

FULL INFORMATION FURNISHED TO  
ANY RESPONSIBLE INQUIRER

## STANDARD MILLING CO.

309 W. Jackson Blvd.

Chicago, Ill.



TAKE IT FROM A  
GROCER..THE ONLY  
WAY TO SELL WOMEN  
MORE MACARONI OR  
NOODLES IS TO MAKE  
YOUR PRODUCT SO  
GOOD THAT DAD AND  
THE KIDS WILL CALL  
FOR MORE!

THESE Pillsbury products provide the attractive color and fine cooking qualities that give macaroni and noodles *real appetite-appeal.*

PILLSBURY'S SEMOLINA NUMBER ONE  
PILLSBURY'S DURUM FANCY PATENT  
PILLSBURY'S DURUM GRANULAR

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

**PILLSBURY FLOUR MILLS COMPANY**  
MINNEAPOLIS, MINNESOTA  
GENERAL OFFICES:

