

**THE  
MACARONI  
JOURNAL**

**Volume XXI  
Number 3**

**July 15, 1939**

*The*  
**Macaroni Journal**



Braidwood, Illinois

JULY 15, 1939

Vol. XXI No. 3

*Friendly Conference*

The most natural, the most direct and beneficial way to achieve understanding and coöperation is to get together and CONFER . . . with equal opportunity for all to express their views and to comment on the views of others.

In that spirit the leading members of the Macaroni Industry of America met in New York City, June 26 and 27, 1939.

Read the story of this history-making conference and its results in this issue.

"MR. WRIGHT WE REALLY KNOW  
*Macaroni Packaging*



"IT TAKES *Correct Merchandising* AS WELL AS  
PRODUCT AND PRICE TO GET MORE BUSINESS THESE DAYS"

Are your products packaged according to successful modern merchandising practices? Do they keep clean, fresh, and *unbroken* until the last portion in the package is consumed? Are all of your various types and sizes of egg noodles and macaroni products packed in the *fewest sizes* of packages? And, in the dealers' stores, do your products and brand names easily make outstanding displays . . . stand out head and shoulders above the rest?

Years of market study and of making folding cartons and labels that *SELL* have given us the correct answers to these and many other important questions. Let one of our trained field men give you suggestions, ideas, and moderate cost estimates. Write us or our nearest branch office, today!



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**PACKAGING HEADQUARTERS FOR THE FOOD TRADE**

## J. H. Diamond Heads Macaroni Association



Reverting to the more practical plan of having an actual manufacturer as its chief executive, the National Macaroni Manufacturers Association at its convention in New York City, June 26 and 27, 1939, unanimously elected Mr. J. Harry Diamond of Lincoln, Nebraska, for its president for the 1939-1940 term.

The new Association leader is president of Gooch Food Products Co. and has served on the Board of Directors of the organized macaroni-noodle manufacturers for several terms. His experience in trade organization work and his many contacts with leading manufacturers composing the macaroni industry will stand him in good stead as he performs the many important duties of his new office.

"Call me Harry," he said on assuming his new position, "call me down for anything that I may do or permit to be done that is harmful to the general interest of the organization or the industry—but by all means keep in touch with me—because we need each other's advice and encouragement and only by frank discussions and concerted action can we accomplish some of the many things that must be done to improve conditions in the trade of which we are a part."

President Diamond accepted the office only after obtaining the irrevocable promises of other members of the 1939-1940 Board of Directors and of many firms in and out of the National Association to make his duties light by the fullest possible cooperation, individually and collectively.

He is a representative of the Western progressives in trade association work and there is every indication that under the new set-up, the National Association will show a healthy increase in membership. "My able predecessor, Philip R. Winebrener of Philadelphia, has set a pace for performance that will be hard to follow. We will be able to keep pace only by the closest kind of cooperation and with the good will of the progressive element in the industry, whose support we need and want," stated the new president.

President Diamond is preparing a message to the Association membership and to the trade generally which will be published in the August 15th issue of *THE MACARONI JOURNAL*. Interested manufacturers are asked to be on the lookout for it and to heed its advice and admonitions. He is studying the needs of the trade body and of the industry. He is giving careful thought to the appointment of Committees and the assignment of duties to the paid executives of the association—all of which will be announced in his first message.

He hopes to continue in effect all the important activities of the past and to suggest such new ones as the manufacturers may wish the organization to adopt. To that end he solicits correspondence from all leaders, the free discussion of all problems effecting the welfare of the individual and the trade, the patience, good-will and the fullest cooperation of those who honestly believe that conditions can be improved by united action when the will for such improvement is manifest and sincerely desired.



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SUPREME  
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MINNEAPOLIS MILLING CO.  
MINNEAPOLIS, MINN

# THE MACARONI JOURNAL

Volume XXI

JULY 15, 1939

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## National Association Carries On

The 1939 conference of the Macaroni Industry of America is now a matter of history. It must be recorded as one typifying the steady progress that has been made by this food trade since its adoption as a domestic business less than a century ago.

The meeting was held in the Park Central Hotel, New York City, June 26 and 27, with the renowned New York World's Fair as an added attraction. It was well attended by manufacturers and allied firms from practically every important production center East of the Rockies. However, the absence of quite a number of firms in the metropolitan area of New York was quite noticeable.

The conference and convention marked the thirty-sixth annual get-together under the sponsorship of the National Macaroni Manufacturers Association which was formed in 1904 to coordinate the efforts of individual members at the time when the infant industry was becoming cognizant of the need for a united front to protect it from competition from without and destructive practices from within.

Action unanimously taken at the convention was progressive in the main but no attempt was made to revolutionize the trade in any way. Every effort will be made to so coordinate the activities of the sponsoring organization as to obtain for the producers some of the advantages of organization. The theme of the 1939 assembly—"Progress Through Understanding and Co-operation"—is symbolic of the thinking that generally prevailed and upon which every action was predicated.

Interest in the proceedings was at a high pitch throughout all the sessions provided for in a well-balanced program. All the subjects presented were liberally discussed from every angle with the result that every phase was clearly explained and fully understood.

From the organization angle, the convention voted to make the National Association more easily accessible to the rank and file and thus more truly representative. This was done by making the dues of all classes of Active Members more reasonable. The scale of such dues is now but one-third of the rate that previously prevailed, and was effective as of July 1, 1939.

There will be little or no change in the services rendered henceforth. After experimenting for nearly two years with a paid executive as manager of the Association's affairs and coordinator of the trade's effort for self-policing, it was decided that the industry as a whole was not in entire accord with the program, evidenced by the fact that many firms refused or failed to help finance the heavy expense involved in the new departure from the routine work of the organization.

Action on the proposal to dispense with the services of the paid executive was not a hasty one. Though the Board of Directors had studied the situation for several months preceding the convention, the officers preferred

to have the matter thoroughly threshed out on the floor of the conference. Regrettably, it was voted to dispense with the services of the paid executive and to revert to the organization set-up that existed prior to November 1, 1937. Thus another valuable experiment passes.

It is interesting to note that in making this change, the effective work of the National Association is to be lessened but slightly, if at all. The duties of the New York office have been divided between the headquarters office at Braidwood and that of the Director of Research in Brooklyn. This was done in such a way that they will "carry-on" with special attention to those activities that seem most pertinent to the welfare of the members of the organization and beneficial, as well, to the trade as a whole.

To assure the success of the new program, the National Association welcomes the support of every progressive firm in the business. With the scale of membership dues reduced to one-third of the previous one, there is hardly a macaroni-noodle manufacturing firm that can offer the excuse that it costs too much to belong to the only organization that serves the trade nationally.

Therefore, it is the hope of the 1939-1940 Board of Directors and of the employes of the Association that many new firms will offer their memberships voluntarily. That many will do so was evidenced at the closing session of the 1939 conference when several firms submitted their applications for membership and others signified their intention to join as soon as arrangements for doing so could be completed.

The enforcement phase of the organization's program will be in charge of B. R. Jacobs, Director of Research. He is capable, willing and tried. Manufacturers should and undoubtedly will place every confidence in his ability to continue his work of clearing the trade of most of the obnoxious trade practices that are retarding progress, a work with which he has been closely identified for years.

The program of The National Macaroni Institute as presented by Secretary M. J. Donna won unanimous approval. All progressive manufacturers were and are urged to support the work of making the American consumer more truly conscious of the merits of macaroni, spaghetti and egg noodles.

With no curtailment in its progressive activities and with greater support by firms that should always be listed as supporters, the National Association enters into another year of helpful service with greater hope for success. Its main objective will be to advise members of the industry how to "keep step" with competing food trades. The will of the employes is to "carry on" in a way that will most effectively assure the attainment of the main objectives of the organization. None should fail in their respective duties.

## Optimism Prevails at Industry Convention

The National Macaroni Manufacturers Association is to "carry on" in line with the theme of the conference—"Progress Through Understanding and Coöperation"

Representatives of the leading firms that constitute the macaroni-noodle industry in the territory East of the Rockies gathered in New York City the last week in June to attend one of the most progressive meetings ever sponsored by the National Macaroni Manufacturers Association. All the convention sessions were held in The Tower Room of The Park Central June 26 and 27.

The elimination of the office of paid president, as a matter of economy, was found to be a business necessity when it was pointed out that despite an elaborate and most promising program, the financial help anticipated at the Cleveland Convention in 1937 failed to materialize. The convention commended the work done by Lester S. Dame during the brief term of twenty months and regretted the unforeseen conditions that made it necessary to abolish the office. Resolutions expressing the sincere appreciation of his services and efforts were unanimously adopted.

There will be but a slight curtailment in the work that was formerly conducted through the New York office of the organization. All the important activities were transferred to the other executives. The fight against unfair trade practice will continue as vigorously as ever and the advisory service will be maintained insofar as it is possible.

Board Chairman Philip R. Winebrener, Philadelphia, Pa., presided at the several sessions and pointed the way out of the emergency facing the National Association in his report shortly after the convention opened at 10:00 A. M. Monday, June 26. Nearly one hundred macaroni manufacturers and representatives of the allied trades deeply concerned in the industry's future composed the convention that greeted his remarks.

Chairman Winebrener regretted the failure of many large manufacturers to appreciate the need of the promotional program undertaken by the National Association under the leadership of the paid executive, leaving the officials no choice but to curtail expenses. He reported that the Directors of the Association had made a thorough study of conditions and prospects and could offer no other recommendation than the continuation of the National Association on the basis of dues that existed prior to the 1937 convention, thus bringing the Association into the reach of many firms that declared they would like to belong if dues were more reasonable.

He commended the program as planned in the recent past but felt that future activities must be controlled by assured income. This would necessitate a more modest program, retaining all the essential activities from which so much good is in immediate prospect if the manufacturers will only realize it and do their part to attain it.

Retiring executive Lester S. Dame, then reviewed the activities of the New York office since taking charge on November 1, 1937. After acquainting himself with the industry, its members and their greatest needs, he tackled the problems of the trade with vigor and with apparent satisfactory results. He reviewed his activities in connection with the adoption of the industry's trade practice rules and their approval by the Federal Trade Commission in a remarkably short time. In the enforcement of the rules, he naturally "stepped on toes." Eight flagrant cases were submitted to the Federal Trade Commission. Action on most of them has been prolonged with the result that as yet they are undecided.

Mr. Dame expressed himself as being satisfied that he had done as good a job as was possible with the degree of coöperation given his activities, a situation that is quite disappointing. He concluded with a declaration that the macaroni industry has many possibilities, opportunities that have not yet been realized, and he expressed the hope that every manufacturer worthy of the name and a place in the trade would join heartily with the trade association, to be in a position to take the fullest possible advantage of every opening for trade betterment through united action.

Next followed a three-way report by M. J. Donna who is the secretary and treasurer of the National Association and the editor of the official organ of the organization, THE MACARONI JOURNAL. He reviewed the formation of the present organization in 1904 and the problems that have confronted it during the past thirty-five years. He outlined the various activities of his office, especially during the past fiscal year and reported on the financial condition of the Association's treasury.

Research from which future benefits will come to all in the industry, and enforcement of present rules and regulations that have had a salutatory effect on trade, were the key-note of the report made by B. R. Jacobs, Director of Research for the National Association. The industry has practically won its fight against artificial coloring,

he says, his analytical work showing an ever decreasing number of violations. "Data compiled in my office during the past year indicate a great improvement in the quality of the macaroni products being offered the public," stated this official. "First of all is the number of manufacturers who have increased the egg content of their products; second, is a considerable reduction in the use of artificial coloring, and third, is a very considerable improvement in the grades of the farinaceous ingredients used."

### Honor Past Presidents

During the luncheon recess on Monday, the registered manufacturers and allied paid due honor to six of the ten living past presidents of the National Association who found it convenient to attend this session. Seated at the table of honor were the following past presidents who had directed the affairs of the organization in years gone by:

Thomas H. Toomey, 1904-1905—the Association's first president.  
Henry Mueller, 1922-1928.  
Frank L. Zerega, 1930-1932.  
Glenn G. Hoskins, 1933-1934.  
Louis S. Vagnino, 1934-1936.  
Philip R. Winebrener, 1936-1939.  
Past President Alfonso Gioia (1932-1933) was unable to attend the luncheon but arrived later in the afternoon, making the trip from Rochester, N. Y., by plane.

### Macaroni Publicity Highly Favored

The report of the accomplishments of The National Macaroni Institute under the able direction of Director M. J. Donna and an interesting address on the place of macaroni products in the American diet by Mrs. Ida Bailey Allen, renowned authority on foods and their preparation, featured the afternoon session of the opening day.

Aided by charts and photographs, Mr. Donna made a fine presentation of the promotional work that has been done by the Institute since the fall of 1937. He admitted that the field of opportunity along this line had been merely scratched and solicited greater financial support by the industry in whose behalf the Institute is laboring.

He thanked the manufacturers and allied whose financial contribution made possible the continuation of this helpful activity and then made a partial report on the current promotion aimed at making macaroni products more generally popular as summer foods. He announced the next general

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Past Presidents' Luncheon

promotion, the observance of National Spaghetti-Noodle Week, October 7 to 14, 1939, and hoped that it would be liberally supported.

In as fine an address as ever made before a convention of macaroni makers, Mrs. Ida Bailey Allen discussed in detail the important part played by macaroni products in a balanced diet. Being a recognized authority on home economics she presented the housewife's view, too often overlooked by manufacturers and distributors. She gave those present some invaluable information about their own products. She commended the work of The National Macaroni Institute and urged all manufacturers and allied "to give Mr. Donna the needed money to carry to completion the fine program of consumer education that is so thoughtfully planned and ably executed."

On the adjournment of the regular session of the convention, the members met as a Committee of the Whole to consider the various problems of the trade and later divided into smaller groups for the specific study of special activities.

The reports of the several sub-committees were to be studied later by the important Committee on Future Activities of the National Association and their compilation into a composite report by that committee of which Past President G. G. Hoskins was chairman, for presentation on the following day.

### The Second Day

The second day of the 1939 meeting was devoted to the routine work of the organization. Board Chairman Winebrener presided.

The new food law was studied from every angle insofar as it affects macaroni products and their distribution. Mr. Dame who made an exhaustive study of its many provisions was the

leader of discussion. Research Director Jacobs was called upon to answer many questions. The result was a wide and more thorough knowledge of the law that became effective in part the last week in June.

The weevil problem came in for considerable discussion. The need for some uniform plan of handling complaints and disposing of returned spoiled goods was most apparent. Action towards that objective was taken in the report of the special Committee on Returned Goods and Spoilage made later in the day.

So thorough and interesting was the general discussion that it was decided to pass up the ordinary noon recess and to continue through till the work of the convention was completed. For more detailed information of the accomplishment of this history-making convention, see reports of officers and committees that appear elsewhere in this issue.

### Macaroni-Noodle Day

The management of "The World of To-Morrow" Fair in New York City wisely named Wednesday, June 28, 1939, as "Macaroni-Noodle Day" in honor of the many visiting members of the Macaroni Industry who attended the Industry's Convention in New York that week and visited the world's greatest show on that day.

With but few exceptions, every member of the Industry who attended the convention officially or surreptitiously (as did some who forgot to register as convention guests) was on hand early to see the fair on the date when macaroni-noodle makers were made especially welcome, and under circumstances that made it easier than usual to see the many exhibits.

The New York World's Fair is an

enormous show of things of yesterday, today and tomorrow. In the course of an entire day it is possible to get only a cursory glance at the exterior and a mere glimpse of a few of the many exhibits.

Naturally the food exhibits and the machinery halls were the favorites of the manufacturers and their families. Next came some of the general exhibits and later in the evening the amusement sector.

For example, very few overlooked seeing the famous DuPont exhibit and were repaid in finding that macaroni products were used in connection with the lecture on Cellophane and the part it has played in creating increased consumer demand for this food, because the transparent wrapper adds the eye-appeal that so greatly influences consumer purchasing.

The representatives of the macaroni industry were glad to note that the millions of fair visitors had the opportunity to hear of the protective qualities which "Cellophane" cellulose film offers macaroni, spaghetti, egg noodles and all other food products. The lecturer at the "Cellophane" section discussed the manufacture of this fine wrapping material, and by use of a scale model of a casting machine, showed how "Cellophane" is made.

One of the girl attendants then discussed the uses of "Cellophane" and held aloft sample packages of macaroni, spaghetti and egg noodles on which the wrapping material is so effectively employed. At the conclusion of her lecture, she turned to a candy making and wrapping machine operated it in full view and then handed out tasty samples.

In a general way, that was the story at all the other exhibits. The visitors were given public object lessons that made lasting impressions not only of

the beauty of the article or thing produced, but its utility.

At noon the macaroni-noodle group had luncheon at the Casino of Nations after which the delegation broke into small groups to enable those of different interests to see the exhibits that appealed to them most.

All in all, Macaroni-Noodle Day was a complete success. The world was made conscious of the existence of a sizeable industry in this country, that produces one of the finest foods of the present day, and one which bids fair to be the favorite food of tomorrow.

Convention Exhibits

While the National Macaroni Manufacturers Association sponsors no official exhibition in connection with its annual conventions, there were several most interesting and informative exhibits in the convention hall during the 1939 conference, June 26 and 27, 1939. Among them were the following:

Cellophane: E. I. DuPont de Nemours & Company of Wilmington, Del., had an unusually fine showing of "Cellophane-wrapped" packages of macaroni, spaghetti and egg noodles. In an artistic booth with a highly polished white background, the transparent packages were shown to the fullest possible advantage.

Insecticide: Midland Chemical Laboratories, Inc., makers of very effective insecticides for weevils and other

infestations, had a most interesting exhibit of its products and services. It was in charge of Martin Marks, Eastern representative of the firm whose home office is in Dubuque, Iowa. Mr. Marks explained how Midland "Mill-O-Cide," his firm's Food Insecticide, can be used in insect control in plant and in storerooms, at the same time handing out free samples of Lona-foam shampoo.

Packaging: The Triangle Package Machinery Company of Chicago had on display one of its small but very efficient packaging machines that will handle practically all shapes of macaroni products excepting the extremely long goods. The exhibition was in charge of S. A. Melbostad of Chicago who not only demonstrated it between sessions, but called specific attention to the simplicity of construction, the flexibility which enabled it to handle different shapes and sizes equally well, the small floor space it occupies, its economy and labor-saving features.

1939 Convention Registrants

Macaroni Manufacturers

- V. Arena & Sons, Inc. B. Arena, Norristown, Pa.
Arena & Sons, Inc. S. Arena, Norristown, Pa.
Atlantic Macaroni Co. Wm. Culman, Long Isl. City, N. Y.
Crescent Macaroni & Cracker Co. C. H. Schmidt, Davenport, Iowa
Cumberland Macaroni Mfg. Co. Ralph Ney, Cumberland, Md.
G. D. Del Rossi Co. G. D. Del Rossi, Providence, R. I.
DeMartini Macaroni Co. V. Giatti, Brooklyn, N. Y.
Faust Macaroni Co. L. S. Vagnino, St. Louis, Mo.
Foulds Milling Co. G. G. Hoskins, Libertyville, Ill.
Gioia Macaroni Co. Samuel Gioia, Rochester, N. Y.
Gooch Food Products Co. J. H. Diamond, Lincoln, Neb.
A. Goodman & Sons, Inc. Robert I. Cowen, New York, N. Y.
A. Goodman & Sons, Inc. Jerome J. Maier, New York, N. Y.
I. J. Grass Noodle Co. A. Irving Grass, Chicago, Ill.
Kansas City Macaroni Co. P. F. Vagnino, Kansas City, Mo.
Kentucky Macaroni Co. Peter J. Viviano, Louisville, Ky.
F. L. Klein Noodle Co. B. A. Klein, Chicago, Ill.
Krumm Macaroni, Inc. P. E. Winchener, Philadelphia, Pa.
LaPremiata Macaroni Corp. Joseph J. Cuneo, Connellsville, Pa.
Megg Macaroni Co. C. W. Wolfe, Harrisburg, Pa.
Mid-South Macaroni Co. Thos. A. Cuneo, Memphis, Tenn.
Milwaukee Macaroni Co. Santo Garofolo, Milwaukee, Wis.
Minnesota Macaroni Co. Eugene J. Villame, St. Paul, Minn.
Minnesota Macaroni Co. Walter F. Villame, St. Paul, Minn.
Mound City Macaroni Co. Joseph Freschi, St. Louis, Mo.
C. F. Mueller Co. H. E. Minard, Jersey City, N. J.
C. F. Mueller Co. Henry Mueller, Jersey City, N. J.
New Haven Macaroni Co. F. Maturro, New Haven, Conn.
Philadelphia Macaroni Co. Louis Roncace, Philadelphia, Pa.
Prince Macaroni Mfg. Co. Gaetano La Marca, Boston, Mass.
Procion-Rossi Corp. A. Rossi, Auburn, N. Y.
Quaker Oats Company. John Larsen, Tecumseh, Mich.
Ronsoni Macaroni Co., Inc. E. Ronsoni, Jr., Long Isl. City, N. Y.
Tharinger Macaroni Co. J. G. Luchring, Milwaukee, Wis.
Traficanti Brothers. Frank Traficanti, Chicago, Ill.
V. Viviano & Bros. Mac. Mfg. Co. Gaetano Viviano, St. Louis, Mo.
Weiss Noodle Company. Albert S. Weiss, Cleveland, Ohio
Windsor Locks Macaroni Co. Leon Colopietro, Springfield, Mass.
A. Zerega's Sons, Inc. John P. Zerega, Jr., Brooklyn, N. Y.
Past President. Alfonso Gioia, Rochester, N. Y.
Past President. Thos. H. Toomey, Brooklyn, N. Y.
Past President. Frank L. Zerega, Brooklyn, N. Y.

Allied Tradesmen

- Amber Milling Company. J. F. Diefenbach, Minneapolis, Minn.
Amber Milling Company. E. J. Thomas, Minneapolis, Minn.
Barozzi Drying Machine Co. G. E. Barozzi, Jersey City, N. J.
Buhler Brothers. F. R. Koehler, New York, N. Y.
Buhler Brothers. Paul W. Koehler, Chicago, Ill.
Buhler Brothers. O. R. Schmalzer, New York, N. Y.
John Campanella Co. John Campanella, Jersey City, N. J.
Capital Flour Mills, Inc. Clifford Kutz, Minneapolis, Minn.
Capital Flour Mills, Inc. Oresta Tardella, Chicago, Ill.
Capital Flour Mills, Inc. L. A. Viviano, New York City, N. Y.
Capital Flour Mills, Inc. C. P. Walton, Minneapolis, Minn.
Clermont Machine Co. John Amato, New York, N. Y.
Clermont Machine Co. Carmine Surico, Brooklyn, N. Y.
Clermont Machine Co. John Surico, Brooklyn, N. Y.
Commander-Larabee Milling Co. Thos. Brown, Minneapolis, Minn.
Commander-Larabee Milling Co. P. N. Hoy, Minneapolis, Minn.
Consolidated Mac. Mach. Corp. Conrad Ambrette, Brooklyn, N. Y.
Consolidated Mac. Mach. Corp. N. J. Cavagnaro, Brooklyn, N. Y.
Crookston Milling Co. Wm. H. Oldach, Philadelphia, Pa.
Crookston Milling Co. J. J. Padden, Crookston, Minn.
Crookston Milling Co. U. De Stefano, New York, N. Y.
E. I. DuPont de Nemours & Co. M. C. Pollock, Wilmington, Del.
E. I. DuPont de Nemours & Co. L. B. Steele, Wilmington, Del.
Eastern Semolina Mills, Inc. C. S. Foulds, New York, N. Y.
Eastern Semolina Mills, Inc. Dr. Oppenheimer, New York, N. Y.
Chas. F. Elmes Engineering Works. Chas. F. Elmes, Chicago, Ill.
Hubert J. Horan. S. Gartland Horan, Philadelphia, Pa.
H. W. Kestila. New York, N. Y.
King Hidas Mill Co. Alex G. Grall, Minneapolis, Minn.
King Hidas Mill Co. Wm. Steinke, Minneapolis, Minn.
King Hidas Mill Co. David Wilson, New York, N. Y.
Frank Lazzaro. Frank Lazzaro, New York, N. Y.
F. Maldari & Bros., Inc. Donato Maldari, New York, N. Y.
Midland Chemical Laboratories, Inc. Martin Marks, Dubuque, Iowa
Howard S. Pearlstone. New York, N. Y.
Pillsbury Flour Mills Co. Paul V. Bear, Chicago, Ill.
Pillsbury Flour Mills Co. R. C. Benson, Minneapolis, Minn.
Pillsbury Flour Mills Co. E. Derrick, New York, N. Y.
Pillsbury Flour Mills Co. Ernest Horstman, Minneapolis, Minn.
Pillsbury Flour Mills Co. H. J. Patterson, Minneapolis, Minn.
Pillsbury Flour Mills Co. Samuel Regalbuto, Philadelphia, Pa.
Frank R. Prins Corp. Frank R. Prins, New York, N. Y.
Rosotti Lithographing Co. A. F. Rosotti, North Bergen, N. J.
Rosotti Lithographing Co. C. C. Rosotti, North Bergen, N. J.
Star Macaroni Dies Mfg. Co. H. G. Pieretti, New York, N. Y.
Triangle Package Machinery Co. S. A. Melbostad, Chicago, Ill.
C. E. Vickery & Co. C. E. Vickery, Pittsburgh, Pa.
Washburn-Crosby Co. V. C. Latona, Buffalo, N. Y.
Washburn-Crosby Co. H. P. Mitchell, Chicago, Ill.
Washburn-Crosby Co. Louis Patta, New York, N. Y.
Washburn-Crosby Co. H. H. Ragler, Buffalo, N. Y.
Washburn-Crosby Co. Edw. F. Schulz, Philadelphia, Pa.
Fred T. Whaley. Boston, Mass.
The Northwestern Miller. W. G. Martin, Jr., New York, N. Y.
Lester S. Dame. Pres. N.M.M.A., New York, N. Y.
H. R. Jacobs. Director of Research, Brooklyn, N. Y.
M. J. Donna. Secretary-Treasurer, Braidwood, Ill.

Many other manufacturers took an active part in the convention discussions and organized activities but failed to register with the registration clerk. Having no official record of their attendance it was deemed best not to attempt to list them for fear of omitting some. The same is true of unlisted representatives of allies who made good use of their assembled customers and prospects.



The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products must answer "Yes."

For years we have been testing and choosing wheats, milling, testing and re-testing Gold Medal Press-tested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills' Gold Medal Press-tested Semolina No. 1 is noted for those characteristics which spell fine results to the manufacturer. It is noted for all round ability to produce products

with fine taste, appetizing appearance and FULL COLOR AND FLAVOR the things that mean everything to the housewife.

These are reasons why Gold Medal Press-tested Semolina No. 1 gives you not only the kind of results you must have in your plant—but, most important, the re-buying action you want from your customers.

Use Gold Medal Press-tested Semolina No. 1 with full confidence. Many daily tests guarantee that this Semolina will assist you to make the kind of macaroni products your customer insists upon. To the question, "Is it good?", Gold Medal Press-tested Semolina No. 1 milled by General Mills, Inc., speaks for itself.



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

## Reports of Officers and Committees

### Report of Chairman of the Board

Philip R. Winebrener

This report will provide little comfort for those who have been over-optimistic or impatient. Our present state provides a critical test of our capacity to work things out. The Challenge has been met before, and I have every confidence that a solution will again be found.



After a complete study of the affairs of your Association, the Board of Directors feels obliged to recommend to this convention, that the necessary action be taken to restore the scale of membership dues which was in effect just prior to the Cleveland convention of 1937, and further, that the activities of the Association be so curtailed that expenditures can be kept within the reduced income.

The Board calls to your attention that such action will require abolishing the office of the full-time executive president, and, in addition, modifying certain desirable activities which were undertaken or extended after the higher rate of dues became effective.

The Board is in complete accord in making the recommendation—and likewise in regretting that conditions are such to require so drastic a change.

The reports which will presently be made by your president and treasurer will give in detail the condition of the Association, but anyone who has been sufficiently interested to keep even casually acquainted with the affairs of the organization will concede that the directors are sound in their advice.

Just what action is to be taken and what will be the plans for the future, this convention will decide.

To largely abandon the program which has been under way for the past two years would have an important effect of the industry, and that will

be the case if we make the change for which at present there seems to be no alternative.

The current feeling in the industry rather closely parallels the mood which was found at the Chicago convention of 1936. The industry's present feeling toward its Association is nearly identical to the apprehension expressed at that time. I cannot believe that this is a permanent attitude, but rather that eventually a reason will be found.

There will be some who will conveniently attribute our troubles to those who, not seeing "eye to eye" with us, have preferred to stay alone. Others will berate the industry as a whole. I cannot bring myself to agree with either of these views. It cannot be simply a matter of chance that the enthusiasm which greeted the program adopted at Cleveland two years ago has all but disappeared. There must be something wrong with the methods we have employed. Membership increased with the announcement of a well planned program, and it increased with dues at a higher rate than had ever been attempted before. This support came not after accomplishment—the only incentive was hope. To me this indicates a willingness upon the part of many to support a well considered and properly executed plan. It likewise contradicts the assumption that this industry will not support an aggressive Association. Every industry has its termites, and certainly we have our fair share, but I do not believe that as a whole our craft is much different from any other. It is still a question in Association affairs whether failure is caused by a lack of support or whether apparent failure is the cause for support being withdrawn or withheld.

I have the hunch that those of us who are particularly active might not always properly appraise the true situation.

During the past year our expenditures have considerably exceeded our income. An operating deficit need not of itself cause undue concern, but in this instance it has been brought about by a dwindling membership and not by an unanticipated expenditure. There is some definite reason for our failure—and that reason must be found.

Though our problems and needs are never static, the recommendations made at the past two conventions are equally pertinent today. The objectives of our program have not been the cause of disagreement. The low vitality of our Association is not the result of having been deluded in what we undertook to do. These same things will still have to be done.

If, by admitting failure, the impres-

sion is created that the past two years are without accomplishment, it is not so intended. The adoption of Trade Practice Rules has resulted in benefit to the entire industry, and our publicity efforts have been more ambitious, more intelligently planned and, I believe, more productive than ever before. Research work has been extended and the efforts of the Association considerably lessened the confusion caused by the new Food and Drug Act. Our efforts have not been without some reward or our expenditures without some return, but the fact must be faced that accomplishment has not been such as to retain the support needed to continue the program. We have fallen far short of providing a service which would make the Association indispensable to its members.

There seems to be rather general agreement that a trade association is needed. We differ as to objectives and methods. It requires no inconvenience to the imagination to visualize ways from which, by operating together, savings far in excess of the cost of an association would result. One striking example is the matter of spoiled goods and returns. By savings, I do not mean shifting the burden to our customers. An organization which attempts to profit by restraint will not long nor well endure.

This is an occasion when it is much easier to be critical than to suggest the correct solution. My attempt will be limited to providing a premise which may serve as a ground for discussion.

It would be well if we first reach agreement as to several fundamental facts.

1. The justification for a trade association is not that it can accomplish anything which cannot be done equally as well by individual action, but because it provides a more rapid and more economical way and permits a more equal division of the effort required.

2. It is not the function of a trade association to prescribe a uniform pattern by which the individual is to conduct his business. The less it comes into conflict with individual initiative, the better it will serve.

3. An organization which has for its purpose the betterment of an entire craft must make sure that in any activity it undertakes there exists a common interest.

4. That an inactive association is preferable to one whose purpose is not sound.

5. That the interest of those whom we employ and those to whom we sell must be considered and respected.

Enforcement, research and publicity should be a part of any program un-

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



**Amber Milling Co.**  
Flour and Semolina  
**Barozzi Drying Machine Co.**  
Macaroni Noodle Dryers  
**Breuer Electric Co.**  
Industrial Vacuum Cleaners  
**Capital Flour Mills, Inc.**  
Flour and Semolina  
**John J. Cavagnaro**  
Brakes, Cutters, Dies, Die Cleaners, Folders, Kneaders, Mixers, Presses and Pumps  
**Champion Machinery Co.**  
Brakes, Flour Blenders, Sifters and Weighers, Mixers



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

**Clermont Machine Co.**  
Brakes, Cutters, Driers, Folders, 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  
**Eastern Semolina Mills, Inc.**  
Semolina and Flour  
**Charles F. Elmes Engineering Works**  
Die Cleaners, Kneaders, Mixers, Presses, Pumps, Valves, and Accumulators  
**Kansas City Shook & Mfg. Co.**  
Box Shooks  
**King Midas Mill Co.**  
Flour and Semolina  
**F. Maldari & Bros. Inc.**  
Dies  
**Minneapolis Milling Co.**  
Flour and Semolina  
**National Carton Co.**  
Cartons  
**National Cereal Products Laboratories**  
Consulting and Analytical Chemists



**Peters Machinery Co.**  
Packaging Machines  
**Pillsbury Flour Mills Co.**  
Flour and Semolina  
**Rossotti Lithographing Co. Inc.**  
Cartons, Labels, Wrappers  
**The Star Macaroni Dies Mfg. Co.**  
Dies  
**Stella Cheese Co.**  
Grated Cheese  
**Triangle Package Machinery Co.**  
Packaging Machinery  
**Washburn Crosby Co. Inc.**  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.  
Minneapolis, Minnesota

You  
COMMAND  
the Best  
When You  
DEMAND



dertaken. The degree of aggressiveness will depend upon available funds. Publicity has been carried on without direct call upon the Association's treasury. A like procedure could be followed next year. Research and enforcement cannot well be separated and the extent of these activities will be governed by income. With nominal expense, the MACARONI JOURNAL could be made of interest to the buyer as well as to the manufacturer. In which case, a very potent influence would be exerted on membership and, in addition, income from this source would be expanded.

Whatever activities are decided on, we must be sure that we stay within our income, as a balance to care for operating deficits no longer exists.

For the moment, our first consideration must be the continuance of at least a semblance of a trade association. We have no choice but to be content with a modest program, but activities can always be expanded as support indicates interest.

If our work today and tomorrow is well conceived and soundly planned, I believe we can look to the industry for a more patient attitude and a more liberal hand.

### Report of Secretary-Treasurer

M. J. Donna

Over 35 years ago the more progressive Macaroni-Noodle Manufacturers who then constituted The Macaroni Industry of America, recognizing the need of a representative organization to watch over the general interests of the infant industry, met in Pittsburgh, Pa. and there on April 19, 1904, founded this National Macaroni Manufacturers Association which is sponsoring this conference—the 36th consecutive, annual convention.

Over twenty years ago, the Officers then in charge of the National Association saw fit to appoint me as the first full-time Secretary of this organization, a position which I have since held by the grace of successive administrations.

To a greater or lesser extent, the grave problems that confronted the founders in 1904 and were prevalent in 1919, the year of my first appointment, are still troubling and worrying the present operators. From all indications they will continue to puzzle the manufacturers of the future, principally because they are "inside problems," problems that can only be solved by individual operators for themselves.

The outstanding problems of this age are those that can be solved from within. There is the one of quality production and profitable distribution.

It was once the aim and ambition of every successful operator to make as fine a piece of goods as it was possible with the machinery and ingredients available. How this has changed in so many plants! There are too many to-day whose sole aim is to produce a



M. J. DONNA

grade of Macaroni Products with just enough quality to let them get by with the fewest possible complaints.

This trend towards mediocrity in quality started many years ago but gained momentum in 1936 when this country experienced a severe durum crop failure. Semolina was high in price and quite scarce. Many turned to cheaper raw materials to find that adverse economic conditions created a market for "cheap macaroni." Too many have been too slow in resuming the old and better policy of the "best grades possible."

There is little that any Association can do about this but to preach and to educate. After all, each manufacturer runs his business as he chooses, provided always, that it is done legally.

The National Association operates under the policy that it should do everything possible to promote the general interests of the trade and with that in mind has sought incessantly to deserve the support of the better element in the trade, manufacturers who are willing to make some sacrifices and to lend some financial support to help their trade organization attain its unselfish goal.

The service of the National Association goes beyond its members. Proof of this will be seen in the several reports being made by the executives of the organization. Fortunately, the more courageous manufacturers in the Industry stand solidly behind the National Association to encourage and promote its unselfish educational and promotional activities in the firm hope that the future will see even higher quality products and an increasing number of new consumers.

#### Supporters

So much for the aims of the National Association. As to the ma-

chinery through which these constant aims are attained, here are some interesting facts:

At no time did all the manufacturers in the business voluntarily join the National Association. They did so by compulsion during the Code Era when Federal regulations forced them to become a part. The Association membership roll regularly ranges from 50 to 90. Peaks and valleys therein are created by conditions, but there are always the faithful two score and ten that can be depended upon irrespective of conditions.

At the Cleveland convention in June, 1937, the membership reported was 75 Active Members, 11 Associates, a total of 86.

At the Chicago convention in June, 1938, the membership was 77 Active members and 12 Associates, a total of 89.

At the present time our membership is 67, consisting of 54 Active members and 13 Associates.

Of the Active Members, 9 are in Class "A"; 7 in Class "B"; 17 in Class "C"; 12 in Class "D", and 9 in Class "E".

Of the entire membership, 36 firms have paid their dues in full to December 31, 1939; 25 of them have paid to June 30, 1939; 1 owes since May 1, 1939 and 5 have paid nothing on their dues this year.

#### Activities

Since the center of our activities was in the office of President Lester S. Dame, I will confine this report to the normal work of the Office of the Secretary-Treasurer.

The fullest possible cooperation has been given the several firms that conducted consumer surveys during the past year. This service is available to all member-firms interested.

We have replenished our stock of special forms that are sold practically at cost to users of our Uniform Cost and Accounting System.

We have continued in friendly and helpful touch with our membership, and made helpful contacts with allied and government officials.

Here's an accounting of our finances. The drain on our treasury has been exceedingly heavy compared to our income, leaving us very little in the way of ready cash to carry on. Total income during the fiscal year ending May 31, 1939—\$28,336.60. Total expense for all purposes—\$30,071.22. Cash balance June 1, 1939—\$1,566.12.

#### Appreciation

An event occurred following our last convention that will be gratefully remembered by me as long as I live. Unbeknownst to me, the Board of Directors and the Convention unanimously voted me honors on account

of my long years of service as Secretary.

The Board of Directors presented me with a beautiful and most useful desk file and the Convention a set of appreciative resolutions, beautifully engrossed on a scroll that adorns a preferred position over my work desk. In advising me of the Board and Convention action, Board Chairman Philip R. Winebrener, on July 21, 1939, wrote me as follows:

"Dear Mr. Donna:  
Yesterday, I had the unusual pleasure and the privilege of affixing my signature to a scroll which, to some slight degree, expresses the affection and regard in which you are held by those in our Industry whom you served so well for the past twenty (20) years.  
Words are never quite adequate to express genuine feelings of respect and appreciation so when you look upon this record of our expression, we trust you will feel the affection and cordiality intended.  
Cordially,  
Philip R. Winebrener."

The engrossed resolution reads:  
AT THE THIRTY-FIFTH ANNUAL CONVENTION

of the NATIONAL MACARONI MANUFACTURERS ASSOCIATION

Held June Twentieth, Nineteen Hundred Thirty-Eight, the following resolutions were unanimously adopted:

WHEREAS, the convention wishes to recognize the twenty years of loyal and continuous service of

Mr. Modesto J. Donna as Secretary of this association, and WHEREAS, such an event should not be allowed to pass unnoticed and without some appropriate expression of APPRECIATION AND AFFECTION for Mr. Donna who has served the Association and the Industry truly and well for so long a period, therefore, be it

RESOLVED, that we, the National Macaroni Manufacturers Association in convention assembled, hereby sincerely and gratefully extend to Mr. M. J. Donna our heartiest and affectionate greetings and congratulations upon his willing and faithful service to the Association and the Industry, and our best wishes for his continued service and for his

GOOD HEALTH, HAPPINESS AND PROSPERITY.  
Philip R. Winebrener,  
Chairman of the Board.

Lester S. Dame,  
President.

My reply to Chairman Winebrener is expressive of the feeling I have towards all in this Association it has been my pleasure to work for:

"Dear Mr. Winebrener:

I was most surprised when your letter of July 21st arrived but more so when the engrossed scroll reached me this morning.

Words are inadequate to express my true feelings. It is a great satisfaction to know that one's long service is appreciated.

May I take this opportunity to extend, through you as Chairman, to the considerate Directors and friendly members my sincere appreciation and thanks.  
Cordially,  
M. J. Donna."

With this same feeling of appreciation of the friendly help given me during the past year by Board Chairman

Philip R. Winebrener, by President Lester S. Dame, by B. R. Jacobs, Director of Research, by all Directors, Regional Officers and Members, may I conclude this report with the sincere hope that this convention will be most helpful to those participating here. May the Association's service expand and may an ever increasing number of manufacturers volunteer to support its fine policies and sponsor its helpful activities.

In the language of an unknown poet—

"The future is not a magician.  
It can bring nothing to us,  
Save what we bring it.  
If to-day is empty,  
To-morrow will be barren!"

Thank you.

### Report on The Macaroni Journal

M. J. Donna, Editor

THE MACARONI JOURNAL was made the official organ of the National Macaroni Manufacturers Association by action of the St. Louis Convention June 10, 1919.

It was launched as the private organ of the Pfaffman Egg Noodle Co. Cleveland, Ohio, in 1903 by the late Fred Becker who served many years as Treasurer of the National Association.

The World War proved the need of some official medium for the exchange of views, regulations and data between manufacturers and others, and when the old publication published under the name of "The Macaroni and Noodle Manufacturers' Journal" was offered to the Association by its owner, it was accepted and the name shortened to THE MACARONI JOURNAL.

The Secretary of the Association was made the Editor of the magazine. A publication committee consisting of the President, the Adviser and the Editor sets up the policies of the Journal and otherwise manages its affairs.

Our magazine is well printed and its service highly appreciated by the supply firms that make good use of advertising space therein to bring manufacturers the latest in machinery and the most practical in the way of packaging and accessories.

It has failed in one notable respect. Manufacturers and allied have been continually invited to make better use of the magazine to make known their views on the questions of the hour and to exchange opinions from which so much good might result. The manufacturers, particularly have been hesitant. Let's make the Journal truly the spokesman of the industry by contributing items and articles of interest.

#### Circulation

Approximately 900 copies of THE MACARONI JOURNAL are printed and

distributed monthly. For special occasions, the number printed reaches about 1,000.

As per understanding with our advertisers, especially the original group that aided the Association in taking over the publication in 1919, copies of the magazine are sent to all known macaroni-noodle manufacturers. Not all of them pay for it, though all should since the subscription price was purposely made low by the sponsors, only \$1.50 a year for Domestic subscriptions while foreign subscribers gladly pay us \$3.00 a year for it.

In this country we have an average of about 400 paid subscribers in 26 states. It also goes to paid-subscribers in 4 Canadian Provinces and to 20 foreign countries.

The June 15, 1939, issue, which covered the macaroni-noodle industry 100%, carried a Subscription Slip which all non-subscribers are urged to use. We thus hope to add many paid subscribers to our list of supporters and well wishers.

#### Department Service

The Trade Mark Bureau of the Journal has been functioning efficiently as manufacturers will testify. Frequent searches have been made on the registrability of certain brands and aid has been given in the proper registration of marks that are eligible.

This work through Patent and Trademark Attorneys in Washington, D. C., is appreciated by many in the Industry and particularly by the Members of the Association who get the benefit of free searches and lower registration fees. This is one service which should be made better use of.

To broaden the scope of subjects to be treated thereunder, the Plant Maintenance section of the Journal has been changed to Factory Service. All are invited to contribute articles for publication under this heading.

Our advertising clientele is appreciative of THE MACARONI JOURNAL as the medium that will carry their sale and service messages to an interested group of buyers. Our June 15 issue is proof of this. Note not only the increased number of advertisers but also the increased space used by them.

To make it truly the trade's cautious and judicious "Spokesman," the executives should not only make freer use of its columns by means of items and articles voluntarily submitted, but they should become paid subscribers to insure their getting copies regularly, thus maintaining complete files of this publication.

The continuous support of the friends of the Journal and the addition to the role of supporters those who should be more friendly for



everybody's sake and for the general welfare of the Industry, will make our Official Organ more generally welcome in new sources and more thoroughly read.

Subscribe for, contribute items and articles to and advertise in the Macaroni Industry's national magazine.

### Report of the Director of Research

Benjamin R. Jacobs

At our January meeting in Chicago I showed a comparison of the number of samples of egg macaroni products which were found to be below standard in the periods from January to June and from July to December, 1938.

This comparison showed that only 18.6% of the samples examined were above 5.5% of egg solids in the first half of the year while the second half of the year showed 61.3% of the samples examined to be above standard in egg solids.

From the 1st of January of this year until to-day we have examined 109 samples of macaroni products in our law enforcement work of which 83 were egg macaroni products. Of these 56, or 67.5% were above standard in egg solids.

A similar comparison may be made of the samples examined in which artificial color was found. In the first half of last year 21.4% of the samples examined were found to be artificially colored. In the second half of last year only 4.6% of the samples examined were found to be artificially colored and in the first half of this year only 3.5% of the samples examined were found to be artificially colored and this percentage included several duplications of the same brand.

No product of any large or even fairly large plant was found to be artificially colored. This would indicate that only a very small percentage of the production, probably not more than 5% has been found to be in violation of the Law.

When we compare the grades of farinaceous ingredients we find that during the first half of last year 44.4% of the samples examined contained more than 1% ash. In the second half of the year this percentage was reduced to 25.9% and in the first half of this year only 3% of the samples examined were found to contain more than 1% ash.

These data show a great improvement, first of all in the number of manufacturers who have increased the egg content of their product, second a considerable reduction in the use of artificial color, and third a very considerable improvement in the grade of farinaceous ingredients used. From these comparisons it would seem that

all the efforts that have been put forth are amply justified. The policing of the Industry has been most successful in eradicating all of the practices of adulteration to almost the vanishing point.



BENJAMIN R. JACOBS

The Laboratory has continued its work on standards. For this purpose it has examined 311 samples of farinaceous ingredients and macaroni products and a résumé of the results follows:

The samples were examined for carotenoids, ash, yellow and brown color. The results indicate that there is considerable variation in the percentage of ash and the yellow and brown colors of flour sold under the same brand.

The carotenoid show considerable uniformity but since the visual color is obtained by the relative amounts of yellow, red, black and white, the uniformity of carotenoid is of little importance.

The color analyses of all the flours reported were made by wetting the surface the prescribed time, drying and reading the dried surface.

The color analyses on semolinas and macaroni products passing through a 40 mesh sieve and remaining on a 60 mesh sieve were made on the dry product; therefore, comparisons of color between flours and semolinas and macaroni products cannot be made.

An effort is being made to grind semolinas and macaroni products to about the same degree of fineness as flour so as to facilitate the wetting and smoothing out the surface of these products. This has been done primarily for the purpose of enabling comparisons on the same basis between flours, semolinas and macaroni products.

The results of this work are at present not very encouraging as we have not been able to use a mill where semolinas and macaroni products may be ground without materially increasing the brown color and thereby making comparisons impossible. Our efforts

in this direction are still continuing and we hope to be able to eventually have some means of making color comparisons of all of our products under uniform conditions.

### The National Macaroni Institute—Its Aims and Accomplishments

M. J. Donna, Managing Director

The National Macaroni Institute was organized as an affiliate of the National Macaroni Manufacturers Association in 1937 and is dedicated to Research, Analysis and Promotion.

It is a NOT-FOR-PROFIT organization whose sole purpose is to help the Macaroni-Noodle Industry generally by making their fine products more universally popular throughout all seasons.

It was founded on a shoe-string. Even the small sum needed to copy-right the name and emblem was contributed. All Association members are entitled to use the emblem in a discreet way, and all were supplied a cut of the Institute's emblem.

Since its foundation two years ago, it has been operating on the bounty and good will of friendly manufacturers and helpful allies who appreciate the need of some representative body to plan and supervise movements to increase public acceptance of Macaroni Products, to serve them more frequently in many recommended ways, thus aiding in its increased annual per capita consumption.

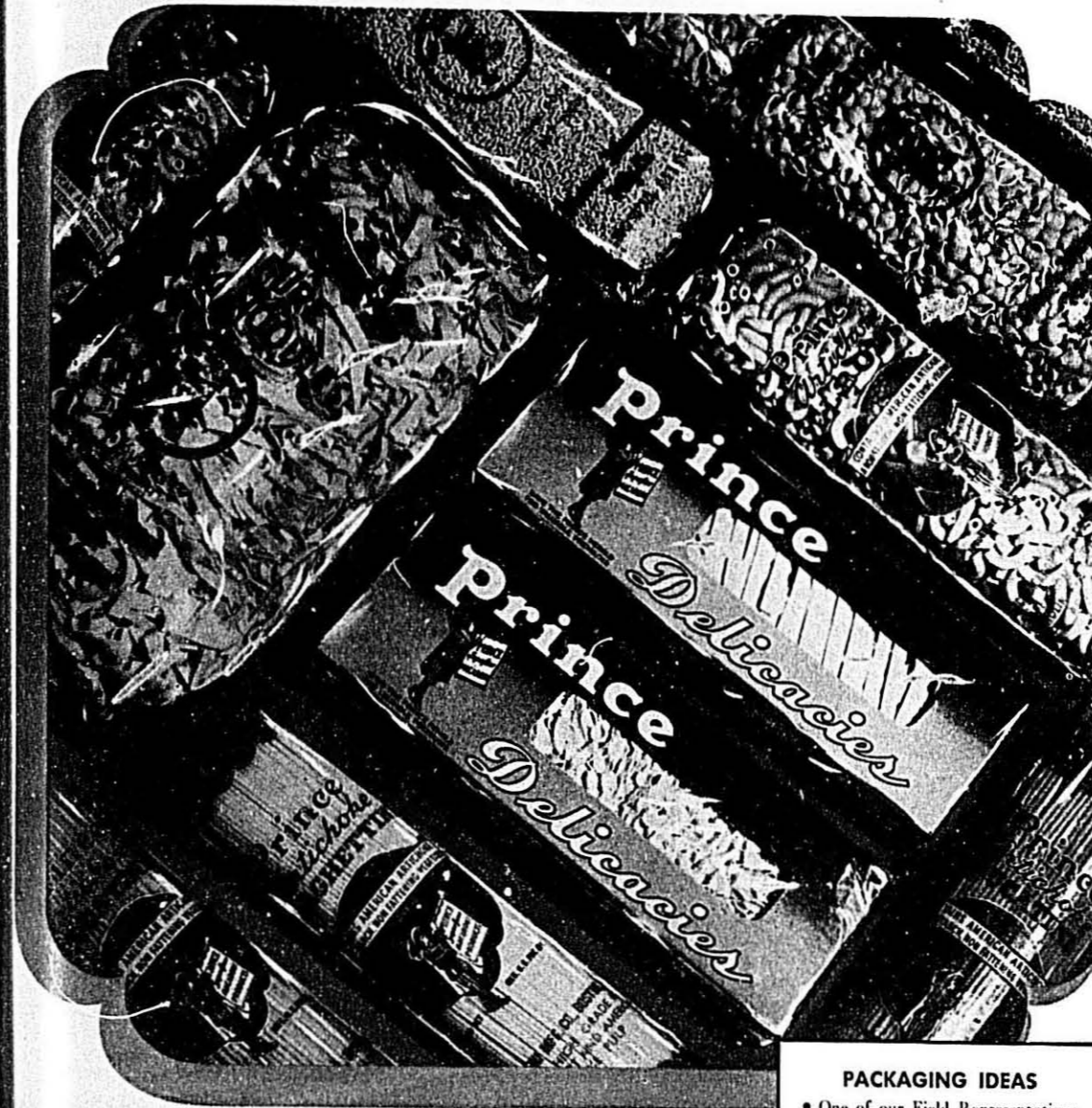
Whether its accomplishments since its formation justifies its existence is a matter for the Industry to judge from this report. That it has continued to exist at all under the meager support given it by many whose business it aims to improve is, in itself, wonderful. That it has really accomplished anything worthwhile under those trying circumstances is marvelous.

The Institute has but one active officer and no paid employees. Blame for errors of omission or commission can rightfully be placed squarely on my shoulders.

Since its organization in 1937, The Institute has confined its activities strictly to promotional and educational work with results that speak for themselves. Some manufacturers have been very generous with time and money in supporting its activities. The Allies have been most liberal also. Combined they made available a small sum which was judiciously invested.

The task assumed by The Institute is a gigantic one. Individual manufacturers can do a fine job of favorably publicizing Macaroni Products. Indeed, some are doing so, but it is

## HOW CAN SHOPPERS RESIST?



### PACKAGING IDEAS

• One of our Field Representatives will be glad to lend an experienced hand in planning a package for your product. No obligation. Just write: "Cellophane" Division, Du Pont, Wilmington, Delaware.

**THEY DON'T!** When they see glittering displays of these attractive items of the Prince Macaroni Manufacturing Company, Boston, they go for them.

Why not? In sparkling, gaily printed "Cellophane" cellulose film, these items *look* their quality. They show the wide variety of the Prince line. And the Prince label in bright colors is designed to make shoppers *remember* the brand . . . assures *repeat* business.

The Prince line is *another* typical example of how "Cellophane" stimulates unplanned, *impulse* buying through sparkling *eye appeal*.

**Cellophane**  
TRADE MARK  
**DUPONT**

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



our feeling and belief that together we can do a better one.

The Macaroni-Noodle Manufacturers have a fine food, and they know it. If Mr. and Mrs. Consumer do not know what you know about your food, if they have not been schooled to appreciate the fine qualities of your food, then you have neglected something that is vital. A little crowing is permitted—yes, even expected.

There's an old Chinese proverb that says: "A GOOD PICTURE IS WORTH TEN THOUSAND WORDS."

Perhaps no profession appreciates the truth of this proverb more than do the advertising people. If the picture has a little subtle humor, it becomes even more valuable as a message bearer. Here's an example:

The "Herky and Noodles" cartoon strip that appeared in hundreds of newspapers throughout the country last March makes a good point. Note the humor and the point in this funny strip.

Herky, the scholarly chap, says: "ADVETISING is one of the greatest forces in the world today. It's the essence of public contact."

Noodles, the funny and dubious chap, replies: "I still don't believe it."

Herky: "Any business that thinks itself immune to advertising, soon finds itself immune to business. Advertising, sanely applied, could remake the world."

Noodles: "Yes, Yes! Tryin' to mix me up with them big words!"

Herky: "Perhaps, if I put it in simpler terms, you'd understand. For example, the Codfish lays thousands of eggs at one time. Does a Codfish make any noise about laying all those eggs?"

Noodles: "No, I never heard a Codfish make any racket."

Herky: "All right. On the other hand, a hen lays ONE EGG A DAY, and what does

she do about it? She cackles loud and long, all over the place, doesn't she? So, how much respect do you have for a Codfish? None, but you think the old hen is a pretty nice gal. Get the point?"

In our task of favorably publicizing Macaroni Products, their fine food value, their economy, ease of preparation and the many different and pleasing ways they can be served, we naturally chose the "picture route."

Briefly, here are some of the things we have undertaken and the means used to accomplish our purposes:

**NATIONAL MACARONI WEEK, October 10-17, 1937.**

The presentation book illustrates how we went about it and what was accomplished. An interesting story about Macaroni, Spaghetti and Egg Noodles was released to the trade press and newspapers, extolling the virtues of this food, urging all consumers to try it for themselves that week. Attractive photos of tempting dishes were used to illustrate our story and every known agency was made use of in a liberal way to publicize our event.

In the promotion of National Macaroni Week we brought the Institute and the manufacturer into fine teamwork with distributors and consumers.

Early in September we issued an announcement to the Grocery trade press covering all channels of distribution. To publicize our week in advance of its actual observation we released an interesting, illustrated story to newspapers.

To get the cooperation of the domestic science teachers, cooking school supervisors, directors of the various

household features of Radio stations, we supplied them with Multiliths of our story, supplied them with books and pamphlets.

To help the manufacturers to help themselves, we prepared fine posters calling the customers' attention to our promotion.

To encourage the ultimate consumer to try new ways of preparing our products, we prepared recipe folders containing many hints, useful facts and a few tested recipes.

Glossy prints of fine photos of attractive dishes of our products were sent to about 200 metropolitan newspapers equipped to make their own cuts.

Mats of our illustrated story were sent to smaller dailies and to weekly newspapers.

Multiliths of the same story went to Domestic Science Teachers, Cooking School Supervisors, Home Demonstration Agents, and to Directors of household hours of Radio Stations, about 370.

A clipping Bureau supplied us with evidence of the actual use made of our releases by newspapers and trade papers.

In a general way, that is how we handled all the special events which we promoted during the past two years.

**LENT, 1938**

This was our second promotion. Again we entered into it without one cent, gambling on the sale of a sufficient number of posters and folders to manufacturers and others at a profit sufficient to cover the publicizing phase of our promotion.

How well we succeeded, the presentation book testifies.

**SPRING, 1938**

An opportunity presented itself to do some little cooperative advertising with the pineapple people in the Spring of 1938. Did we overlook the opportunity? No, absolutely NO!

**SPAGHETTI-NOODLE WEEK, October 9 to 15, 1938.** Followed same plan found so satisfactory in promoting National Macaroni Week, October, 1937.

**LENT, 1939.**

For the first time we changed our plan of financing. We called for voluntary contributions by manufacturers and friendly allies to cover the cost of nationally publicizing the event. We wanted \$1,200. We did get slightly more than \$1,000.

Our thinking was that if we did not have to add a profit on the sale of Posters and Folders sufficient to earn enough for the national publicity work, we could offer Posters and Folders at greatly reduced prices and thus increase their distribution.

(Continued on Page 20)

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

The  
Golden  
Touch

# King Midas Semolina

## Leads in Quality

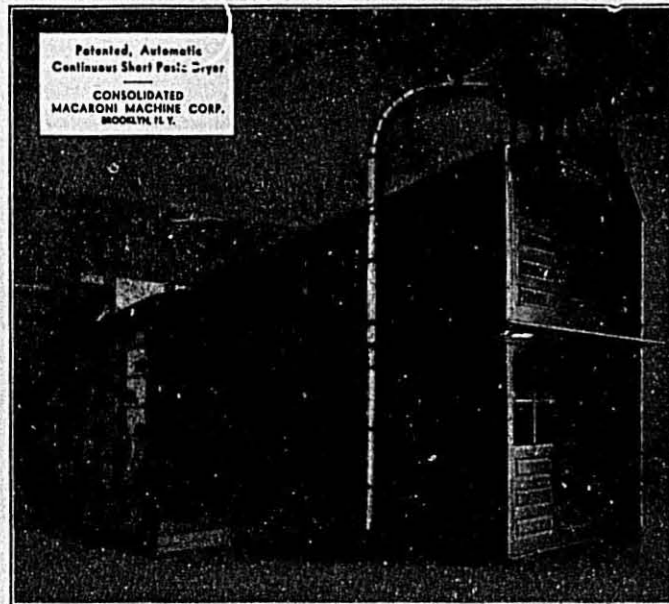
Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

### KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



## Consolidated Macaroni Machine Corp.



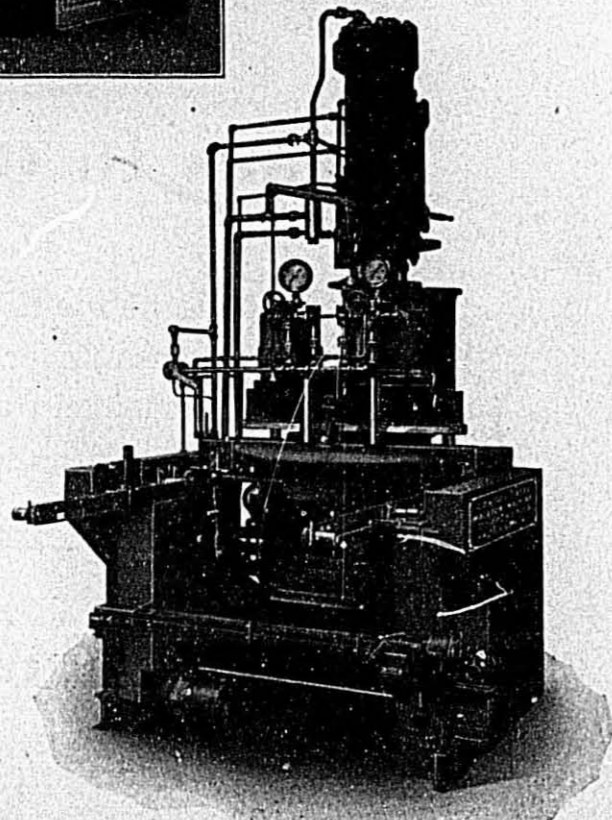
If you did not attend the Convention but contemplate coming to New York, we invite you to visit our plant and see our latest developments in Macaroni and Noodle machinery and equipment for reducing operating costs, increasing production, improving quality and reducing waste.

### Specialists for Thirty Years

- Mixers
- Kneaders
- Hydraulic Presses
- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

For Noodles  
For Short Pastes

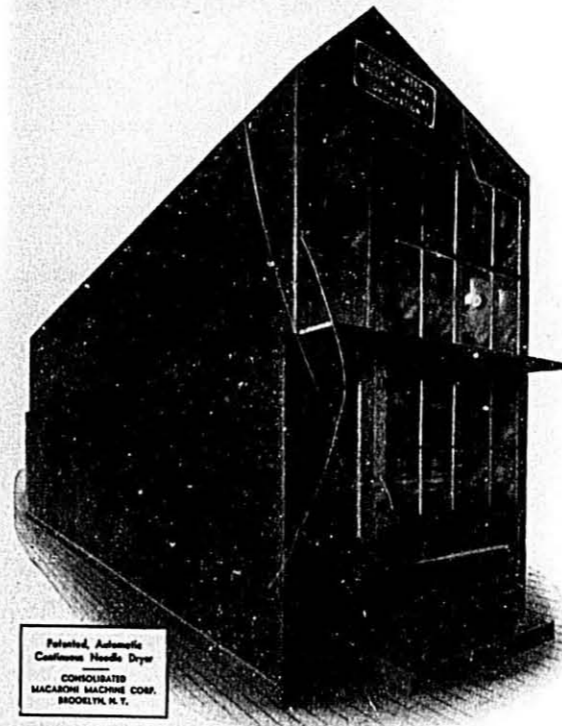
*We do not build all the Macaroni Machinery, but we build the best.*



Vertical, Hydraulic Press with Automatic Spreader.  
Save Labor, Increase Production, Reduce Waste.

156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street  
Address all communications to 156 Sixth Street

## Consolidated Macaroni Machine Corp.

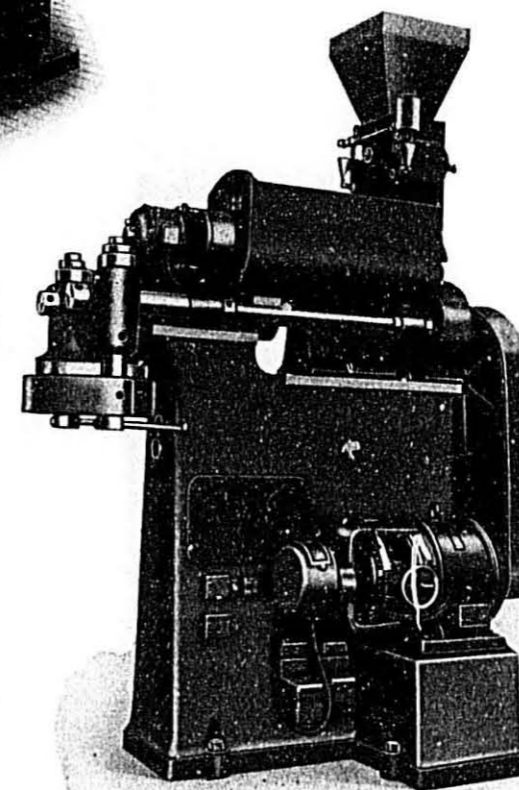


We show herewith some of our latest equipment designed by men with over thirty years experience in the designing and construction of all types of machines for the economical production of Macaroni, Spaghetti, Noodles, etc.

The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

All the equipment shown has been installed in various plants and is now in actual operation.

"The proof of the Pudding is in the eating." See them in operation and judge for yourself.



Continuous Press for Long and Short Pastes.

156-166 Sixth Street **BROOKLYN, N. Y., U. S. A.** 159-171 Seventh Street  
Address all communications to 156 Sixth Street

(Continued from Page 16)

SPRING AND SUMMER CAMPAIGN, 1939.

It is now on in full swing. Early returns from our clipping Bureau show that liberal use is being made of our releases. We have every reason to feel that we will gain the normal circulation.

BETTY BARCLAY HOLIDAY RELEASES.

Supplementing the publicizing of Macaroni Products in the major attempts referred to was another phase of our work—the release of tested recipes in the holiday mat releases of the Betty Barclay Service.

Note the presentation book's story on this phase of our work.

THE EDUCATIONAL FIELD.

Teachers in charge of classes studying foods are most anxious to have dependable information about Macaroni, Spaghetti and Egg Noodles. We attempted to supply this information through the distribution of booklets, pamphlets and recipe books.

This fine work is fully illustrated by our presentation book.

CORRELATIVE OR RELATIONAL PUBLICITY.

There has been a noticeable increase in the number of items and articles on Macaroni Products in the press on magazines in recent years. We are too modest to claim outright that our promotional work induced or encouraged this favorable and welcome trend, but the fact that such items and stories are appearing so regularly since we have had a finger in the pie, is just a wee bit assuring. It matters not who gets the credit. Let's have more of such favorable publicity!

WHERE DO WE GO FROM HERE?

That, briefly, is our report on what we have attempted and what we have accomplished. What's our next step? Are we to have a Spaghetti-Noodle Week this fall?

How much can we expect in the way of voluntary contributions to finance the expense of advance publicity?

Is the National Macaroni Institute and its work worthwhile?

How else can we educate the American consumers to serve our fine products more frequently and in varying combinations?

Is it not the work of the group rather than of the individual?

With those questions to ponder over, I will conclude by quoting from a very forceful talk on Macaroni Publicity made in this city on the occasion of our 1935 convention. Miss Irene Parrot put it up to us so beautifully and so strongly that her message bears repetition, in part at least:

"Gentlemen, you have in your wonderful product every 'Come-on' in the business. —Macaroni has the blessing of nutrition, always interesting.

—Macaroni has the baby appeal, the party angle, and what is very important today, the economy element—a matter that every cook has to seriously consider.

—As manufacturers you have an unparalleled opportunity to create a lively atmosphere around your product, one that will appeal to consumers, old and new.

—You have a story that has every 'natural' in it in the world.

—You have everything that 'gets' a woman.

—You can make it smart to serve it by displaying pictures of your products being served on large silver platters.

—You can make it smart to be thrifty, by your entrancing story.

—You macaroni men have a grand nutrition story to tell. You have a story that's easy to get over to the consumer from the news angle rather than the dietitian angle.

—Food is news. Food editors always welcome novelties in food news and macaroni, spaghetti and egg noodles stories are just what the doctor ordered.

—Good publicity will solve some of your worst problems, but it can't do it overnight. It takes time even with so good a 'natural' as yours to accumulate momentum.

—Just start something, and watch your campaign grow like the proverbial snowball."

That, gentlemen, was Miss Parrot's thinking four years ago. That's my thinking now.

We have made a fine start on a shoestring. Give The National Macaroni Institute a reasonable amount of money and it will have a much more interesting story to tell in the near future.

Other food industries have endowed fellowships in the Mellon and other equally noted institutes at the cost of many thousands of dollars a year. We hope that this will eventually be done by a conscientious and progressive group of macaroni-noodle manufacturers who see the light and have hope in the future.

It is fairly possible that with increased funds, this job of publicity may get beyond by limited capabilities to handle because of my lack of experience. Let your actions speed that day, because it will augur a real awakening that must take place despite men and conditions.

Let's try and win our goal THE PUBLICITY WAY.

Financial Supporters of the Lenten and the Spring and Summer Campaigns

Voluntary contributions made by the following firms enabled the Institute to carry out its two most recent promotions, namely the 1939 Lenten Campaign and the current Spring and Summer Campaign aimed at making macaroni products more popular in warm weather menus:

- American Beauty Macaroni Co., Denver, Colo.
Atlantic Macaroni Co., Long Island City, N. Y.

Beech-Nut Packing Co., Canajoharie, N. Y.
Cumberland Macaroni Mfg. Co., Cumberland, Md.

G. D. Dei Rossi Co., Providence, R. I.
DeMartini Macaroni Co., Inc., Brooklyn, N. Y.

Foulds Milling Co., Libertyville, Ill.
Gooch Food Products Co., Lincoln, Nebr.
A. Goodman & Sons, Inc., New York, N. Y.

I. J. Grass Noodle Co., Chicago, Ill.
Horowitz Bros. & Margaretten, New York City, N. Y.
Jefferson Macaroni Co., Reynoldsville, Pa.
Mrs. Kelley's Noodle Kitchen, Dayton, Ohio.

Kentucky Macaroni Co., Louisville, Ky.
F. L. Klein Noodle Co., Chicago, Ill.
A. C. Krumm & Son Macaroni Co., Philadelphia, Pa.
La Premiata Macaroni Corp., Connellsville, Pa.
Megs Macaroni Co., Harrisburg, Pa.
C. F. Mueller Co., Jersey City, N. J.
National Food Products Co., New Orleans, La.

Noddy Products Co., Toledo, Ohio.
F. Pepe Macaroni Co., Waterbury, Conn.
The Pfaffman Company, Cleveland, Ohio.
Prince Macaroni Mfg. Co., Boston, Mass.
Quaker Maid Co., Inc., New York, N. Y.
Quality Noodle Co., Cleveland, Ohio.
Ravertino & Freschi, Inc., St. Louis, Mo.
Skinner Manufacturing Co., Omaha, Nebr.

Traficanti Brothers, Chicago, Ill.
Amber Milling Co., Minneapolis, Minn.
Capital Flour Mills, Inc., Minneapolis, Minn.

Champion Machinery Co., Joliet, Ill.
Clermont Machine Co., Brooklyn, N. Y.
Consolidated Macaroni Machine Corp., Brooklyn, N. Y.

Crookston Milling Co., Crookston, Minn.
Eastern Semolina Mills, Inc., New York, N. Y.

Chas. F. Elmes Engineering Works, Chicago, Ill.
King Midas Flour Mills, Minneapolis, Minn.

H. H. King Flour Mills Co., Minneapolis, Minn.
Pillsbury Flour Mills Co., Minneapolis, Minn.

Rossotti Lithographing Co., North Bergen, N. J.
Washburn-Crosby Co., Inc., Chicago, Ill.

The helpful cooperation of these voluntary supporters is appreciated. Now that the activity has proven its worth as shown by tables, facts, and conclusions contained in the presentation book which is made a part of this report and now that dues are on a more reasonable basis, we have every reason to believe that manufacturers will contribute liberally towards the continuation of this most needed activity.

OUR PLEDGE

We Want The Good Will Of The Macaroni Industry.

Therefore—

- 1—We PLEDGE to maintain the services of this Institute at a standard that will at all times be a credit to the Industry we represent.

- 2—We ADVOCATE consistent and persistent consumer education.

- 3—We BELIEVE in our products—in their merits as a daily food.

- 4—We PROMISE continued faith in the progressive members of the Industry, and especially in those who have confidence in us.

- 5—We HONOR the manufacturers who believe in and live up to the

spirit as well as the letter of laws pertaining to our food and our business.

- 6—We DETEST substitutions, misbranding and sham.

- 7—We VOW to strive always to merit the confidence of those whom we represent as well as the continued good will of those whom we would enlighten and educate.

To fulfill this PLEDGE, we need the cooperation of every progressive manufacturer and friendly allied; we want their continued good will and will appreciate their financial and moral support.

Macaroni in the Balanced Diet

"Balanced Meals and Balanced Budgets" Are Daily Problems of American Housewives that Macaroni-Noodle Manufacturers Can Help Solve With Their Delicious and Nutritious Foods.

By Ida Bailey Allen
World's Renowned Home Economist

I am greatly interested in the theme of this convention—"Progress Through Understanding and Cooperation." To me, that phrase has several meanings: The understanding and cooperation of the manufacturers who are represented in this convention, which, in turn, means progress for the macaroni business; second, the opportunity presented to those who were unable to attend but should gladly and freely cooperate in the activities approved by the convention of their fellow craftsmen; and, third, the understanding and cooperation that all manufacturers of macaroni products can extend to the homemakers of this country, and so gain their good will and furnish further progress for the macaroni industry.

There is no better way to understand the homemaker than to think back to the early days when you first started, when money was so scarce and the home budget a matter of serious consideration. The majority of women throughout the country today are struggling with just such a problem.

And, gentlemen, there is no product that can be of greater assistance to them in solving the troublesome problem of the food budget than Macaroni and the entire Pasta Family. In other words, the present national tendency towards greater economy can be made a tremendous asset to your industry. It takes just a wee bit more of what has apparently been lacking—more faith in your products; a broader vision of the place your fine

food generally occupies in the present and ultimate diet of American families; a realization of the basic fact that the job of converting millions to become more regular eaters



IDA BAILEY ALLEN

of your products is not the job of outsiders or even of your competitors, but strictly a joint obligation of your competitors and you working together unselfishly; and, finally, a readiness on the part of every progressive member of the industry to recognize his duty to the trade of which he is an important part and to do everything reasonable towards its promotion and betterment.

I have been greatly impressed with the splendid review I have seen this afternoon of the excellent work done by the National Macaroni Institute in acquainting the homemaker and consumer with the efficiency of the Pasta Family in assisting her to extend or stretch more costly foods. Managing Director M. J. Donna is doing a fine job. He is doing it, as he says, on a shoestring. He needs more money. Why not give him a worthwhile sum to work with? He'll do you a fine and lasting job of consumer acceptance that will make the returns to you and the industry manifold.

Your fine food can be served in so many appetizing ways as the principal dish in meals of every season, but it is as "extenders" that this famous family of foods will appeal to homemakers with budget worries. There are few products which truly can be of help in this manner, for most of them, when used as extenders, lessen nutritive value. This is not true of the macaroni family, for, because of its high percentage of gluten, it acts as a natural extender of protein foods.

I sincerely hope that you will see your way clear to underwrite the splendid work that is being done by

Mr. Donna and his associates to an even greater extent, so that the helpful message of the products of the Pasta Family can be given to women through every possible media. You have a fine food; don't keep it too much of a secret. It will be to your material gain to do your part in passing on this information to millions who can be induced to become regular consumers with just a little educational work, the kind that The National Macaroni Institute is doing.

The Report on Future Activities

Glenn G. Hoskins, General Chairman

This report on the future activities of the National Macaroni Manufacturers Association represents the thinking of the majority of the members who are attending this Convention as far as can be ascertained by your Committee Chairmen.

The Future Activities Committee was made up of nine (9) Sub-Committees each with its Chairman. The personnel of those Committees is listed at the end of this report.

At the adjournment of the Monday session of the 1939 Convention, all members present were asked to remain



GLENN G. HOSKINS

in the Convention Hall and to express their views of the various subjects under discussion so that the Committee would be assured of having a first-hand knowledge of the thinking of the Industry.

Very soon after the hearing was opened it became apparent that future activities would be based upon the type of organization through which such activities might be carried on. And, at the request of the Sub-Committee on Organization, the members of all Committees were asked to serve as a group on the Organization Committee.

After considerable deliberation and a full and free expression of opinions it was resolved:
1. That the probable future income

as judged from the present rate of income would be insufficient to carry on Association activities on the same scale that they are now being operated.

2. That the Association be continued on a basis for which there is a reasonable expectancy of securing adequate funds.

3. That the probable income does not justify your Committee in recommending the continuance of the Office of a Paid President.

4. That your Committee recommends the discontinuance of the Office of Paid President.

5. That the research work now being performed by B. R. Jacobs, Director of Research, be temporarily discontinued.

5. That Mr. Jacobs be supplied with sufficient funds to carry on, without restriction, the enforcement work that he has been doing so efficiently.

7. That there be no curtailment in the activities of the Secretary's Office but that expenses of that office be reduced to a minimum consistent with operating efficiency.

8. That Mr. Jacobs' retainer fee is not to exceed \$3,200.00 for the twelve

(12) months starting July 1, 1939 and that retainer must cover all expenses of that office.

9. That the offer of Mr. Donna and Mr. Jacobs be accepted whereby they agree to carry on their work at an undiminished rate even though the funds are not immediately available to fully compensate them.

10. It is the opinion of your Committee that adequate funds will be secured for maintaining the organization as described above.

Provided that the rate of dues in effect prior to the Cleveland Convention be reinstated, namely:

**Classifications and Dues**

Class	Average Daily Production	Annual Dues
A	Over 100 barrels	\$200.00
B	From 50 to 100 barrels	\$100.00
C	From 25 to 50 barrels	\$ 50.00
D	From 15 to 25 barrels	\$ 25.00
E	Under 15 barrels	\$ 15.00
Associate members	.....	\$100.00

11. Since certain members have paid dues at the now prevailing rate to December 31, 1939, it is recommended that a portion of these unearned dues be applied to the member's dues at the new rate for the last half of 1939 and that thereafter the member be credited with 10% of his dues at the prevailing rate until the unearned balance existing as of December 31, 1939, be completely amortized.

The reports of the Sub-Committees follows:

**Membership Committee**

A. I. Grass, Chairman

The Committee as now constituted will make a very strenuous effort during the forthcoming year to greatly increase the membership because the Committee realizes that this is a necessary requirement in order for the Association to continue.

Many feel that with the help of Mr. Donna, whom we hope will continue as Secretary of the Association, and that of Director of Research, Jacobs, and with each new Director considering himself part of the Membership Committee, that the membership no doubt should show a real increase.

The Chairman feels that perhaps a mail campaign should be started as quickly as possible to enlighten the non-members on what has happened at this Convention.

The Committee will be standing by to accept any new applications that non-members care to submit at this Convention.

**Legislation Committee**

A. S. Weiss, Chairman

The Legislation Committee recommends a uniform procedure for all States and Municipalities to conform to the procedure of the Federal Trade

Commission Rules and to the new Federal Food Laws.

**Statistical Committee**

B. A. Klein, Chairman

Up to the present time only twelve (12) members are sending in sales figures every two weeks to Mr. Dame. Mr. Dame is going to hand these statistics over to Mr. Donna who will hereafter handle them in the same manner as formerly taken care of by Mr. Dame, provided the contributors approve of this recommendation. If any additional members wish to get in on this service please write to Mr. Donna.

**Standards Committee**

Jos. J. Cuneo, Chairman

We hereby recommend that the Standards under which we are presently operating in accordance with those recognized by the Federal Trade Commission be continued.

**Research Committee**

E. Ronzoni, Jr., Chairman

In view of the limited resources which we believe will be available for this type of work, and in accordance with the contemplated budget, this committee recommends that research work be temporarily discontinued.

**Publicity Committee**

Frank Traficanti, Chairman

We hereby commend the fine publicity work being done for the Industry by Mr. M. J. Donna through The National Macaroni Institute and recommend its continuance, particularly the promotion of National Spaghetti-Noodle Week in October and the usual promotion in Lent.

Funds are to be secured by voluntary subscriptions from those who approve this fine work. In the event that subscriptions are sufficient, that there be added a Spring and Summer campaign, stressing Macaroni products as a Summer Food.

That a page in THE MACARONI JOURNAL be used in publicizing the contributors to the publicity fund.

Your committee feels that only through this means can our Industry improve and the consumption of its products increase.

**Trade Practice Rules Committee**

Louis S. Vagnino, Chairman

Since the Trade Practice Rules adopted in 1938 and approved by the Federal Trade Commission are still in their test stage, your Committee has no recommendations to submit at this time.

**Journal Committee**

Henry Mueller, Chairman

The Committee, after careful consideration of the present set-up of our Official Organ, and after conferring with Mr. Donna, The Editor-In-Chief, is of the opinion that the Journal has been managed very efficiently. It also believes that the rates for advertising

are fair and that the Editor is doing everything possible to increase the amount of advertising. Further it is of the opinion that closer cooperation between the Editor and buyers may be desirable but sincerely hopes and trusts that no material change which may jeopardize the success of the paper will be adopted.

**Future Activities Committee With Sub-committees**

G. G. Hoskins, General Chairman  
MEMBERSHIP—A. Irving Grass, Chairman; H. E. Minard, G. D. Del Rossi.

LEGISLATION—Albert S. Weiss, Chairman; C. W. Wolfe, J. G. Luehring, Albert Ravarino.

STATISTICAL—B. A. Klein, Chairman; Joseph Freschi, Eric Cohn.

STANDARDS—Jos. J. Cuneo, Chairman; John P. Zerega, Jr., Sam Gioia.

RESEARCH—E. Ronzoni, Chairman; C. B. Schmidt, W. F. Villaume, Louis Roncace.

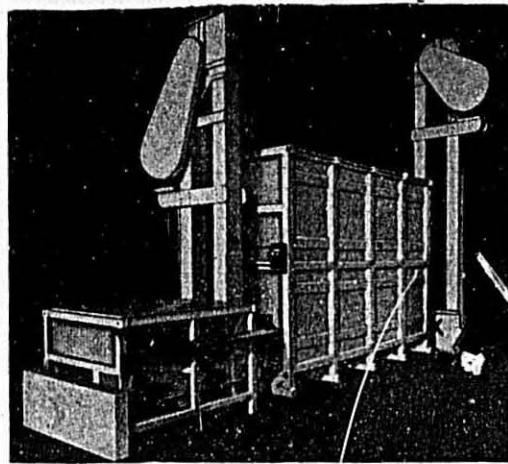
PUBLICITY—Frank Traficanti, Chairman; Thomas Cuneo, Ralph Nevy, John Larsen.

TRADE PRACTICE RULES—L. S. Vagnino, Chairman; Thos. H. Toomey, Eugene J. Villaume.

JOURNAL—Henry Mueller, Chairman; Gaetano Viviano, Samu Arena.

ORGANIZATION—Wm. Culman, Chairman; Ed. Vermeylen, G. La Marca.

**Streamline YOUR OPERATION with CHAMPION EQUIPMENT**



for  
**SPEED**  
◆  
**LOWER PRODUCTION COSTS**  
◆  
**BETTER PRODUCTS**  
◆  
**LARGER PROFITS**

**THIS CHAMPION SEMOLINA BLENDER**

is typical of the time-saving, cost-reducing units engineered and manufactured by Champion. It insures sanitary handling, perfect blending, aerating and sifting of the flour to a uniform fineness; plus cleanliness of the dies. It enables you to produce better quality and increases output and profits. Automatic in operation and so sturdily built that it gives life-long service with virtually no maintenance expense. It will pay you to investigate what we have to offer you.

MAIL COUPON FOR COMPLETE DETAILS

**CHAMPION MACHINERY CO.**

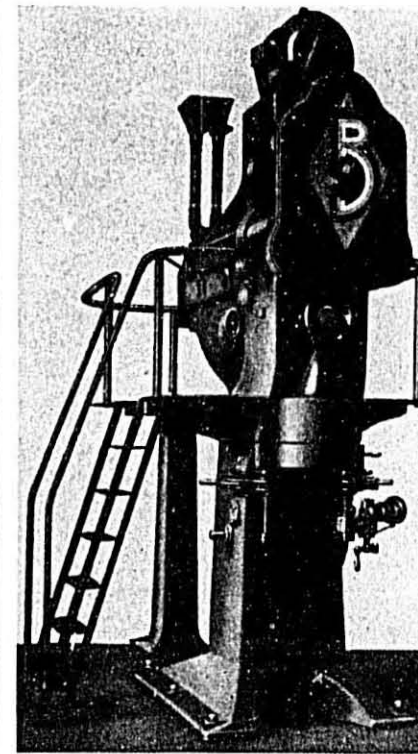
JOLIET, ILLINOIS

- DOUGH MIXERS
- WEIGHING HOPPERS
- WATER SCALES
- NOODLE BRAKES

—all accurate and automatic—are other equipment made by Champion for the Macaroni and Noodle Industry.

CHAMPION MACHINERY CO., Joliet Ill.  
Send me complete information regarding your Champion Automatic Semolina Blender with prices and terms. Also, tell me about your Easy Installment Payment Plan. I am also interested in a.....  
NAME.....  
COMPANY.....  
ADDRESS.....  
CITY..... STATE.....

**IT'S HERE . . . SEE IT OPERATE!**



. . . The Braibanti Macaroni Machine . . . mixing, kneading, and extruding in one continuous operation.

Come to the Elmes office and ask to be driven to a commercial macaroni plant a few blocks away. No obligation, of course. Find out for yourself why the Braibanti lowers the cost and speeds production of superior quality goods.

The Charles F. Elmes Engineering Works holds the exclusive United States and Canadian rights for the Braibanti Automatic Macaroni Machine, Automatic Drying Equipment, and Automatic Fancy Goods Machines

**CHARLES F. ELMES ENGINEERING WORKS**  
213 N. MORGAN ST. Chicago SINCE 1851

### Reports of Convention Committees

The several Convention Committees having completed their respective assignments, reported as follows:

#### Credentials Committee

C. W. Wolfe, Chairman

Unless there is some occasion for our report being made at this time, the Committee suggests that we await the completion of registrations before reporting. We are ready at any time to consider any question which the convention may refer to us. (Report approved.)

#### Program Committee

E. Ronzoni, Jr., Chairman

The printed programs prepared by the committee have been supplied all who registered. Additional copies are available at the registration booth. (Report approved.)

#### Auditing Committee

A. Irving Grass, Chairman

We have carefully studied the report of the audit made by Wolfe & Co. of the accounts of the office of Secretary-Treasurer for the period ending May 31, 1939 and approve thereof. Said audit report is made a part of our report. (Report approved.)

#### Banquet Committee

Frank Traficanti, Chairman

The feast is ready. Table reservations are being made for our annual dinner-dance and entertainment in the Coconut Grove Room of this hotel at 7:30 P. M. Tuesday, June 27, 1939. Can't give everyone a front seat but we will be fair if demands are reasonable. A little help, some patience and we'll all have a good time. (Report approved.)

#### Nomination Committee

Jerome I. Maier, Chairman

After a careful survey of our membership and a review of the elections held in accordance to our laws, we desire to place in nomination the following representatives of member-firms for places on the 1939-1940 Board of Directors to govern the affairs of this Association:

Only one region elected its own Director—No. 3, Joseph J. Cuneo being its unanimous choice. For other Regions and At-Large, we nominate:

- Region No. 1—G. D. DelRossi, G. D. Del Rossi Co., Providence, R. I.  
 Region No. 2—Frank A. Zunino, The Atlantic Macaroni Co., Long Island City, N. Y.  
 C. W. Wolfe, The Megs Co., Harrisburg, Pa.  
 E. Ronzoni, Jr., Ronzoni Macaroni Co., Long Island City, N. Y.  
 Region No. 4—Frank Traficanti, Traficanti Bros., Chicago, Ill.  
 A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.

Region No. 5—Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.

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

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

Region No. 8—A. F. Burke, Ghiglione Macaroni Corp., Seattle, Wash.  
 At-Large—Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.  
 Albert Weiss, Weiss Noodle Co., Cleveland, O.  
 C. B. Schmidt, Crescent Macaroni & Cracker Co., Davenport, Ia.  
 Louis S. Vagnino, Faust Macaroni Co., St. Louis, Mo.

Action: On presentation of the above nominations, the presiding officer asked for additional nominations from the floor. None were offered and the above staff of Association Directors was unanimously elected to serve for the 1939-1940 term.

### Report on Resolutions Committee

Peter J. Viviano, Chairman

We, your Committee on Convention Resolutions, in addition to the various resolutions on policies and decisions adopted at the various sessions, all of which are made part of this report, beg leave to recommend the adoption of the following resolutions of appreciation of courtesies and services:

#### Speaker

WHEREAS, the Convention has wisely planned to have only one outside speaker, and,

WHEREAS, she addressed the Convention so interestingly after careful study and preparation of her subject and particularly the place of Macaroni Products in the American diet, therefore, be it

RESOLVED, that we express to Ida Bailey Allen the collective thanks of the assembled manufacturers and guests and that we assure her of our recognition of the helpfulness of her fine message.

#### The Macaroni Journal

WHEREAS, our Association owns and publishes the only Trade Magazine exclusively, both to the interest of the Macaroni Industry of America and its component members, and,

WHEREAS, this publication is constantly leading a fight for the betterment of the INDUSTRY and individual business, therefore, be it,

RESOLVED, that we congratulate the management of this splendid official organ and commend the policies adopted by THE MACARONI JOURNAL.

Appreciation of Services of Executives  
 (1) President

WHEREAS, the members of the Chicago Convention unanimously ap-

proved the continuance of a paid executive in addition to promoting the enlarged program of activity, and

WHEREAS, the Board of Directors acted wisely in keeping with the new policy of positive action by continuing the leadership of Mr. Lester S. Dame.

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

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

#### (2) Chairman of the Board

WHEREAS, the Chairman of the Board of Directors, Philip R. Winebrener, has served this organization as earnestly and effectively throughout this year of unusual importance and has ably represented the interests of the manufacturers who constitute the National Association, therefore, be it,

RESOLVED, that we extend to our Board Chairman our unanimous thanks and appreciation.

#### (3) Secretary-Treasurer

WHEREAS, our Secretary-Treasurer, M. J. Donna is entering his twenty-first year as Association's executive and Editor of THE MACARONI JOURNAL, and

WHEREAS, he has served the Association diligently and managed THE MACARONI JOURNAL most satisfactory, performing all these duties to the best of his ability over a long period of years, therefore, be it,

RESOLVED, that we appreciate his services and commend his able handling of the many duties of his office.

#### (4) Director of Research

WHEREAS, our Association has been ably represented at the Nation's Capitol by Washington representative, B. R. Jacobs, and

WHEREAS, the effective work of the Director of Research, B. R. Jacobs has been most beneficial in the Association's effort to more properly cope with uprising falacies of the Industry, and

WHEREAS, this able service has been rendered to the Association more than a score of years, therefore, be it,

RESOLVED, that this Convention extend to Dr. Jacobs its appreciation of his untiring efforts in the Industry's behalf.

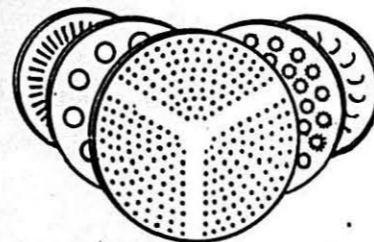
#### The National Macaroni Institute

WHEREAS, the National Macaroni Institute, an affiliate of the National Association, is doing splendid service in favorably publicizing Macaroni Products, and

WHEREAS, Institute Manager M. J. Donna has made a fine presentation of the work accomplished during the past year and a half which is generally con-

# STAR DIES WHY?

Because the Following Results Are Assured  
**SMOOTH PRODUCTS—LESS REPAIRING  
 LESS PITTING — LONGER LIFE**

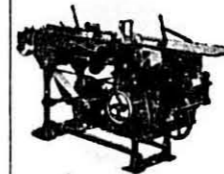


THE STAR MACARONI DIES MFG. CO.  
 57 Grand Street New York, N. Y.

## Carton Packaging Savings Today Are Tomorrow's Profits



SET UP your macaroni and spaghetti cartons with this fully automatic PETERS SENIOR CARTON FORMING AND LIVING MACHINE at speeds of 30-60 cartons per minute. For productions of 30-40 cartons per minute, adjustable JUNIOR Model equipment is available.



CLOSE your macaroni and spaghetti cartons with this fully automatic PETERS SENIOR CARTON FOLDING AND CLOSING MACHINE at speeds of 30-60 cartons per minute. JUNIOR Model equipment also available to close 30-40 cartons per minute.

Send us samples of your cartons or advise their sizes. We will be pleased to recommend machines to suit your requirements.

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

## To Our Customers, Present and Prospective

We have received no end of compliments on the **UNI-FORMITY** of our product.



The reason lies in the fact we **ONLY** make a No. 1 Semolina.

**EASTERN SEMOLINA MILLS, INC.**

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street

New York, New York

sidered a masterful report from every angle, therefore, be it

RESOLVED, that the work of the NATIONAL MACARONI INSTITUTE be commended and continued, and be it further

RESOLVED, that the efforts of Manager Donna in promoting this splendid and necessary service be approved and that our true appreciation be shown by fully and liberally supporting it financially and cooperatively.

(Resolutions unanimously adopted).

### Report of Committee on Return Goods And Spoilage

J. H. Diamond, Chairman

A conservative estimate of the damage on account of weevils and infestation is two-thirds of one per cent which would mean a cost to the Macaroni Industry of well over \$300,000 per year.

There is not only the monetary loss to be considered but also the dissatisfied customer, friction between manufacturers and customers on account of returned products and also the effect on the consumer when she purchases a package containing weevils. Also, there is the matter of condemnation proceedings which gives a manufacturer

and his brand very unfavorable publicity when infested products are picked up by the Department of Agriculture.

The causes of infestation are many. Primarily, flour and Macaroni products are high protein products which in itself makes them prone to trouble as weevils and moths thrive on high protein products. Other causes are:

1. Uncleaned empty bags.
2. Lack of cleanliness such as flour dust in floor cracks.
3. Flour in elevator boots.
4. Macaroni on the floors of dryers.
5. Keeping finished and packed macaroni products in manufacturers', jobbers' and retailers' stocks too long.

This Committee makes the following recommendations for infestation control and cutting down this tremendous loss:

1. All factories should be kept as clean as possible by vacuum control and thorough sweeping.
2. Portions of the plant should be sprayed or gassed weekly. This is particularly true of all flour stock, flour handling equipment, the dryers, and finished stock.
3. All plants should have a thorough fumigation at least once a year, the early part of July being recommended for this purpose.
4. All products should be coded

with respect to the date when the products are packed. These codes should be placed on the invoices and the wholesale customer advised as to the meaning of the code. This will enable each customer to see that his warehousemen dispose of all old stock first.

5. Bulk Macaroni Products and Private label package goods should be guaranteed for not over ninety days.

6. All invoices should be stamped or printed with the request that old merchandise be moved and out of stock first.

7. The association should inform customers through the various trade journals that it is important to see that their stocks are properly turned and accorded adequate protection while in their warehouses.

8. The wholesale customer should also be requested to stock Macaroni Products with canned goods rather than with other cereal products as infestation spreads rapidly from one cereal to another.

The Committee is indebted to Mr. Martin Marks of the Midland Chemical Laboratories, Dubuque, Iowa, for his cooperative suggestions in the above report. Also to Mr. Wolfe, Mr. Mueller, Mr. Freschi, and Mr. Cuneo. (Report approved.)

### Convention Committees

(Appointed By Chairman Winebrener During The Opening Session.)

#### CREDENTIALS

C. W. Wolfe, Chairman  
Frank Traficanti  
Louis S. Vagnino  
B. A. Klein

#### PROGRAM

E. Ronzoni, Jr., Chairman  
Leon Colopietro  
Jerome I. Maier  
Santo Garofolo

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A. Irving Grass, Chairman  
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#### BANQUET

Frank Traficanti, Chairman  
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Albert S. Weiss

#### NOMINATING

Jerome I. Maier, Chairman  
A. Irving Grass  
Joseph Freschi  
C. B. Schmidt  
E. Ronzoni, Jr.  
V. Giatti  
Thomas Cuneo

#### RESOLUTIONS

Peter J. Viviano, Chairman  
E. Conte  
Wm. Arena  
Robt. L. Cowan  
Alfredo Rossi

#### RETURNED GOODS AND SPOILAGE

J. H. Diamond, Chairman  
Frank Pepe  
Louis Roncace  
Peter Vagnino  
Ferdinand Maturo



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1. Powerful suction (1 H.P. O. E. motor) pulls dust, dirt, flour and semolina that breeds insects and molds, from crevices and corners, on floors, pipes, bins, chutes, blenders, sifters and dryers. Safeguards your products and equipment; improves working conditions.
2. Cuts power bills, motor maintenance and bearing replacements by cleaning out destructive dust; reduces fire hazards.
3. Sprays insecticides. Readily converted into a powerful sprayer, throwing a fine mist that penetrates every crevice.

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LaRosa Macaroni Company, Brooklyn, N. Y., says, "It saves repairs for us and does a real cleaning job."  
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OF THE  
INDUSTRY  
WITH BREUER'S BALL BEARING  
**TORNADO**  
PORTABLE INDUSTRIAL VACUUM CLEANER

### Pennsylvanian Made Vice President

Joseph J. Cuneo, popular manufacturer in Western Pennsylvania, was unanimously elected to the office of Vice President of the National



JOSEPH J. CUNEO

Macaroni Manufacturers Association at the New York Convention in June.

Vice President Cuneo is the active executive of La Premiata Macaroni Corporation, Connellsville, Pa., and has served on the Board of Directors of the National Association for a number of years.

He is active and aggressive, well and favorably known not only in the region which he represents, but to most manufacturers in the country. Modest of nature and quite bashful, Joe is the Association's most eligible bachelor.

He has pledged active support of the National Association's new program as sponsored by the organization's new President, J. Harry Diamond, of Lincoln, Nebraska.

### G. G. Hoskins Resigns

Mr. Glenn G. Hoskins, one of the best known men in the macaroni industry and a past president of the National Macaroni Manufacturers Association, has announced his recent resignation as vice president of The Foulds Milling Company, Libertyville, Illinois, a position which he has held for several years. To his friends at the recent New York convention, where Mr. Hoskins was general chairman of the important committee on the Future Activities of the National Association, and to many others who wrote him since the announcement was made, he stated that his future plans are quite indefinite.

Mr. Hoskins joined The Foulds Milling Company shortly after the completion of his college career and later served as production superintendent before taking on the vice

### Note!

The article on "Quantitative Methods for Evaluating the Quality of Macaroni Products" by D. S. Binnington, H. Johansson and W. F. Gaddes, which was begun in the June issue, will be continued in the August issue. Space will not permit an installment in this issue.

presidential duties several years ago. He made exhaustive studies of macaroni making and selling and is the author of several scientific articles on macaroni drying.

He represented his firm at many meetings of the National Association and served many years on its Board

of Directors. In 1933 he was unanimously elected as the President of NMMA, a position which he ably filled until he was chosen to lead the industry under the Macaroni Code as Chairman of the Macaroni Code Authority created under the NRA.

He will continue to reside at Libertyville, Illinois, pending the need for a change that future business connections may necessitate. His many friends wish him success in whatever business he may be associated.

The employee who frequently has occasion to say: "Sorry, I misunderstood you", might more honestly say: "Sorry, I only half listened."

We might try being a little less sure of being right and a little more concerned about being right.

### Flour and Semolina Production—June 1939

Preliminary production figures, as reported to *The Northwestern Miller* by mills representing 60% of the nation's total flour output, indicate that about 3,740,000 more bbls wheat flour were produced this crop year than last. These mills reported in aggregate a total production of 68,531,000 bbls for the crop year ending June 30, compared with 64,792,000 the previous year. The Southwest and Southeast producing sections were apparently alone in reporting decreases in production. Largest increase was registered by the mills in the Central West. The Pacific Coast mills also gained about 1,565,000 bbls. Northwest production increased about 550,000 bbls, and the Buffalo output, about 491,440 bbls. Details of preliminary estimates may be found in an accompanying table.

Production for the month of June by the same mills amounted to 5,588,878 bbls, compared to 5,636,655 the previous month, 5,381,976 the same month last year, 5,250,787 two years ago and 5,249,074 three years ago. Southwestern mills reported the only increase over the previous month—1,099,290 bbls.

All other producing sections reported decreases for the month of June below what they produced in May—Northwest 36,340 bbls, Buffalo 11,890, eastern division of the Central West 68,785, western division 10,920, Southeast 11,315, and Pacific Coast 7,820 bbls. Following is a table which shows the month's production in detail:

	Total Monthly Flour Production				
	Output reported to <i>The Northwestern Miller</i> , in barrels, by mills representing 60% of the total flour production of the United States:				
	June, 1939	June, 1938	June, 1937	June, 1936	June, 1935
Northwest .....	1,150,578	1,186,918	1,191,965	1,036,262	1,421,078
Southwest .....	2,030,510	1,931,218	2,089,663	2,181,220	1,835,232
Buffalo .....	847,621	859,513	834,563	837,583	813,536
Central West—Eastern Div. ....	412,020	480,804	300,401	269,819	272,002
Western Div. ....	256,447	267,367	250,027	217,468	249,240
Southwest .....	131,960	143,276	318,118	265,289	265,622
Pacific Coast .....	759,742	767,559	397,239	393,146	361,764
Totals .....	5,588,878	5,636,655	5,381,976	5,250,787	5,249,074

	Weekly Flour Production				
	July 1, 1939				
	July 1, 1939	Previous week	July 2, 1938	July 3, 1937	July 4, 1936
Northwest .....	286,622	236,523	269,496	240,720	275,804
Southwest .....	484,621	476,444	493,673	531,262	452,946
Buffalo .....	182,465	187,771	200,688	199,031	180,971
Central West—Eastern Div. ....	479,510	498,976	311,119	55,870	66,560
Western Div. ....	72,279	56,102	69,149	50,520	61,284
Southwest .....	23,791	28,364	69,660	52,134	61,989
Pacific Coast .....	181,680	171,741	100,049	76,351	71,596
Totals .....	1,310,968	1,255,921	1,273,754	1,205,888	1,171,050

\*Several mills down for fumigation.

	Percentage of activity					Crop-year production	
	July 1 to July 4					July 1 to June 30	
	July 1, 1939	Previous week	July 2, 1938	July 3, 1937	July 4, 1936	June 30, 1939	June 30, 1938
Northwest .....	43	35	41	37	40	14,802,168	14,252,372
Southwest .....	71	70	70	73	63	24,652,814	24,701,211
Buffalo .....	61	63	68	67	61	10,449,853	9,958,415
Central West—Eastern Div. ....	66	59	62	45	56	5,722,014	3,585,527
Western Div. ....	61	48	42	32	39	3,401,759	3,318,439
Southwest .....	48	50	68	53	63	2,727,337	3,766,495
Pacific Coast .....	82	78	64	49	46	6,774,788	5,209,845
Totals .....	61	57	58	55	54	68,530,733	64,792,304

### Invent Mechanical Spreader

The Consolidated Macaroni Machine Corporation Demonstrated its New Macaroni-Spaghetti Press with an Attachment That Saves Time, Material, Labor and Cost

The proper spreading of the macaroni-noodle strands on sticks or canes for drying is not only a most technical operation requiring skill and experience, but it is one of the most costly since good spreaders are rarities. Hoping to bring about greater uniformity, hence better quality products, and reducing the cost of this operation, the engineers of the Consolidated Macaroni Machine Corporation, Brooklyn, N. Y., have for years been working on an invention of an improved press that would not only form the dough but automatically place the dough strands on sticks without the aid of the human hand.

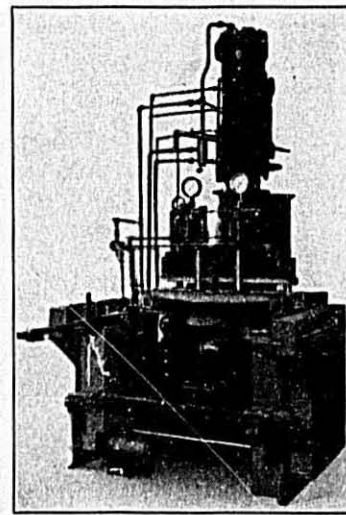
The announcement of this new invention in the June 15, 1939 issue of THE MACARONI JOURNAL attracted practically every convention visitor to witness an actual demonstration at the plant of The De Martini Macaroni Company where the working model is in daily operation. Conrad Ambrette, president of the firm that holds all patent rights to the invention, James Cevasco, vice president, N. J. Cavagnaro, treasurer, Joseph DeFrancisci, Secretary, Paul and Louis Ambrette, salesmen, were busy during convention week demonstrating the new machine.

The new "spreading device" is capable of being attached to any modern hydraulic press. With the attachment, the new press is a radical departure from any other press now used in the macaroni industry. With the exception of the filling of the cylinder of the press, which must be performed manually, it is entirely automatic in action. In explaining its features Treasurer Cavagnaro points to the following attributes of the new invention:

"As you are no doubt aware, there is a large number of hydraulic presses in use in the United States. Therefore, in designing the spreader we considered this fact very seriously as we felt that there are many concerns who prefer to equip their perfectly good presses with the spreader attachment rather than go to the big expense of purchasing new equipment. Making the necessary alteration to include our new invention is not a costly one. It involves the temporary dismantling of a press, shipment to our factory where necessary alterations are made and the spreader attached, and the return of the machine for reinstallation, a practically new press in every detail.

"The principal advantages derived from the use of the spreading device are, among others, as follows:

"**Increased Production.** By using this spreading attachment the production of a press can be increased as much as 20 per cent.



Hydraulic Press with Automatic Spreader

"**Quality.** Due to the intermittent extruding action, the quality of the product is greatly improved and is superior to that produced on any other type of press. Its appearance is also greatly enhanced.

"**Saving.** Because of the automatic control of the extrusion of the dough strands, the waste from the trimmings are reduced so that it is 75 per cent less than where the strands are spread by hand. Naturally any dough that does not go into the waste box goes on the sticks. Therefore, with the savings realized at this point together with the increased speed at which the machine can be operated, the result is a large increase in production with a minimum of waste.

"**Durability.** Inasmuch as all the movements are hydraulic and there are very few moving parts, the life of the improved machine is practically unlimited.

"**Labor.** Since spreading is done mechanically, no expert labor is required. Any one of average intelligence and ability can operate the spreader as all the movements with the exception of the loading of the idle cylinder are automatic and continuous. All controls are either hydraulic or electrical and function automatically. All parts are easily accessible and readily cleaned. One operator can supervise the operation of several of these presses, thus effecting great saving in labor."

The many visitors were highly impressed with the simplicity and the

dependability of the new spreading attachment. While in the plant they were also invited to see another new press in operation. It is a continuous press for long and short cut pastes of Italian make and design. The Consolidated Macaroni Machine Corporation has had 30 years of experience in designing and constructing modern alimentary paste machinery, climaxed by the invention of the spreader device.

Old Dad Mac Noodle says:

### Knowing Your Competitor's Proposition

The sales manager in your home office may be and probably is a very smart fellow. He may be giving you, the salesman, a pretty complete picture of the proposition you are expected to present. And yet he may miss a trick now and then. He may not think of all the reasons for taking up such a proposition as yours.

The advertisements of competitors may bring out selling points your own company's advertising overlooks.

New things are constantly coming into the field, by no means all of them brought out by your company. You need to study competitors' advertisements to know those things.

When a salesman can walk into a customer's office and meet that man's questions about competitors' products with intelligent replies, he can expect to win a hearing for what he has to say about his own products.

The salesman who knows no more about a competitor's proposition than he is told by customers he meets, often gets inaccurate and unreliable versions of the facts. He is easily tripped by catechising prospects.

The wise seller is, to some extent at least, a student seller. He must be if he is to know as much as a seller ought to know. Buyers are increasingly insistent in their demands for knowledge about what they contemplate buying. There may have been times when a seller's market made it possible to sell enough without knowing much about what was being sold, save for prices and terms. Today it is not like that. The seller must know all about what he himself is offering and he must have all the information he can get about what competitors are offering.

The salesman needs full knowledge of the propositions being offered his prospects by those who are competing with him for their business.

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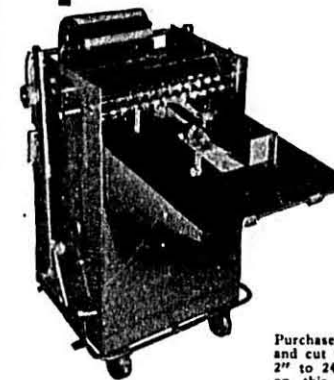
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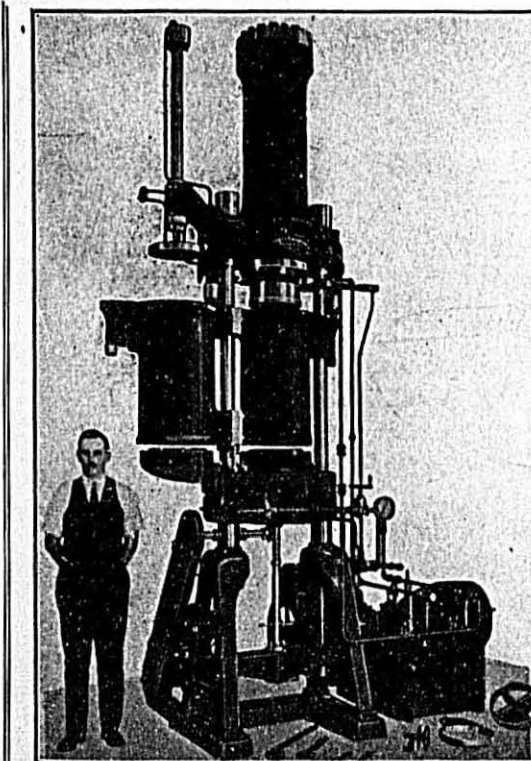
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PRESS No. 222 (Special)



## Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

### Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to macaroni products. In June 1939 the following were reported by the U. S. Patent Office:

Patents granted—none.

#### TRADE MARKS REGISTERED

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

##### "Creamaroni"

The trade mark of E. L. Kaffer, doing business as Q Company, Joliet, Ill., was registered for use on macaroni. Application was filed February 9, 1939, published by the Patent Office April 4, 1939 and in the May 15, 1939 issue of THE MACARONI JOURNAL. Owner claims use since 1907. The trade name is in large black-outlined type.

#### TRADE MARKS APPLIED FOR

Four applications for registration of macaroni trade marks were made

in June, 1939 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

##### Italian Maide

The trade mark of William Amerise, also doing business as Hazleton Macaroni Co., Hazleton, Pa., for use on macaroni and other groceries. Application was filed November 1, 1938, and published June 6, 1939. Owner claims use since February, 1918. The trade name is in heavy type above a circular framed picture of an Italian Maiden.

##### Red Ray

The private brand trade mark of Karasik Bros. Co., Chicago, Ill., for use on spaghetti and other canned foods. Application was filed March 7, 1939, and published June 13, 1939. Owner claims use since January 21, 1936. The trade mark is in large shaded type.

##### Flor Di Pasqua

The trade mark of B. Filippone & Co., Inc., Passaic, N. J. for use on macaroni. Application was filed April 8, 1939, and published June 13, 1939. Owner claims use since April 5, 1939. The trade name is written in black lettering.

##### Sunbeam

The private brand trade mark of Austin, Nichols & Co., Incorporated, Brooklyn, N. Y., for use on canned spaghetti, alimentary paste products—namely, spaghetti, macaroni, noodles, vermicelli, tiny egg noodles, alphabets, elbow spaghetti, elbow macaroni and spaghetti sauce as well as other groceries. Application was filed November 19, 1938, and published June 20, 1939. Owner claims use since April 30, 1890. The trade mark consists of the name in heavy type.

### Keen Interest in Braibanti Machine

Literature showing the latest type of the Braibanti Automatic Maca-

roni machine and a clear explanation of its operation was distributed at the convention by Charles F. Elmes of the Charles F. Elmes Engineering Works, Chicago, Illinois, together with personal invitations to visit the factory or to see the actual machine in operation in plants in the New York Area.

This new machine that has been installed in many of the leading plants in this country and in Europe, combines the mixing, kneading and extruding process into one fully automatic operation. The Charles F. Elmes Engineering Works of Chicago, holds the exclusive United States and Canadian rights for the Braibanti Automatic Macaroni machine, the Automatic Drying Equipment and the Automatic Fancy Goods machines.



It has often been said, and in this column, too, that accidents do not happen—they are caused.

The cause of any particular accident may be attributed to a careless driver or pedestrian, to a defect in the highway, to a mechanical defect, to hazardous weather conditions, or to a combination of a number of these factors.

Yearly statistics, as prepared by all states and bureaus, indicate that the human element is the outstanding cause. The driver of the automobile is usually responsible for the accident. According to the statistics given in recent years, two out of every three accidents involve mistakes by drivers. Excessive speed, driving on the wrong side of the road, disregard of traffic signals, and other careless habits have contributed to the high frequency of accidents.

We are to blame—not the machine.

### Bridal Couple at Banquet

The annual banquet and entertainment in the Coconut Grove of The Park Central, New York City, the eve-

June 3, and a reception at Hotel Borsert, Brooklyn, the young couple left on a tour of the United States and Canada, returning in time to attend the macaroni convention and banquet. Mr. and Mrs. Amato will be at home



ning of June 27, 1939, which brought to a fitting close a very successful convention of the macaroni-noodle manufacturers also brought to its end a lovely honeymoon trip of Mr. and Mrs. John Amato. To the tune of a wedding march played by the orchestra, the young couple took their places at a table tastily decorated with the bride's favorite flowers and especially reserved for her parents and relatives. Mrs. Amato was Miss Josephine Surico before her marriage on June 3. She is the daughter of Mr. and Mrs. C. Surico of Brooklyn. Her father, C. Surico, is President and General Manager of Clermont Machine Company, of which the bride is Treasurer. The groom is in charge of the firm's office.

Following the wedding ceremony on

to their many friends in Brooklyn after August 1.

### Sanacori Firm Incorporated

The firm of Sanacori & Co. that has been operating a macaroni manufacturing plant at 121 Himrod St., Brooklyn, N. Y., for a number of years, was given articles of incorporation by the proper officials of New York State, according to an announcement, June 26, 1939.

Representing the firm in the action was Sylvester B. Sinacore of 66 Court Street, Brooklyn.

The firm is capitalized at \$100,000. G. Sanacori is the proprietor of the incorporated firm.

### Death of Charles R. Jones

Mr. Charles R. Jones, for many years closely associated with the Domino Macaroni Company, Inc., of Springfield, Mo., died May 11, 1939. Ill health had forced him to resign as Vice President and General Manager of the firm in January, 1938. The deceased was well known in the Macaroni Industry, having frequently represented his firm at meetings and conventions of the trade and National Macaroni Manufacturers Association.

Mr. Charles R. Jones was born in Springfield, Mo., in 1871. He was the son of the late F. S. Jones and Sarah Hackey Jones. His grandfather was Colonel Joseph Jones, who was a Virginian and later a resident of Tennessee before going to Springfield in 1837.

Survivors are his widow, Mary Alice Jones; two sons, Robert Leavitt and Charles F. Jones; also one grandson, Phillip Meier Jones.

### National Cereals Products Laboratories

Benjamin R. Jacobs, Director

Consulting and analytical chemist, specializing in all matters involving the examination, production and labeling of Macaroni and Noodle Products.

Laboratory—No. 10 Front St., Brooklyn, N. Y.  
Offices—No. 2 Grace Court, Brooklyn, N. Y.  
No. 2026 Eye St. N.W., Washington, D. C.

Brooklyn 'Phones	Washington, D. C. 'Phones
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Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1903

Trade Mark Registered U. S. Patent Office  
Founded in 1903  
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**  
J. H. Diamond, President  
P. R. Winebrenner, Adviser  
M. J. Donna, Editor and General Manager

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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.  
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Vol. XXI JULY 15, 1939 No. 3

**Macaroni Imports and Exports**

The Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce, for April, 1939, shows a decided decrease in the foreign exchange of macaroni products.

**Imports**

During the month of April, 1939, the imports decrease to almost half the imports of the previous month. April imports were only 67,718 pounds worth \$6,164 as compared with the March which totaled 114,032 pounds valued at \$11,525.

The first four months of 1939 shows a total importation of 292,142 pounds worth \$28,159.

**Exports**

Macaroni exports for April, 1939, amounted to 252,258 pounds worth \$19,093. The decrease is shown when compared with the March, 1939, figures of 303,454 pounds with a value of \$23,586.

The total exports for the first four months of 1939 were 1,045,159 pounds worth \$80,924.

Below is listed the foreign countries to which this food stuff was exported during the month of April, 1939, and the quantities shipped to each:

Countries	Pounds
Netherlands	7,625
United Kingdom	338
Canada	76,978
British Honduras	447
Costa Rica	2,104
Guatemala	516
Honduras	136
Nicaragua	1,467
Panama, Rep. of	7,646
Panama, Canal Zone	24,782
Mexico	36,903
Newfoundland & Labrador	6,593
Bermuda	1,234
Barbados	120
Other Brit. W. Indies	1,363
Cuba	12,025
Dominican Repub.	9,148
Neth. W. Indies	5,182
Haiti	5,898
Bolivia	2,590
Chile	538
Colombia	1,462
Surinam	25
Peru	465
Venezuela	621
Saudi Arabia, Yemen, Etc.	475
Ceylon	12
China	10,771
Netherland Indies	665
Hong Kong	2,846
Palestine	75
Philippine Islands	28,572
British Oceania	406
French Oceania	796
New Zealand	120
British E. Africa	126
Union of S. Africa	448
Mozambique	720
Total	252,258

**Insular Possessions**

Alaska	26,446
Hawaii	109,195
Puerto Rico	162,022
Virgin Islands	2,696
Total	301,359

**Buehler Brothers Entertain Visitors**

Macaroni manufacturers interested in the new continuous and automatic press models were invited to see the latest machine in that line developed by Buehler Brothers, Inc., at the assembly plant located at 530 W. 44th Street, New York City. F. R. Koehler, New York representative of Buehler Brothers, O. R. Schmalzer, construction engineer, and Paul W. Koehler, Chicago representative of the firm, explained the salient features of the new machine, while a movie film showed it in operation.

The machine handles the blending, mixing, kneading and pressing operation in one continuous action. It has various automatic cutting devices for all types of long and short products. A special showing of the film was made the afternoon of June 27, at the conclusion of the closing session of the 1939 convention.

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**CARTONS**  
QUALITY AND SERVICE  
GIVE US A TRIAL

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JOLIET, ILLINOIS

**MERCANTILE COLLECTIONS**  
OFFICIAL REPRESENTATIVES FOR  
**N. M. M. A.**

WRITE—  
For Bulletins of Claims Placed by the Industry.  
For Pad of Service Forms and Information about our Procedures.

**CREDITORS SERVICE TRUST CO.**  
Tyler Building  
LOUISVILLE KENTUCKY

**CLASSIFIED ADVERTISEMENTS**

FOR SALE—One 10-inch Hydraulic Macaroni Press, complete with Short Cut Attachment; also 25 Bronze Dies. All in perfect condition. Write to Roth Noodle Co., 7224 Kelly St., Pittsburgh, Pa.

**Food Distributors to Convene in Chicago**

John E. Cain, president of the National Food Distributors' Association announces the dates of its 12th Annual Convention to be held at the Hotel Sherman, Chicago, Ill., as August 23-26, 1939.

The N.F.D.A. organized more than 12 years ago, is an association of thousands of motorized jobbers operating in every part of the United States who are interested in the business of distributing perishable and semi-perishable food products to consumers through retail grocery stores in every state of the Union. Many of the leading macaroni-noodle firms employ this means of distributing their products.

Through repeated and concentrated sales contacts with retail grocers on a restricted number of food items, they make frequent use of special localized sales contest—oftentimes merchandising kindred non-competitive products in conjunction with one another.

A general invitation is extended to all macaroni-noodle manufacturers to attend the convention and to exhibit their products at the convention exhibition in the Sherman Hotel, Chicago, August 22-26, 1939.

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Don't Take Chances—You Can Depend On**

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FANCY DURUM PATENT FLOUR  
CAPITAL DURUM GRANULAR  
STANDARD DURUM FLOUR

*A Quality Product for Your Every Requirement*

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INC.**

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CORN EXCHANGE BLDG.  
MINNEAPOLIS, MINN.

MILLS  
ST. PAUL, MINN.

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

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

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**MACARONI—NOODLE DRYERS**

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

<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> <i>First--</i> <b>INDUSTRY</b> <hr/> <i>Then--</i> <b>MANUFACTURER</b>															
<b>OFFICERS AND DIRECTORS 1939-1940</b>																	
<table border="0" style="width: 100%; font-size: small;"> <tr> <td style="width: 33%;">J. H. DIAMOND, President.....Gooch Food Products Co., Lincoln, Nebr.</td> <td style="width: 33%;">C. B. Schmidt, Crescent Macaroni &amp; Cracker Co., Davenport, Iowa.</td> <td style="width: 33%;">Frank Trafficanti Brothers, Chicago, Ill.</td> </tr> <tr> <td>J. J. CUNEO, Vice President.....LaPremiata Macaroni Corp., Councilville, Pa.</td> <td>L. S. Vagnino, Faust Macaroni Co., St. Louis, Mo.</td> <td>P. J. Viviano, Kentucky Macaroni Co., Inc., Louisville, Ky.</td> </tr> <tr> <td>P. R. VINEBRENER, Adviser.....Krumm Macaroni, Inc., Philadelphia, Pa.</td> <td>P. J. Weiss, Weiss Noodle Co., Cleveland, Ohio.</td> <td>Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.</td> </tr> <tr> <td>B. R. JACOBS, Director of Research.....2 Grace Court, Brooklyn, N. Y.</td> <td>C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.</td> <td>Frank A. Zunino, The Atlantic Macaroni Co., Inc., Long Island City, N. Y.</td> </tr> <tr> <td>M. J. DONNA, Secretary-Treasurer.....Braidwood, Illinois</td> <td></td> <td></td> </tr> </table>			J. H. DIAMOND, President.....Gooch Food Products Co., Lincoln, Nebr.	C. B. Schmidt, Crescent Macaroni & Cracker Co., Davenport, Iowa.	Frank Trafficanti Brothers, Chicago, Ill.	J. J. CUNEO, Vice President.....LaPremiata Macaroni Corp., Councilville, Pa.	L. S. Vagnino, Faust Macaroni Co., St. Louis, Mo.	P. J. Viviano, Kentucky Macaroni Co., Inc., Louisville, Ky.	P. R. VINEBRENER, Adviser.....Krumm Macaroni, Inc., Philadelphia, Pa.	P. J. Weiss, Weiss Noodle Co., Cleveland, Ohio.	Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.	B. R. JACOBS, Director of Research.....2 Grace Court, Brooklyn, N. Y.	C. W. Wolfe, Mega Macaroni Co., Harrisburg, Pa.	Frank A. Zunino, The Atlantic Macaroni Co., Inc., Long Island City, N. Y.	M. J. DONNA, Secretary-Treasurer.....Braidwood, Illinois		
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## Appreciation of Convention and Membership Spirit

For courtesies shown, interest taken and patience manifested, I wish to take this opportunity to thank all who attended the New York convention last month.

I was deeply impressed by the wonderful understanding that generally prevailed. The loyalty to the National Association and its employes shown by the members and guests during and between sessions, was both inspiring and encouraging.

The determination of the leaders that the National Association must be maintained is in line with the thinking that has prevailed for more than a generation. Perhaps the organization has not accomplished all the things that some expect of it, but it has more than justified its existence by providing the nucleus from which the entire Industry can spring into action in any emergency.

The National Association is ready to serve its members and the trade generally. The degree of service will naturally depend on the support accorded it by those who compose the industry. In the new set-up, there is not a manufacturer worthy of the name who cannot afford to be enrolled as a supporting member of his trade association. The scale of dues has been made most reasonable. That they will be popular is proved by the fact that nearly a half dozen firms offered to join during the closing session of the convention. May many more follow their excellent example.

Lower dues will enable manufacturers to contribute more freely to other activities, such as the fine promotional work being done by the National Macaroni Institute in popularizing Macaroni Products among a group of Americans that offer possibilities for increased consumption of this fine food. This is an activity deserving of the undivided support of every manufacturer and allied interested in the future welfare of the Industry. Association members and non-members should both get firmly behind this national activity, this essential promotion.

Opportunity for doing this very thing will soon be presented. Don't turn a deaf ear to appeal for funds for this purpose, or you may put yourself in the category of "bitting the hand that's feeding you."

The primary and indispensable job of the Macaroni Industry is to make products of a quality of which the manufacturer is proud, to get this fine food to the grocer profitably and then to help him sell it at a reasonable mark-up to customers in whom you have created a desire for macaroni products through favorable publicity.

May we all work together towards this end!

M. J. DONNA,  
*Secretary.*

# Clermont

## CELEBRATES 20th ANNIVERSARY

BY INTRODUCING  
AN ORIGINAL TYPE OF CONTINUOUS  
AUTOMATIC MACARONI PRESS . . .  
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SCREW, NO WORM



From the flour bin to the  
extrusion in  
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## KEEP HOUSEWIVES ASKING FOR YOUR PRODUCT

**WHEN** women start specifying the same brand each time, sales zoom upward. Women do this when they discover that your product is packed with flavor and quality.

**WISE** egg noodle and macaroni manufacturers ... men who can't risk the reputation of their product on cheap Semolina or Durum products ... know that consistent use of the Pillsbury line is "quality insurance."

**DON'T** take chances. Use Pillsbury's complete line and assure yourself of more repeat sales.

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**Pillsbury's Best Durum Fancy Patent**

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