

**THE
MACARONI
JOURNAL**

**Volume XXII
Number 3**

July, 1940

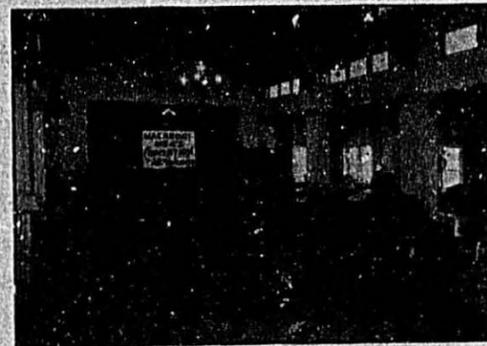
JULY, 1940

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

In This Issue

The story of the 37th Annual Conference of the Macaroni Industry of America, June 24 and 25, 1940 in Chicago.

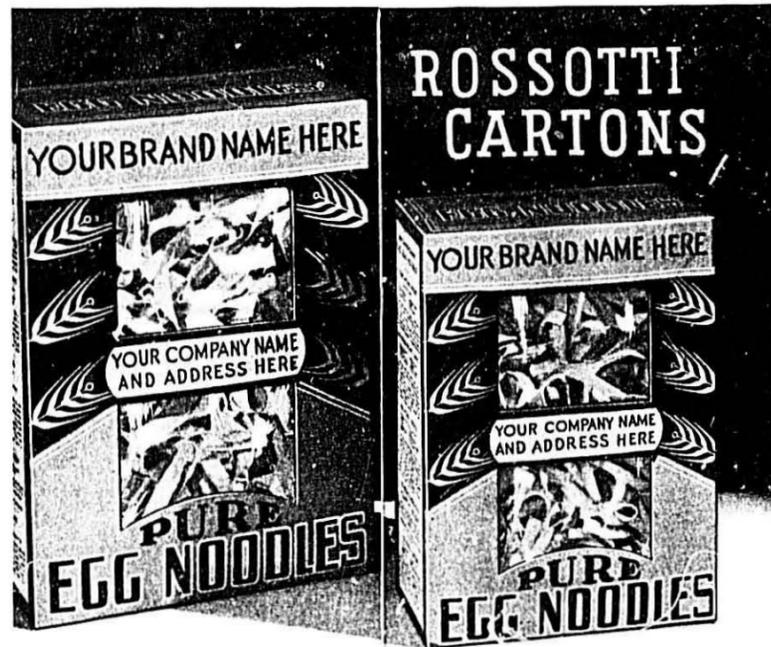


The school-room plan of comfortably seating the delegates as set up by the management of The Edgewater Beach Hotel, and which proved so popular.

Official Organ
National Macaroni Manufacturers' Association
Braidwood, Illinois

VOLUME XXII
NUMBER 3

Printed in U.S.A.



**THERE'S
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IN ROSSOTTI
CARTONS AND LABELS**

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KEEN minded executives from coast to coast depend upon Rossotti package engineering service for the solution of their carton and label problems. Beyond the artistic skill and fine craftsmanship which create the finished package, they consider important the coöperative spirit of the Rossotti organization in supplying them with the latest data regarding government regulations and current legislation affecting the industry. Write today for samples of stock cartons and information regarding private brands.



Joseph J. Cuneo
Association's New President

*President's
Message*

An Appeal to Reason

To the Macaroni-Noodle Manufacturers
and Allied Trades
Friends

If there ever was a time in the entire history of our Association for a better understanding and friendly cooperation among ourselves, the need presents itself NOW.

Not with good wishes and moral surety alone can we thrive, but with an intent purpose to DO those things necessary to promote and

attain the proper ideals for all members, thereby uniting the best together and eliminating the evils, which would place us in a most enviable position among all Trade Associations.

Many problems now confront us. Under present economic conditions, you need or are going to need—us as badly as we need you.

The Industry is undergoing a change that will mean the survival of the fittest and the Association is in a position to make you acquainted, either direct or through its Allied members and JOURNAL advertisers, with what is and will be necessary to meet the situation. The service is free to members.

The Association is also in a position to combat many of the evils existing in the Industry, and ready to support legislation which is good for us, and fight that which is bad.

During past President Diamond's splendid administration and his many accomplishments, the outstanding result was to return the Association to a profitable basis, after assuming his position when it was in the red.

The most outstanding achievements of the past administration were the many "miracles" performed by our Secretary-Treasurer, M. J. Donna, a prominent feature being the splendid advertising he obtained for the Association at so little cost, with so much benefit to the Industry. Also his commendable and splendid work in conjunction with past President Diamond's idea of the "Birthday Issue" as well as all other issues of the JOURNAL. This, of course, shall be continued.

Neither can we forget the excellent work of Dr. B. E. Jacobs and his sincere cooperation with the officers and members through his efforts in Washington, D. C., and his work in the Brooklyn Laboratories, as well as his assistance to members of the Association.

I am sure all the new directors and officers gladly welcome your congratulations, now and will be happy to accept your congratulations, on the basis of the accomplishment of the present administration and we are deeply appreciative of the honor you have bestowed upon us.

Those Manufacturers and Allies outside the Association can best express their appreciation for our efforts by forwarding their requests to Mr. M. J. Donna for membership.

Strength of Unity is an important factor and cooperation plus accomplishments must begin NOW. Spell that word backwards and we will have W-O-N.

Joseph J. Cuneo President



QUALITY
IS
SUPREME

IN

★ ★ TWO STAR ★ ★
MINNEAPOLIS MILLING CO.

MINNEAPOLIS, MINN

The MACARONI JOURNAL

Volume XXII

JULY, 1940

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In America

Americans have many things for which they should be thankful—and one of the most important is the right to think for themselves.

Leaders of the Macaroni-Noodle Industry exercised this privilege last month when they conferred in Chicago on the many problems that concern business generally and their trade woes particularly.

Like other free Americans they enjoyed the right of free assembly—one denied millions of Europeans now. This group of food processors sought the solution of their own problems through united, self-determined action rather than under orders imposed by self-appointed autocrats.

Conferences of trade groups are naturally concerned in looking after the interests of a particular business, but their chief advantage lies in the readiness of Americans to get together freely and voluntarily to renew old friendships, to discuss individual problems with those who are sympathetic, to unite in actions aimed at the general uplift of trade, and to continue to foster the American spirit of good fellowship, of which there can be no over-abundance in any country.

Members of an industry may never be in entire agreement on all policies, however promising, but from individual opinions expressed on the convention floor, in group discussions and in personal interviews, comes the thinking that will be moulded into policies and from which progress is naturally expected.

It is practically impossible to forecast the future with explicit certainty, but the general opinion of those who composed the 1940 conference of the Macaroni-Noodle Industry June 24 and 25 is that a sharp improvement in business is expected to develop soon. Further, that the manufacturers themselves will be deciding factors as to the speed with which this hoped-for recovery will materialize. A continuation of the questionable practices in production and selling, about which there is much justified complaint, will unduly retard the improved conditions freely predicted.

In support of this thought, it was pointed out that at the beginning of the current era of depression over ten years ago, many were of the opinion that depression years would be fruitful ones to producers of so economical a food as macaroni, spaghetti and egg noodles; that many non-users of this 100 per cent wheat food would be compelled by circumstances to eat more often of this nutritious product as a matter of economy. Unfortunately, the effect was almost the opposite due to the inclination of many to cheapen quality as well as price.

Since this is America, there is still hope that the better element in the trade will realize the invaluable privilege that is theirs to run their own businesses within most reasonable restrictions and in keeping with sensible responsibilities to our free government, our enviable system of unlimited production and free distribution, and the consumer good will that must be merited.

Looking Ahead

What has the future in store for the Macaroni-Noodle Industry in this country? How can the processors of this fine wheat food help to brighten it by individual action and group promotion? What effect will the present European war have on business and particularly on the American Macaroni Industry? How are manufacturers to minimize the effects of the country's defense plans as they tend to increase the cost of doing business? Will the industry be assured of an ample supply of fine durum wheat or will it be compelled to resort to substitutes, as was the case in the World War? What are the possibilities of food restrictions should this country be drawn into the disastrous conflict overseas?

These were but a few of the troublesome questions on which the macaroni-noodle makers sought information at their annual convention.

Outstanding among the subjects openly discussed and which should cause progressive producers to look ahead, and if possible to keep in step with changing conditions, are:

1. The benefits that would accrue if the Government could be induced to designate Macaroni Products as a surplus product to be made available to consumers under the Government's Food Stamp Plan.

Mr. E. J. Feuling, representing the Federal Surplus Commodities Corporation, explained the working principles of the plan that is functioning so satisfactorily in many cities and which will soon be extended to cover the entire country. Action is already being taken on his suggestions.

2. The consumer can never know too much about the good qualities of Macaroni Products as a year-round food. To win his good will, we must first gain his confidence and then sell him on the merits of our products.

Mr. H. F. Andersen of General Mills stressed the importance of public relations and told of the means used by other food trades to win the cooperation of distributors and consumers. Director M. J. Donna of the National Macaroni Institute outlined plans that should have the support of every thinking manufacturer and allied and about which more will be heard later.

3. Is it necessary, or even practical, to fortify macaroni through the addition of certain vitamins?

Dr. Howard J. Cannon, director of the Laboratory of Vitamin Technology, explained the whole vitamin story, leaving it entirely to the manufacturers to decide for themselves whether or not fortification would be advantageous and practical.

4. What effect will the current war hysteria have on the present durum crop and probable prices?

President M. H. Thatcher of the Farmers' National Grain Corporation, who is in close touch with Federal agencies, spoke enthusiastically on the prospects and gave some timely warning which manufacturers will heed.

With time and patience, the macaroni industry, if determined and united, will solve most of its problems and by looking ahead will be ready for almost any emergency.

Industry Conferred on Trade Problems

Macaroni Manufacturers Discuss Timely Subjects at Annual Convention of National Association—Plan for Industry's Continued Development.

Macaroni manufacturers and allied interested in the former's welfare enthusiastically approved a program of trade betterment and industry promotion submitted for consideration at the Thirty-seventh Annual Convention of the industry sponsored by the National Macaroni Manufacturers Association in Chicago, June 24 and 25.

The convention re-affirmed its faith in the National Association as the organization that will always be a nucleus for group action in any emergency and for carrying-on in between. Several new members were enrolled as financial supporters and a move was started to add a score or more new firms within the next few months.

The attendance was satisfactory despite the fact that some leaders in the convention movement were unable to attend. All expressed regrets and pledged their continued interest in the organized work as supervised by the national body that has functioned unselfishly for the trade's promotion since its organization in 1904.

The program committee presented a well-balanced agenda that combined the consideration of timely topics with just enough entertainment to make it pleasant for all who attended. There were no over-time sessions. Keen interest was taken in the many discussions in which speakers from the floor took an interesting and enlightening part after the leaders of discussions had completed their presentations. All in all, it was a most worthwhile and timely affair from which not only those who attended, but the entire industry, will reap benefits.

Officers' Reports

After the formal opening of the convention, President J. H. Diamond called it to order and congratulated the hundred or more friends of the industry who have registered as constituents of this timely group conference. His message on the accomplishments of his administration during the past year and his recommendations for future action were ably presented and well received.

He referred to the fact that when he assumed the presidency at the New York convention in June, 1939, the financial status of the National Association was at low ebb due to an experiment which did not prove satisfactory. He modestly referred to the attempts made to "pull the Association out of the red" and thanked the faithful members and new supporters for the help freely given.

He recommended a six-point program for future action. Many of these points were acted upon later in the convention, among which were:

1. Regular and more consistent support by the entire industry of The National Macaroni Institute's plan of

products promotion and education as fully explained later by Director M. J. Donna. He emphasized the fact that the movement should have the financial as well as the moral support of every manufacturer and allied irrespective of his affiliations with the association, because the movement is one for the benefit of the entire industry.

2. The Association has a fine set of self-determined Trade Practice Rules whose strict enforcement would be found generally beneficial. He urged closer cooperation with the Federal Trade Commission in the enforcement of the rules and wider publicity on actions taken after they have become a matter of public property.

3. A conference should be arranged immediately with the proper authorities to arrive at some equitable understanding on the costly subject of proper tolerance in the fill of packages.

4. The Food Stamp Plan as now being operated is affecting the macaroni industry and the durum wheat farmers adversely. He feels that the Government's attitude towards this food as a processed product could be changed through conference and understanding and recommended the appointment of a special committee to take steps to have macaroni declared a surplus commodity and purchasable with orange stamps as well as blue ones.

5. He recommended that the convention give serious thought to the employment of a managing director to work with Secretary Donna and Research Director Jacobs in carrying on new services for which there is a crying need.

6. That a new attempt be made to enroll every worthwhile firm under the banner of the National Association because so much is dependent upon the number behind any program that may be promulgated now or in the future.

Association's Status

Secretary M. J. Donna's report was very much in line with that of the

Chief Executive. The Association was in fine financial position, with a tidy surplus to cover its activities for the last half of 1940. Its membership was considerably above the average in years when nothing extraordinary was being attempted.

On the membership roll as of May 31, 1940, the end of the organization's fiscal year, were a total of 81 firms:—65 in the Active class and 16 Associate Members. Of these, 57 had paid their dues in full to December 31, 1940, and 20 to June 30. Only four were in arrears, but promises of payment in the near future were made by three of the delinquents.

With all bills paid to date, the Association's bank account showed a balance of over \$3,000. Practically every cent contributed to the work of the National Macaroni Institute was used in the undertakings sponsored.

Research and Enforcement

B. R. Jacobs, Director of Research, gave an interesting account of some special analytical work which he has been doing, facts about enforcement and of the difficulties encountered in getting the proper cooperation of manufacturers and government agencies, and of attempts made to find solutions for some of the problems concerned with regulations and standards.

Hundreds of packages had been measured to determine some basis on which regulations on the proper fill might be based. He recommended that the convention go on record as favoring a flat tolerance of 30 per cent on the basis of variations of fill found in his survey which ranged from 12 to 28 per cent in macaroni and from 16 to 55 per cent in noodles.

The fight against artificially colored macaroni and egg noodles is being carried on relentlessly, particularly in cases where interstate sales could be established.

Consumer Education

"Nothing in the world sells until it is known," quoted Director M. J.

July, 1940

THE MACARONI JOURNAL

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Dear Betty Crocker:



THOUSANDS OF ENTHUSIASTIC HOME-MAKERS PRAISE BETTY CROCKER'S DELICIOUS RECIPES FOR SEMOLINA MACARONI AND NOODLES PRODUCTS!

Each year, hundreds of letters pour in to Betty Crocker's Home Service Department from your customers . . . enthusiastic letters from home-makers everywhere who have tried your products in Macaroni recipes recommended by Betty Crocker and found them "ever so delicious!" Excerpts from a few of these letters are published on this page. Read them as concrete proof of the good Betty Crocker is doing for you month in and month out. And remember, all the power, all the selling-appeal of Betty Crocker backs products made from Gold Medal Semolina! . . . and that power is reckoned in 6,000,000 radio listeners who follow Betty Crocker's twice-weekly coast-to-coast broadcasts and 1,340,000 families who read Betty Crocker's two newspaper features, "Mealtime Magic" and "Kirchen Clinic", syndicated in 381 daily and weekly newspapers!



"—May I have the printed recipe for the spaghetti dish heard recently on your program? I enjoyed the letters brought to life very much."—from Alhambra, California.

"—Will you please send recipe from the Spaghetti dish the boy made for his mother? I like your stories brought to life. They are very interesting and I like your recipes very much."—from Waterloo, Iowa.

"—I enjoyed the macaroni recipe last week."—from Sunnyvale, Calif.

"—I listened to your broadcast this morning and enjoyed a hearty laugh over the spaghetti story. We are both very fond of spaghetti and this is a request for the recipe."—from Spokane, Washington.

"—I certainly was surprised to hear the Macaroni recipe on Friday's broadcast because that is the only way I have ever cooked it."—from Philadelphia, Pa.

"Yesterday, Friday, Dec. 1, you just raved about a Macaroni dish so I hurried for paper and

pencil to copy it down. You mentioned how old the recipe was so it all comes back to me. I, who am nearly 50 years old, remember my mother never served Macaroni any other way but the way you mentioned on your broadcast and I recall how delicious it was to all of us, as little as we were."—from Annadale, Staten Island, New York.

"I happened to hear the Macaroni broadcast and I am going to make Macaroni for supper tonight."—from Boston, Massachusetts.

"I heard your program over the radio today and enjoyed it very much. I took the menu and the Pioneer Macaroni and Cheese recipe and expect to use it very soon. I have been having a terrible time planning menus for evening meals—"—from Des Moines, Iowa.



GOLD MEDAL SEMOLINA

"Press-tested"

WASHBURN-CROSBY COMPANY

(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC. . . CHICAGO, ILLINOIS

Donna, Director of The National Macaroni Institute, in making a vivid presentation of the work done by that affiliate in the line of educating the consumer and promoting the increased consumption of macaroni products.

sistent financial support from those who stand to profit most from such a promotion. The work of the Institute was properly praised and plans laid for continuing its efforts on an enlarged scale.

Friendly Relations

The need of cultivating friendly relations with growers of the suitable durum wheat and with the converters of the necessary raw materials was stressed in a masterly discussion on



Shown here is a portion of the 200 or more guests who attended the annual dinner-dance of the National Macaroni Manufacturers Association the evening of June 25, 1940, at the Edgewater Beach Hotel, that brought to a fitting close a delightful and successful convention. Ample floor space was provided for dancing and the most spectacular floor show.

Advertising and publicity have been properly credited with raising the standards of American living by introducing new products and popularizing old ones. They have reduced the price of commodity after commodity by increasing consumer acceptance and decreasing manufacturing and selling cost.

The immediate objective of The National Macaroni Institute is to publicize the true food merits of high quality macaroni and egg noodles and to teach American housewives that this fine food can fit very appropriately and satisfyingly in any planned menu, any season.

An industry should have at least one week during the year when the public's attention is called to the merits of its products or service. For that reason, it is again recommended that the trade start planning now for the 1940 observance of National Macaroni-Noodle Week in October.

The Institute also has been working through the domestic science teachers and all food groups to make the youngsters fully acquainted with the place of macaroni products in the American menu. The whole campaign has been carried out in a niggardly manner because of the lack of con-

Blue and Orange Food Stamps

About \$12,000,000 worth of surplus commodities were distributed last year through the Federal Food Stamp Plan, stated E. J. Feuling of the Federal Surplus Commodities Corporation during a most interesting address the afternoon of June 24. Since macaroni and similar products are processed foods, they have not been included among the foods that can be purchased with the orange stamps issued under the plan, declared the speaker. The blue stamps, however, may be used for the purchase of any desired article, though surveys by manufacturers show that an infinitesimal number are so used.

The speakers' attention was called to the fact that thousands of durum wheat farmers whose farms produced little else than durum, depended upon macaroni products for their market and that the failure to declare macaroni products as a surplus commodity reacted unfavorably on the growers, the very group which the legislation was intended to benefit. It was voted to contact the authorities and to place before the Secretary of Agriculture facts and figures that may convince him of the need of granting this succor to the durum farmers and macaroni manufacturers.

the subject of "Industry and the Consumer" by H. F. Anderson of General Mills. His experience as director of relations with the public prompted him to say that such friendly relations should also be encouraged between manufacturers and suppliers, with distributors and consumers.

He attributed the great development of trade in this country to the spirit of enterprise that was the ruling force among trade leaders ever since the country was founded and which should be continued unselfishly if progress is to continue and Americans are to retain and better their trade relations. He traced the economics of the successful nations of the world and showed how the present consumer movement is an outgrowth thereof.

There is much good work still to be done to make macaroni products as popular as they should be in America. The individual producer should overlook no opportunity to improve his public relations and to support group action to win the consumer.

Fortifying Macaroni

The public is now very much interested in vitamins. It may be a fad, but the thinking is a fact that food manufacturers cannot ignore. The program committee wisely planned a

discussion of the subject of vitamin fortification of macaroni products and were fortunate to get such an outstanding authority as Dr. Howard J. Cannon of the Laboratory of Vitamin Technology to lead the discussion.

He explained what vitamins really are and how they can be used in increasing the health value of foods that are deficient in certain known vitamins. He suggested two ways in which macaroni men may meet the demand for fortified products if said demand continues to grow. They may purchase raw materials into which have been introduced selected vitamins or buy the vitamin separately and blend them in during the manufacturing process. In either event, the cost will be greatly increased, and their profitable sale will depend on what the industry will do to really sell the products with their added vitamins.

He warned that fortified macaroni would enter a strongly competitive field because the pharmaceutical industry has quite a monopoly on vitamins. It is a matter on which the industry and individual manufacturers should do much research before venturing into a field that is so competitive.

Durum and Future Prices

The war, whether it remains across the sea, and more so, if it reaches our shores, will have a decided effect on durum and all other wheat. That is the thought expressed by M. W. Thatcher, president of the Farmers' National Grain Corporation. He is in close contact with the growers of durum wheat and with officials of the Department of Agriculture as well.

An average durum crop may be expected this year, but even so, the full crop may not be immediately available to semolina millers and macaroni makers since nearly 90 per cent of the new crop will be locked up under government loans. A way must be found to evade this system and to permit the free flow of durum from fields to mills to manufacturing plants. If not, eventually the government will be in complete control of the handling of grain.

He suggests a table conference between growers, millers, processors and government agencies to work out a practical solution that will be beneficial to all interests. He closed with the suggestion that macaroni manufacturers pledge themselves to the production of quality products as the sure means of gaining the consumer confidence that is so essential.

Elsewhere are given officers' reports and excerpts from the leading addresses that were part of one of the most successful conventions of the industry in recent years.

President's Convention Message

You will recall that one year ago when you honored me with the Presidency of the National Macaroni Manufacturers Association, we had spent all the dues which had been collected for the entire year of 1939. This left us with a six months' deficit.

The chief task that I set for myself was to get the Association out of the red by the time of this convention. I know that you will rejoice with me when I tell you that we are not only out of the red, but we now show a surplus.

This was absolutely necessary, as an Association without funds is as bad as a business without working capital. Credit is due to many of the directors, the members and Mr. Donna, all of whom worked hard to accomplish this result. At the same time we were able to continue most of the Association's activities.

Let us now consider the general state of the Macaroni Industry. In comparison with a year ago, it is far from healthy. Volume in most instances has dropped and profit margins have practically vanished for many plants. Whereas new plants were being established last year and many old plants were being modernized, we are now confronted with many factories being offered for sale. In my opinion these changes were brought about to some extent by the wide fluctuation in the cost of raw material, but mostly by the short-sighted policy, or lack of policy, of the men themselves who are managing the Macaroni factories.

The decline in volume has caused many vicious practices. Among these are the alleged mislabeling and misrepresenting of products to be 100 per cent Semolina when they contain mixtures of Durum Granular and even flour with Semolina—the manufacture of Egg Noodles that are shaded below the 5 1/2% Egg Solids requirements—the failure to price merchandise on a replacement market basis—loose booking habits, and many others. The matter of pricing in the Macaroni Industry has come to a point where many buyers are wondering just what the manufacturers use for brains.

Some manufacturers have failed to recognize that there have been a lot of social changes in the past seven years. Such matters as labor laws, social security, trade practice regulations and higher taxes are here to stay regardless of which party is in power. We have to recognize these changes; so instead of grumbling about them and predicting dire fates, let us get in line with them and run our businesses accordingly. One of the macaroni manufacturers evidently thought that these



J. H. Diamond

laws were made for every one but him. He was convicted and fined \$5,000 as well as being required to make restitution to his employes in back wages. It is rather expensive to set oneself up as a guinea pig to see whether these new social laws have "teeth." In my opinion most of these changes were coming whether or not we had the so-called New Deal. They have been, in principle, approved by the people of the United States, and this approval far transcends Democrats or Republicans, labor, capital or management. It is true that many of the interpretations and applications of these laws are harmful. These will doubtless be changed for the greatest good, but the basic principles will remain.

The matter of deceptive containers has caused many manufacturers considerable friction with the Department of Agriculture during the past year. Personally, I have very little sympathy for the manufacturer who packs eight ounces in a package designed for sixteen. He is deliberately deceiving consumers and working a hardship on his competitors who are obeying the law and not stooping to deceitful practices. Yet, due to the nature of our products, some tolerance is absolutely necessary. To me, it seems that a 20 per cent tolerance would not be deceptive and would enable us to pack our products efficiently. We have asked for a hearing on this matter to be held at our present convention. Due to the reorganization of many departments in Washington, it is not possible to have it at this time.

There has been some misunderstanding relative to the Food Stamp Plan. During the convention a speaker will tell us all about it. Briefly, it provides for free blue stamps amounting to 50 per cent of the orange

stamps purchased. The blue stamps may then be used only to purchase certain commodities designated as surplus. Macaroni products may be purchased with orange stamps but not with the blue stamps. It is therefore the blue stamps which need our careful attention. Several in the industry feel that the blue stamps have hurt the sale of macaroni products and I concur in this belief. The people who purchase stamps for food were, as a group, among our best customers and greatest consumers of Macaroni Products. Yet when these people are given surplus commodities consisting of flour, beans, rice, hominy and other items dietetically competitive with Macaroni Products, free for blue stamps, they naturally use their orange stamps to purchase items other than Macaroni Products. Hence, a reduction in the sale of our products.

This not only affects macaroni manufacturers but also tends to reduce the sales of durum wheat millers and the price paid to the farmers who grow durum wheat. In order to realize that the demand for and price of durum wheat is being affected, we have only to compare the relative prices of hard amber durum wheat and dark northern spring wheat. The highest Minneapolis cash sale of hard amber durum on May 26, 1938, was 89 $\frac{1}{4}$ ¢. Dark northern spring was 95 $\frac{1}{4}$ ¢, or a spread of 6¢ per bushel. On May 26, 1939, the hard amber durum high was 85 $\frac{1}{2}$ ¢ and dark northern spring 91 $\frac{3}{4}$ ¢, or a spread of 6 $\frac{1}{4}$ ¢ per bushel. On May 27, 1940, the high on hard amber durum was 75 $\frac{3}{4}$ ¢ and on dark northern spring, it was 83 $\frac{1}{2}$ ¢, or a spread of 12 $\frac{1}{2}$ ¢. If the flour made from dark northern spring wheat which has sold at a 6¢ premium over hard amber durum for the past two years, is classed as a surplus commodity, surely it is reasonable to suppose that the products of durum wheat which have reached a 12¢ discount should also be designated as surplus commodities, at least, until the discount became no more than 6¢.

Obviously, therefore, if macaroni products were also designated as surplus commodity purchasable with blue stamps, its sale would increase. Durum wheat millers would grind more wheat and the better demand would help the durum wheat farmer obtain more for his product. Also, keep in mind the fact that it requires about seven bushels of durum wheat to make a barrel of semolina while it takes only 4.6 bushels of hard wheat to make a barrel of flour which is now on the surplus list.

I believe that the Food Stamp Plan is good and much more efficient than the former method of distribution. Certainly, however, it isn't fair to discriminate against the durum wheat farmer and those who convert his

product into consumer goods. While hard wheat flour can be baked into bread by the consumer, durum semolina and flour are not for sale in the grocery stores. If they were, it would not be possible for the consumer to convert them into macaroni or spaghetti.

The publicity work, during the last six months, has not been pushed with the usual vigor. This work has been supported by extra contributions. An ambitious plan was inaugurated calling for monthly donations to increase this work. The plan was evidently too ambitious as the response was not sufficient to follow through. In spite of this, Mr. Donna has published the finest recipe book entitled "Americanized Macaroni Products," ever devised. It is available to all members of the Association at a very nominal cost.

The matter of enforcement of our Trade Practice Rules presents a problem for much more action. Members have been very slow in sending products suspected of being misbranded to Dr. Jacobs. In those cases that were submitted, Dr. Jacobs has acted with vigor and good results. Dr. Jacobs has also defended cases, as part of his Association work, where authorities have wrongfully accused members of misbranding. Much more could and should be done with proper cooperation of the membership of the Association.

I feel that it is very unfair of the Association to expect any manufacturer to carry out all of the duties devolving on him as President of this Association. The requirements for running his own business successfully have become more stringent all of the time. The requirements of the Association are also increasing. Under the circumstances, the Association should again give consideration to the matter of a paid managing director. Under a set-up of this nature, the Association can accomplish considerably more than it has been doing. Matters of confidential nature would be given to a paid manager, whereas a President as now constituted could not even ask for them. His time would be free to give Association work all that would be required.

THE MACARONI JOURNAL is the pride and joy of our highly esteemed Secretary and Editor. Everyone in the industry took new pride in it when it blossomed forth in all its glory on the occasion of its twenty-first anniversary. The editorial matter, aside from my own meagre scribbles, has been instructive and interesting. The advertising is first class and progressive. New advertisers have been attracted to its pages. We should, by all means, give all of our support to the advertisers as they make the publication of the JOURNAL possible.

The matter of pricing is extremely important to the entire Macaroni Industry. Our products should be sold low enough to be attractive to the consumer. They should be priced high enough to enable us to manufacture good products, pay decent wages, provide for depreciation and obsolescence of equipment, provide for social security and other taxes, support the Association, and earn a fair return on our investments. In order to do this it is necessary for each manufacturer to know his own costs and then to add to those costs a proper mark-up to cover his investment. The Association has a bookkeeping system for both large and small plants. These systems offer a complete set of books as well as cost sheets for the Macaroni Industry. They should be used and studied constantly. It is dangerous business to think that because one manufacturer sets a certain price on his products, that another can automatically meet or beat it.

As we begin our 37th Annual Convention, there are a few recommendations which I would like to make.

1. Arrange for proper support of the publicity work.
2. Work out a method for better enforcement of Trade Practice Rules.
3. Study uniform Trade Practice Rules to be introduced in all States.
4. Arrange for a conference with Federal officials with reference to proper tolerance in packages; also regarding Standards of Quality and Identity.
5. Make arrangements to have Macaroni Products designated as a Surplus Commodity.
6. Provide means for quicker dissemination of information pertaining to the industry. Show how Federal Trade Commission decisions in other lines will affect practices in the Macaroni Industry.
7. Employ a Managing Director to work with Mr. Donna and Dr. Jacobs to enable the Association to do everything that the Association should and could do with ample finances and proper direction.

Food Act Now in Full Effect

All sections of the Federal Food, Drug and Cosmetic Act went into effect on July 1, 1940. Most of the provisions of the new law have been in effect since June 25, 1938, but others were held in abeyance by the Lee amendment, particularly the so-called "affirmative labeling provisions" on some products.

All shipments of food, drugs and cosmetics made in interstate commerce after July 1, 1940, must conform to all the labeling and other provisions of the Act.

Report of Secretary-Treasurer-Editor

By M. J. Donna, Chicago Convention, June 1940



M. J. Donna

For the twenty-second time in the past twenty-one years, it is my pleasant duty to render to this august body of outstanding business men an accounting of my activities during the year just ended as they concern the office of Secretary and Treasurer of the National Macaroni Manufacturers Association, and of Editor of its official organ, THE MACARONI JOURNAL.

We meet in these troublesome times to give our attention to affairs of business while millions in other parts of the world suffer the ravages of wars, the effects of which are felt even in this peace-loving nation.

To insure the continuation of that peace which we hope will long endure, we should be at peace with ourselves. It is for the purpose of promoting peace and good will among all the progressive macaroni-noodle manufacturers of this country that our national organization has sponsored this friendly gathering. May the results be all that the sponsors hope.

Realizing the importance of the subject-matters to be discussed at this convention and the need of coordinated action rather than words, I will make this report brief and to the point.

The Association

With this, the 37th annual conference of the Friends of the Macaroni Industry of America, the National Macaroni Manufacturers Association completes 36 years of continuous, useful efforts to improve the general conditions that affect every element in our trade.

Organized April 19, 1904, for the specific purpose of bringing together annually or oftener such leading manufacturers and allies as are seriously

concerned in the future welfare of their trade, and of watching for its interests between conventions, the National Association has never for a moment veered from that line of duty.

Symbolic of the general objectives of this trade group that have changed but little in nearly two-score years, is the 7-point program presented for the consideration of the progressive manufacturers and friends who constitute this conference. Briefly, they are as follows:

1. Since Macaroni Products are universally noted for nutrition and economy, why should they not be more readily available under the current Food Stamp Plan for relief purposes?
2. Has our industry and its fine products got a rightful share of the good will of American consumers? If not, why not?
3. If our packages and other containers, even our 20-pound boxes, are not legal under the new interpretations of the food law enforcing officials, what is the remedy?
4. In health and in body-building qualities, can Macaroni Products be improved? How?
5. Are we ready, individually and collectively, for the radical changes which industry must undergo in the Nation's current preparedness program? How will it affect the Semolina trade—wheat grower, miller and processor?
6. What should be the industry's and the Association's attitude towards the Government's plan to establish enforceable standards of identity and quality for our products under the new food law?
7. Can the inroads of "inferior grades" be stopped? How? Is our present organization set-up sufficient to cope with this and the many other equally troublesome problems?

We do not hope to solve all these problems at this conference. There are some that will never be solved to everyone's satisfaction, but if this considerate group can find the correct solution for only two or three of the things in our 7-point program, it will justify all the expense and all the time involved.

The program as planned is conceived with the thought that it presents timely topics for open discussion, current problems for the consideration of members and non-members, and the needed opportunity for formulating policies in line with our collective thinking.

Finances

Our financial position is happily improved over that of the past few years at convention time. For this we have to thank the progressives in our industry who support the Association through the prompt payment of liberal dues, the judicious use of advertising space in THE MACARONI JOURNAL, and the timeliness of the historic and profitable Twenty-First Birthday Edition of same.

Membership

Our membership likewise has shown a decided improvement. We have had several resignations as we should normally expect, but the influx of new supporters greatly exceeds the loss.

At the New York convention in June 1939, facing a rather uncertain future, we reported 54 active members and 13 associate members in good standing—a total of 67.

During the last 12 months, we enrolled 15 new Active Members and 4 new Associate Members, while dropping 4 Active and 1 Associate—a net gain of 11 Active and 3 Associate Members.

Our present membership is 65 Active and 16 Associate Members—a total of 81—showing a net gain of 21 per cent.

Of the 81 members now on our roll, 57 have paid their dues for all of 1940; 20 to June 30, 1940; and 4 owe since January 1.

They are enrolled as follows:
11 in Class A, paying \$200 dues yearly
10 in Class B, paying \$100 dues yearly
20 in Class C, paying \$ 50 dues yearly
11 in Class D, paying \$ 25 dues yearly
13 in Class E, paying \$ 15 dues yearly
16 Associates, paying \$100 dues yearly

The Macaroni Journal

It is pleasing to note that our official Organ is becoming more and more popular, not only with advertisers, but among the English-reading members of our Industry in this country and among foreign competitors who aim to keep up with developments here.

We have had a few cancellations of subscriptions by firms in the warring nations because it is almost impossible to make deliveries in some of them. We failed to get renewals from some of the subscribers in this country, but when new ones are considered, our situation in that respect is most satisfactory.

Our regular advertisers are making increased use of display space and of our editorial columns to present informative messages to readers who are always anxious to hear of new machines and improved methods. They fully realize that our Official Organ offers the most practical, the most economical media through which to interest prospective buyers of their

products or users of their services. Much credit is due to the macaroni-noodle manufacturers who find it convenient to recommend advertising in THE MACARONI JOURNAL to supply firms from which they purchase materials, machines and accessories. Just a little more of such boosting and co-operation will reflect to our credit and to the benefit to advertisers.

21st Birthday Edition

Naturally, the big birthday edition, April 15, 1940, accounted for much of the increased popularity of our magazine and a goodly portion of the display space sold during the past year. However, we enjoyed an appreciable increase in the latter; not counting the one-time advertisers in our anniversary issue.

Our Anniversary Issue very appropriately commemorates our "Coming of Age" in the trade magazine business. It entailed considerable promotion on the part of its sponsors, much additional editorial preparation to make its contents readable and informative, and much printing ability to make it most presentable. The splendid cooperation of these agencies and the support of old and new advertisers resulted in an edition of which we all are justly proud.

It is the unanimous opinion of all concerned that the Birthday Edition has ably fulfilled its purpose. Numerous quotations from unsolicited letters as published in subsequent issues of our magazine are proof, as are hundreds of other comments that are unpublished.

Many are of the opinion that a special edition of this kind should be an annual affair. Therefore, I specifically recommend that the June issue be termed OUR CONVENTION ANNUAL and that we accord it the same enthusiastic support. It will be given equally as wide a distribution as enjoyed by our Birthday Edition with added distribution BEFORE and AT the convention.

If the Directors and the leading members will promote the suggested CONVENTION ANNUAL in 1941 with the same sincerity showing in "selling" our 31st Birthday Edition, there is every reason to feel that our CONVENTION ANNUALS in the future will be equally as large, equally as outstanding and equally as beneficial to the Association, to our friendly allies and suppliers and to the trade generally.

Survey of Productive Capacity Planned Under Defense Program

Plans are rapidly being formulated in Washington for a comprehensive and detailed survey of the nation's capacity to produce the greatly in-

creased volume of goods needed for national defense. This survey, in addition to determining capacity to produce munitions, will also determine capacity to produce normal civilian requirements. Although attention will undoubtedly be concentrated first on the heavy industries, sooner or later practically all industries will be covered.

Information to be sought will not duplicate data already assembled by the War Department, but will supplement and extend these data and where necessary bring them up-to-date. Facts will be needed for individual plants with respect to materials, labor, power and transportation facilities as well as physical plant and equipment.

Those executives who went through the last war will doubtless recognize in this contemplated activity a possible bearing on such questions as priorities, definition of essential industries, et cetera.

Responsibility for the planning and direction of the survey will rest with the Advisory Commission to the Council of National Defense. The task of assembling the vast amount of information required probably will be delegated to one or more existing government agencies of which one will likely be the Department of Commerce. No doubt trade associations will be called upon to cooperate in this work to the full extent of their ability and facilities. It is, therefore, important that we should immediately give the question of capacity a great deal of serious study and consideration.

It has been suggested that as a first step in a program of cooperation it would be desirable to inform the government of the data regarding activity and capacity which are now available, and that associations having current information concerning either the activity or capacity of their industries, or both, should inform Mr. James W. Young, Director of the Bureau of Foreign and Domestic Commerce, of the nature and extent of the information and of the manner in which it is secured.

It is also suggested that associations should direct thought to the best ways of defining and measuring capacity in their industries, to the possibilities of adapting some of the industry's existing facilities to the production of types of goods which may be in great demand for defense purposes, to the question of whether or not it may be necessary to increase the industry, to the problems involved in increasing capacity rapidly in those instances where additional capacity may soon be urgently needed, to the limitations on expansion in their industries which may arise by reason of bottlenecks in the industries which supply them with materials and to other similar and related questions.

Other Association Services

The National Association renders many services to the trade general and many to its members specifically. Some are well known; a few are not so familiar but that brief reference to all of them seems to be timely.

The Research Department.—The analytical service, the advisory functions and the enforcement procedure will be fully reported by Director of Research, B. R. Jacobs.

The National Macaroni Institute.—The promotional and educational activities of the Institute will also be reported separately by its director, M. J. Donna.

The Macaroni-Noodles Trademark Bureau.—Here is a service that has proved most popular and has been found most profitable by those who employ it. During the past year it has made numerous searches of the records of the U. S. Patent Office to ascertain the registrability of chosen brand names and to assist in registering acceptable ones. It rendered invaluable aid to those who wish safe registrations of trademarks and patents.

This service is rendered at cost to members and at a slightly increased fee to non-members, as might be expected. More Macaroni-Noodle manufacturing firms should make increased use of the invaluable services rendered by this Bureau.

Uniform Cost and Accounting System.—The simple yet complete system developed by the National Association continues in use in the offices of many of the leading plants in the country. The Association maintains a small supply of the special forms called for and makes these available to members at very reasonable prices; to non-members at slightly increased prices.

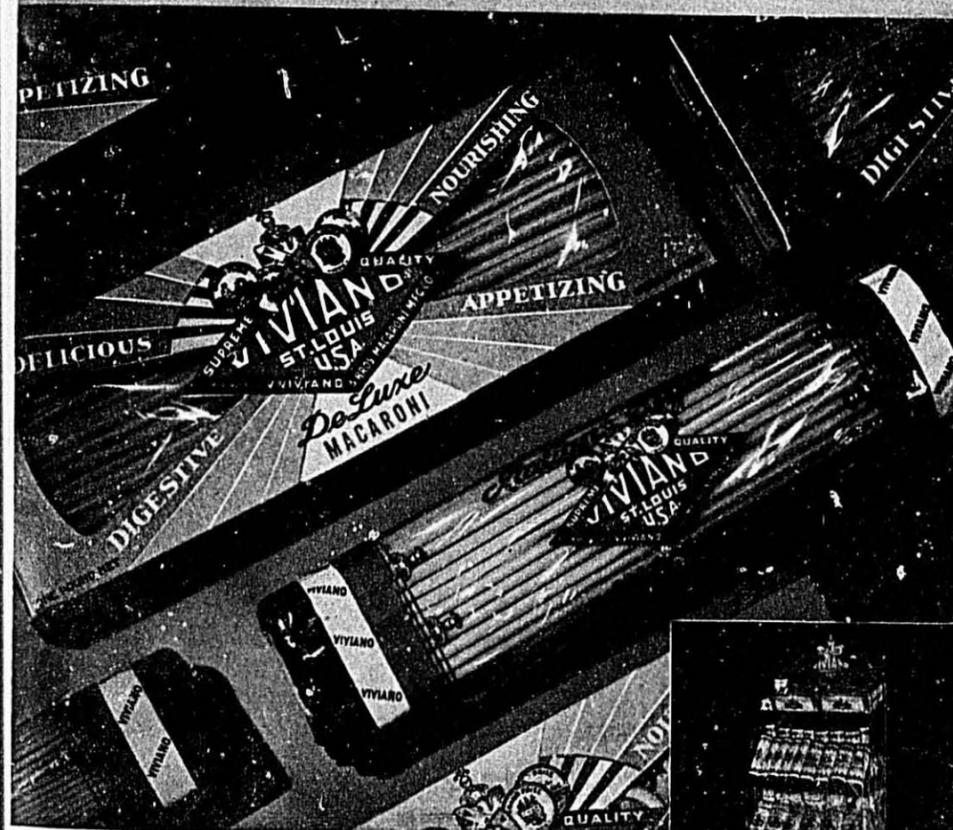
Headquarters office.—The services of the personnel at the Headquarters Office in Braidwood and that of the Research Director at Brooklyn and Washington are at the command of all Association members for every reasonable, practical purpose, and of non-members on a slightly restricted basis.

During its 36 years of useful existence, the National Association has accumulated an invaluable amount of data, materials and information that are available to members and their advertising agencies. Many take the fullest possible advantage of this service. Others should do so in an increasing degree, since it is theirs for the asking.

Statistics.—We are woefully short of statistics on production, consumption, distribution and such for the reason that they have not been made available to us. We do, though, have some statistics for which we have frequent requests.

Briefly, these are the major services
(Continued on Page 14)

The package that says— "TRY MACARONI NOW"



► When shopping housewives see displays of the macaroni made by V. Viviano & Bros., St. Louis, these attractive packages speak up: "Here's an easy way to prepare a delicious dinner. Take me home."

Dealers will tell you they always give preferred display to products packed in "Cellophane" cellulose film. They know from experience these packages catch the consumer's eye and sell faster.

Let us help you design a package that will be a "shopper stopper." "Cellophane" Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

Cellophane

TRADE MARK
DUPONT

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

(Continued from Page 12)

which the Association gladly renders. There are also numerous minor ones which need not be listed, but all of which make the Association's services worth while to those who make the greatest possible use thereof.

Appreciation

As it has for the past 21 years, my work since the New York convention in June 1939, has been a labor of love. It has been most pleasant to cooperate with the officials of your organization and with the executives of the firms that constitute it.

Manufacturers have been unusually kind; the allied most courteous and considerate.

It has been a pleasure to work with

and for President Diamond; also to collaborate with Vice President Cuneo, Adviser Winebrener, Director of Research Jacobs and with the various committees that have functioned during the past year.

For mistakes made, I apologize. They were unintentional, I assure you.

Therefore, I take this opportunity to express my sincerest appreciation of the fine spirit of cooperation that has so generally prevailed and been so generously displayed, and to thank one and all for their part in helping me to satisfactorily promote the many important and useful activities towards which the National Association once more re-dedicates itself at this convention.

cent to 18 per cent. This would seem to indicate that the determination of "color" is a better index of quality so far as macaroni making purposes are concerned than is the determination of ash.

Our work on "Deceptive Containers" is continuing and we have examined 392 samples in connection with this work. The results of this work show that there is considerable variation in the space occupied by macaroni products per unit of weight. In many instances this has shown itself to be as much as 34 per cent. Many of our products show variations of more than 20 per cent. These variations are not confined to any one particular type of product. They all show about the same range. This is due to the fact that they vary in shape and thickness as well as to variations during the process of drying and curing of the products involved. These variations cannot be anticipated nor overcome by any known mechanical improvement in equipment or changes in procedure and it will therefore, be necessary for the industry to have not less than 30 per cent tolerance under the Federal Food Law in determining when a package is deceptive or slack-filled.

It has been suggested to me, because of my connection with the Food Administration during the first World War, that I present to this group some information concerning the experiences of the macaroni industry during 1917-18.

In 1917 when the United States entered the World War one of the first acts of the Government was to make efforts to increase the available supplies of wheat.

All of you remember the wheatless days and the requirements to use substitutes.

Three main methods of wheat conservation were used. First, and probably the most effective, was the method of direct substitution of other cereals for wheat. If you remember, the house-wife in buying flour was required to buy a certain amount of other cereals or cereal products, such, for example, as rice, hominy and corn meal and so on.

The second method which also conserved a large quantity of wheat, was the requirement to use a certain percentage of flour from other cereals in the manufacture of bread and bread products. The bakers were required to use not less than 10 per cent of flour from other cereals than wheat. Bakers were all licensed and their stocks were limited to not more than thirty days' requirements. They were also required to submit reports to the Baking Division of the Food Administration on the amount of wheat flour and flour from other cereals used.

Other industries, such as ours, were limited in their consumption of wheat flour to 70 per cent of the previous years' use. Any manufacturer could increase his production by the use of

Report of the Director of Research

By Benjamin R. Jacobs

During the period from January to June your Laboratory has examined 106 samples of macaroni products in connection with its law enforcement work. Of these samples eighty-seven were egg noodles and nineteen were plain macaroni products. Eighteen samples were found to be artificially colored. These belonged to seven firms. All of these violations have been reported to either Federal or State Law Enforcement Officials depending on who had jurisdiction over the products. Of the egg noodles 16 samples or 18.4 per cent were found to contain less than 3.5 per cent egg solids; 21 samples or 24.2 per cent were found to contain between 3.6 per cent and 4.5 per cent egg solids; 25 samples or 28.7 per cent were found to contain between 4.6 per cent and 5.5 per cent egg solids; 25 samples or 28.7 per cent were found to contain between 5.6 per cent and 7 per cent egg solids. No sample was found to contain above 7 per cent egg solids.

Besides the above law enforcement work we are now preparing a complaint to the Federal Trade Commission against a Michigan firm which has continuously and persistently shipped so-called egg noodles containing approximately 3 per cent egg solids in violation of the Fair Trade Practice Rules.

In the regular course of our Laboratory work we examined 75 samples of noodles in an effort to find some relation between the egg solid content of the noodles and the intensity of yellow color present as determined by the carotenoids. We found that a noodle containing the required amount of egg solids (5.5 per cent) usually had a color range from 9.35 p.p.m. to 12.1 p.p.m. of carotenoid pigments. This shows a ratio of from 1.7 to 2.2.



Benjamin R. Jacobs

As the egg solid content of the egg noodle is reduced the color is also reduced, but the ratio of color to egg solids is increased due to the carotenoid content of the farinaceous ingredients used.

Our Laboratory also examined approximately 450 samples of durum flour in an effort to correlate the ash content with the "yellow" and "brown" colors of the products as determined by the W. and T. color analyzer.

We found that durum patents ranging in ash from 0.59 per cent to 0.68 per cent had a maximum yellow of 65 per cent and a minimum yellow of 57 per cent, a maximum brown of 11 per cent and a minimum brown of 5 per cent. On the other hand durum clears ranging in ash from 0.84 per cent to 1.14 per cent had a maximum and minimum yellow ranging from 58 per cent to 49 per cent and maximum-minimum browns ranging from 29 per

substitutes. Few did avail themselves of this opportunity because it was found that admixtures of other cereals with wheat flour did not make a salable macaroni. One firm that went into the use of substitutes on a large scale suffered considerable losses and even three years after the Armistice their products containing substitutes were on the shelves of grocery stores but found no buyers and eventually they found their way back to the plant.

The third method of conservation of wheat used was that of increasing the extraction of flour first to 80 per cent and then 85 per cent. This, however, did not last long as it was found that the flour had very poor keeping qualities and also that it did not agree with the digestion of the consumer. This refers particularly to children who are more susceptible to stomach disturbances.

You also remember that during 1917 one of the first acts of the Food Administration was to guarantee the price of wheat for that year's crop. This was set at \$2.20 per bushel. Soon afterwards the price of the 1918 crop was also guaranteed at the same level. It, however, finally reached a guaranteed price of \$2.64 per bushel guaranteed for the whole year's crop regardless of whether the war ended before the end of the year or not.

The maximum price of wheat reached at that time was \$3.40 per bushel in the Chicago market.

You all remember \$14.00 flour.

This brought into cultivation large acreage of marginal land which normally would be unfit for growing wheat. The acreage increased from an average of 47 million acres for the period 1909-13 to over 73 million acres in 1919. The production of wheat increased in the same period from 686 million bushels to 940 million bushels with no noticeable increase in the yield per acre. This indicates what can be done by stimulating the price of a commodity.

I bring these matters to your attention because many of you were not in the macaroni business in 1917-18. A crisis confronts us today and this group should give some thought to handling these problems if the conditions of the present war are such that our country becomes involved to the point where it is found necessary to share our wheat with other countries.

During the period of the last war every industry had authorized representatives in Washington to take care of their affairs. I suggest that a committee be appointed to handle the interests of the macaroni industry if the Government finds it necessary to place restrictive regulations on it because of its involvement in war or because of any policy which it may adopt which may affect the macaroni industry.

There is no doubt that due to the

fact that so many men have been removed from production to consumption and destruction that there will soon be a shortage of foods not only in this country but throughout the world. Already Europe is facing the specter of famine and disease and whether the war continues or not it

is too late to increase production of essential foods to make them available this year. It is quite likely that prices of the raw materials which you use will increase by leaps and bounds as soon as the realization becomes general of what is taking place throughout the world.

Facing New Frontiers

By E. J. Feuling of Federal Surplus Commodities Corporation

It is with a great deal of pleasure that I appear here at your invitation to discuss briefly the history and the operation of the food stamp plan.

The importance of this plan should be deeply significant to people in this area of the United States, because prosperity or lack of it throughout this region, depends to a large extent on the prosperity or lack of prosperity, of our farmers.

I do not pose as an expert of economic matters, but it doesn't take an expert to understand the problem that confronts all of us.

The farmers of our great middle west and of the south have been producing faster than we have been able to consume.

The present tragedy in Europe has practically destroyed our market for exporting agricultural commodities with the result that we are confronted today with the problem more serious than it has ever been before.

Our ability to produce has not been matched by our ability to consume and the result is farm surpluses which depreciate the farmers' market and in turn the entire business structure.

If the purchasing power of all our farmers can be increased and if these surpluses can be eliminated the solution of our unemployment problem will be found.

When the farmer has more money to spend and when it isn't necessary for him to store part of the grain he raises on his farm or in elevators, it means that extra dollars will be added to our business and industrial structure and that many of the ten or eleven million unemployed today will be able to find work.

The task of moving a certain percentage of our surplus has been ably handled during the past five years by the direct purchase and distribution method through the Federal Surplus Commodities Corporation's distribution depots.

Under this plan, more than five and one-half billion pounds of agricultural

surplus has found its way from the farm to the needy of this country.

However, Secretary of Agriculture Henry A. Wallace has always been greatly concerned over the problem of farm surpluses.

He has long felt that additional measures were necessary for a solution of the situation where on the one hand a large agricultural surplus had accumulated for which there was no market, and where on the other hand there were more than twenty million people throughout the country, dependent on public assistance for bare existence, who were badly in need of the healthful benefits contained in these surplus foods, and yet, who could not purchase them due to a limited income.

In other words, as Mr. Milo Perkins, President of the Federal Surplus Commodities Corporation, said, this nation was faced with "... A shocking condition of want in the midst of plenty."

Seeing that the answer to this problem lay in the joint action of agricultural, public welfare, and business interests, Secretary Wallace called together in Washington the keenest minds of the country representative of those interests and placed the problem before them.

The Food Stamp Plan emerged just a year ago as the fruit of their combined knowledge and experience, in a logical, practical plan for meeting the situation.

In considering an approach to the problem of removal or surplus, several factors had to be considered. The primary factor was economical and related directly to the increasing of farm income, while another was sociological and related to the improvement of public health and morale among those who were on the nation's public assistance rolls.

The plan finally decided upon, while

simple in structure and administration, seemed to satisfactorily answer the question of coordinating agriculture, public welfare, and business.

It was accordingly set up in six experimental cities to see just how effective it would be in actual operation.

That it was effective, and that it answered a real need, and successfully met its objectives, is now history.

On the basis of preliminary success in those six test cities, the plan has been expanded on an increasing scale until at present it is operating in 102 cities and areas in the country.

Applications have been received from more than one thousand cities.

To date more than \$3,000,000 worth of surplus foods have been moved in the midwestern region of twelve states, alone.

According to a recent statement by Secretary of Agriculture Henry A. Wallace, national expenditures for surplus foods with blue stamps had a value of approximately \$12,000,000 from May 16, 1939 to date.

Of this amount, our \$2,000,000 was spent for butter; over \$2,000,000 was spent for eggs; over \$2,000,000 went for flour, corn meal, and rice; a million went for vegetables; \$2,000,000 was spent for fresh and dried fruits; and over \$3,000,000 went for pork and pork lard.

These figures are important in that they represent a new additional business for this country that would not have been possible were it not for the food stamp plan.

As the plan expands these and similar figures will take on a new meaning and importance.

Since such surplus products as butter, eggs, wheat, corn meal and pork represent largely this region's farm produce, it can readily be seen that a large amount of this national expenditure eventually finds its way back to the farmer of this section.

The stamp plan is, after all, the American farmer's program. If its work happens to meet a need insofar as those receiving public assistance is concerned, well and good. . . . But the Food Stamp Plan is not basically a relief agency.

If this work also benefits business, that too, is good but the plan is not specifically a business aid.

Briefly, the structure and function of the food stamp plan is as follows:

In order to benefit the farmer, those receiving public assistance, and to stimulate business, it was decided to move the agricultural surplus to market through the regular retail food channels.

To accomplish this and to determine the best methods of effecting this distribution, studies were made at great length which indicated the average

person receiving public assistance was spending an average of \$1.00 per person per week for food.

This amounts to approximately 5 cents per meal, an amount which is unsatisfactory from a standpoint of maintaining adequate standards of public health.

It was decided to move this surplus to the nation's needy through the normal retail and wholesale food trade channels, since it was apparent that the organization, cooperation, and high degree of efficiency of the food trade as a whole, would guarantee a maximum of success.

It was, therefore, decided to issue two kinds of food order stamps, one orange color and one blue color, each in the amount of 25 cents.

The orange colored stamps are good for any food normally sold in a retail food store, for human consumption.

The blue colored stamps are good only for such agricultural commodities or products as are declared to be in surplus by the Secretary of Agriculture.

Any person receiving public assistance in an area where the plan is in operation may take part in the plan if certified as eligible by a duly authorized certification agency.

Those certified may, on a voluntary basis, purchase orange stamps in a minimum value of \$1.00 per person per week for each member of their family.

This minimum amount may vary in areas where public assistance budgets are in excess of \$1.00 per week per person, to as much as \$1.50 per week per person.

For every \$1.00 worth of orange stamps they buy, they receive 50 cents worth of blue stamps, free of charge.

This means, then, that for every \$1.00 they spend for food, they actually receive \$1.50 worth of food.

Their food dollar's buying power has been increased 50 per cent.

Since they are required to purchase a minimum of \$1.00 per person per week in food, the government is assured that the 50 cents in blue stamp purchases of surplus commodities is actually additional food added to their diet and not merely used as a substitute for former purchases.

This also means that the additional amount of food consumed is handled through the regular retail food channels and is benefiting the farmer producing the commodities, as well as providing a certain stimulus to business.

Grocers receiving these food order stamps in exchange for their merchandise, simply paste the stamps on \$10.00 redemption cards, redeeming them through their wholesalers, banks, or

through the auditing department of the Federal Surplus Commodities Corporation at full face value.

The government redeems both colored stamps, the blue stamps being paid for from the funds already set aside by congressional grant for the direct purchase of surplus commodities.

Actual issuance of the food order stamps to those receiving public assistance is made through the local welfare departments.

Each city or area receiving the plan sets up a cash revolving fund, which is used to purchase the orange stamps from the corporation.

Purchase is made at the face value of the orange stamps involved in the transaction.

The corporation, in turn, gives, free of charge, blue food order stamps in the amount of half the value of orange stamps sold.

The welfare department, in its turn, sells the orange stamps to its relief clients, giving them the blue stamps in an amount equal to half the orange stamp value, depositing the cash received back in the revolving fund, to be used all over again for further purchase of stamps from the corporation whenever necessary.

The Food Stamp Plan is intended as a supplementary benefit to relief clients, and not as a substitute for local relief.

Each city or area receiving the plan must agree not to reduce its regular relief grants.

This is very important, for if substitution of funds were permitted, the purchasing power made available through the stamp plan would not be additional purchasing power, consequently, would not move any of the agricultural surplus.

Results of the food stamp plan to date have been satisfactory and indicate that it is meeting its objectives and justifying its existence.

Public health in areas where the plan is in operation has improved.

Actual medical testimony as to these benefits has already been received.

Diets formerly lacking in such vitamin-rich foods as butter, eggs, fresh fruits and vegetables, now have those deficiencies made up through the food stamp plan.

Reports from members of the retail food trades in these areas of operation indicate a larger turnover of surplus commodity food stocks, thus showing conclusively that more than two million participants in the plan are having more and better food than they formerly were able to have, and showing that the merchants themselves

(Continued on Page 18)

"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



are doing a statesman-like job in educating the general public as to the nutritive value of these surplus foods.

While the plan is not intended as a permanent measure, and while it is realized that it cannot possibly move all existing surplus, it is satisfactorily demonstrated that it is making a real difference in farm income on a national basis.

For example, purely on a speculative basis, if the plan were to be extended to include all of the twenty million now on relief rolls throughout the country, and if that twenty million participated on a basis of present figures, there would be approximately fifteen million of the nation's needy taking part, thus providing a potential new annual market for more than 350,000,000 pounds of butter, 352,000,000 dozen eggs, and 26,000,000 bushels of wheat, just to mention a few of the products at present in surplus.

These figures should indicate the possibilities of the plan, and its partial solution to the problem of national agricultural surplus.

Due to a severe dislocation of American Agricultural exports as a direct result of present European disturbances, the problem of surplus is likely to become increasingly important from a national standpoint.

With foreign markets denied them, the American farmers will be faced with the problem of disposing of commodities in which there is already an existent surplus, with their only market the people of the United States.

In some way, an increased consumption of produced commodities must be brought about.

There is no excuse for hiding behind generalities and home-made panaceas or simply ignoring the problem. Sooner or later we will have to face the realities.

Boldly faced, our problem is just how to bring into balance the two processes of production and consumption.

Nothing short of 100 per cent employment throughout the nation can be considered a real solution.

But we must begin now to devise ways and means of attacking this question of surplus. . . . Both from an agricultural and an industrial standpoint.

This country is faced with the challenge of under-consumption.

As a nation, we have shown our ingenuity in devising new means of increasing production, both scientifically and agriculturally.

We have not, however, given careful enough thought to the increasing of consumption to keep pace with this great production.

Dislocation of American agricultural export market, as well as our

own great problem of industrial unemployment, are strong contributing factors to the problem of low consumption.

While measures such as the Food Stamp Plan will go a certain way toward reduction of the national surplus, what is really needed is a method of returning our jobless to work, providing them with an adequate income which will allow them to consume a normal amount of our agricultural produce.

When this is done, the problem of agricultural surplus will no longer exist and the farmer's ability to produce, "Two blades of grass where one grew before," will contribute to human welfare instead of to human misery.

We, as a nation, cannot afford to live too much in the past or to be

smug and complacent in an attitude of self-delusion to the effect that things will take care of themselves.

Just as those people who first settled this country and who pushed ever onward into the west, we must have vision and foresight.

We must open our eyes to the problems which exist and we must present a united front to combat them.

The problems of surplus and unemployment, while difficult, are not without solution.

It may take time, and even our children's children may not live to see the day when these problems are finally solved.

But the one way to make sure that such a day will actually come is to begin our action now.

We've got to begin living tomorrow . . . today.

Industry and the Consumer

By H. F. Anderson, Director of Relations with the Public, General Mills, Inc.

We can not properly understand all the present-day pother about industry versus the consumer without regarding the whole subject in the light of historical perspective. The physical changes in our way of living have been brought about by incidents so marked and so specific that they contain the entire explanation of the current problems. After all, people in business, and economists, who are the interpreters of business, have as their sole objective the creation of wealth, the distribution of wealth, and the principles which underly all applications of wealth.

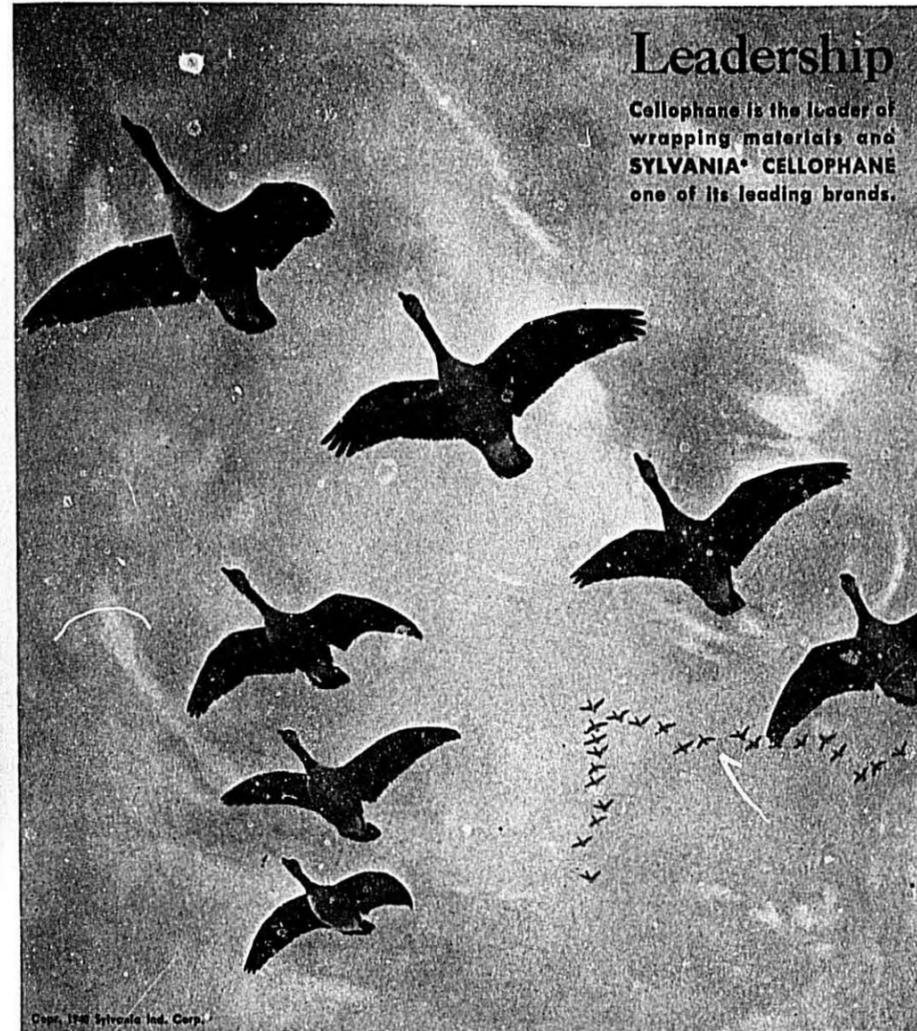
As we understand it today, wealth is almost entirely a creation of the past three centuries, for in that period of time have been discovered and developed all the physical and mechanical principles governing the production of goods. Picture for a moment, if you will, the equipment for everyday living among the civilized people of the 17th century. Let us confine our observations to England, because England is the direct ancestor of our own country. The same observations are, of course, applicable to every other European country in greater or less degree. There were no means of transportation other than horse drawn vehicles; moreover, the roads which carried the vehicles were merely beaten tracks extending from one city to another. Scientific road building had not been practiced since the days of Rome. There were no railroads, nor any means of communication other than horsemen who carried written



H. F. Anderson

messages for their employers; obviously this type of communication was so expensive that only a few could afford to use it and it was confined largely to matters of state. There was no machinery of any kind for any purpose except machines which could be operated by hand, and they were limited to very few items, such as the old hand printing press, the hand loom, and the tools of the carpenter, blacksmith, and saddler. Every garment which everyone wore was made by hand. Every article of food which everyone ate was raised in the immediate vicinity, nor could it be preserved for any length of time. Living was certainly simple in those days, essentially communal in character, but in the 17th and 18th century there seemed to be a mechanical awakening; the steam engine was invented and

(Continued on Page 22)



Leadership

Cellophane is the leader of wrapping materials and SYLVANIA Cellophane one of its leading brands.

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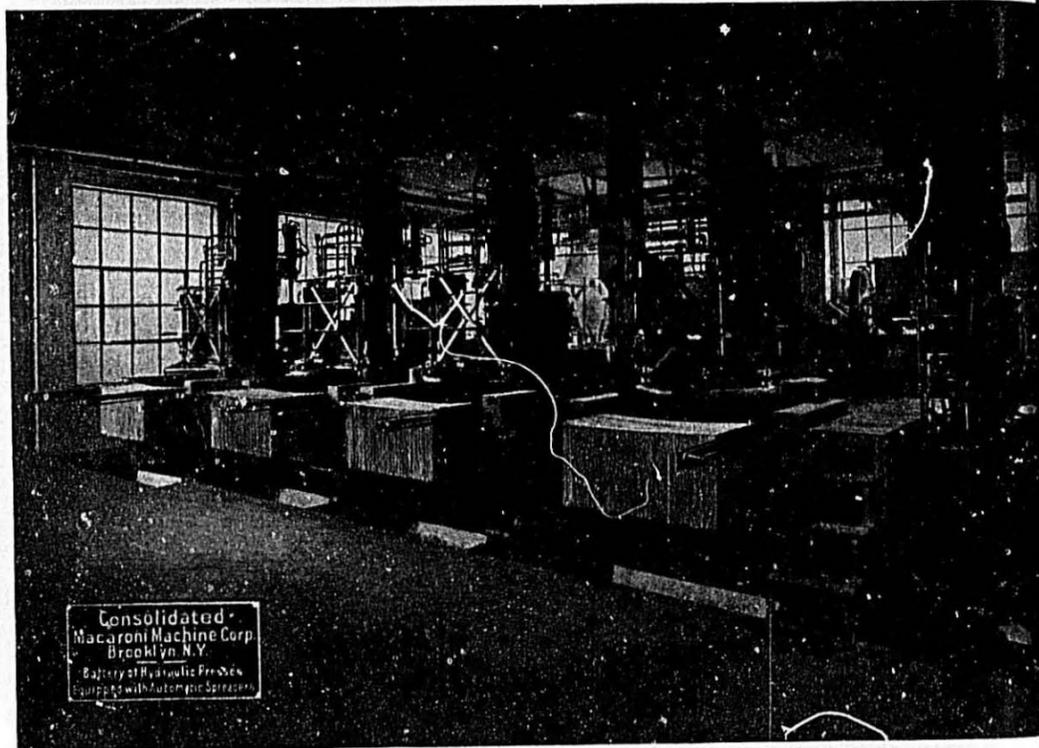
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Consolidated Macaroni Machine Corp.



This photograph shows four presses with Automatic Spreaders recently installed at the plant of The Paramount Macaroni Company, Brooklyn, N. Y., replacing twice as many of the old style, hand-spreading type. Have been in service several months and are giving perfect satisfaction in every respect.

We invite the trade in general to see the first macaroni factory in the world with spreading done automatically by machine.

The Ultimate in Presses. High speed Production. Over 1,000 pounds net per hour; 40 barrels per day of 8 hours guaranteed.

Improve the quality, texture and appearance of your product. Increase your production and reduce your labor costs. Skilled labor unnecessary, as all operations are automatic.

Not an experiment, but a reality. Produces all types and forms of paste with equal facility. Sanitary.

We do not Build all the Macaroni Machinery, but we Still Build the Best

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

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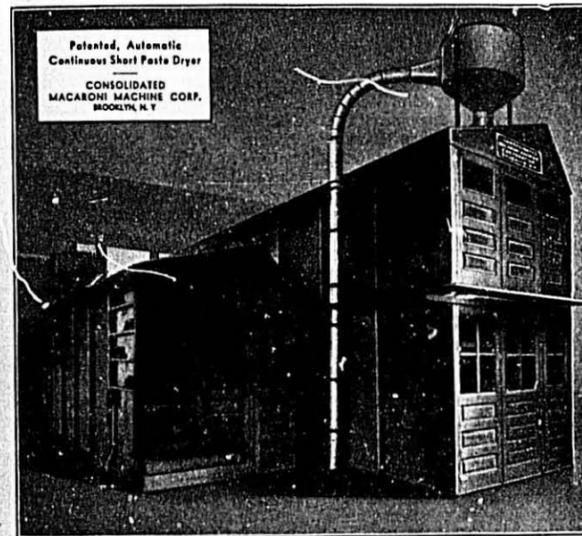
hygienic; product practically untouched by human hands.

Pressure being distributed equally on face of the rectangular dies, strands of extruded paste are of even length.

Trimings reduced to a minimum, less than 10 pounds per 200-pound batch.

We can furnish you with new presses of this type or we can remodel your present hydraulic press and equip it with this Spreader.

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.

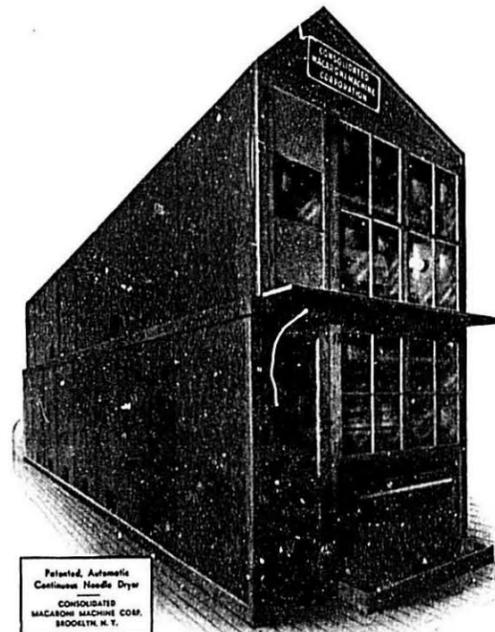
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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For Noodles
For Short Pastes



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

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(Continued from Page 18)

the enormous power generated by steam was harnessed for man's use. When power was understood, it touched the imaginations of men so that many inventions sprang up almost overnight. The great coal beds of northern England, which had lain idle throughout all time, were realized to be the source of a limitless supply of steam. Soon the crafts of weaving, spinning, knitting, and all the manipulations of textiles were operated by machinery. The mechanical age had begun! It is well to observe at this point, I think, that these inventions did not make their appearances on the industrial scene without severe disturbances among the laboring communities, but their value was obviously so great to the country at large that small bodies of hand craftsmen perforce turned to the machines for their livelihood. With the steam engine came the railroad. A century later came the telegraph, and the two twin modern giants of industry, transportation and communication, began to assume their present day significance. A farmer could raise far more of a given crop than he or his neighbors could use because it could be quickly shipped to nearby cities and disposed of at profitable prices. Cloth and clothing could be made in one community for transportation and use all over the world. And so modern wealth was born. In the 18th century, in England, these developments were watched, studied, and their effect calculated by a few thoughtful men, whom we have come to know as the classical economists. Two of them, Adams Smith and John Stuart Mill, recorded their observations in works which are still studied by all students of economy. It is necessary that we understand the swift expansion of life in those days for us to realize the point of view of these old economists. Up to their time everything which mankind had needed, had been slowly and painfully made by hand. Now suddenly, with the aid of machinery, men were able to make hundreds and thousands of times more goods at far less effort and cost, and the whole world was waiting to buy these goods which could be made so cheaply that nearly everyone could afford them. Therefore, Smith and his contemporaries considered, and rightly so for their time, that whatever could be made could be easily sold at a profit. Thus their consideration of wealth and its management was devoted entirely to the production problems. There was no question whatever about the salability of anything that could be made; the whole wide world was an eager market.

Now, let's transfer our picture to our own country. In the short space of 150 years our nation has grown from a little group of seaboard states

to a continent-wide colossus, ten times the size of the original group, and with twenty-five times more population. This perfectly stupendous accomplishment has been achieved by the aid of innumerable mechanical inventions whereby goods of every sort could be made more quickly, more cheaply, and distributed more effectively. Due to our enormous size, a second problem presented itself to business men and to economists: that of finance and distribution. In other words, and for example, a straw hat manufacturer in Massachusetts needed a disproportionately large financing system to enable him to distribute his wares throughout the many climates and varying seasons of our country, when and where they could be sold most profitably. This second phase of economy was developed, studied, and fairly well charted by the last half of the 19th century, and now let's consider what has happened to us in the first forty years of the 20th century. Things that were utter luxuries, far beyond the wildest hopes of everyday people, have been poured in an ever-increasing quantity into the homes of all of us. The sewing machine, lawnmower, gas and electric cooking stoves, electric lights, telephone, radio, electric refrigeration, the thousand and one electrical appliances which are part and parcel of American homes today, make our lives easier, more pleasant, and more colorful. By the development of the canning industry, we can have foods of all sorts at any season of the year. By the development of transportation, products which are made in one community are almost instantly offered for sale in thousands of other communities near or far. And we have been taught to understand that these things are made for us, not for a select few, but for everybody. Regrettably, our ability to earn money has not kept pace with our ability to enjoy these new things, and so in every home, decisions must be made to which modern contrivance will be bought and enjoyed, and which can be omitted. Our manufacturers, eager to keep their employees on the payroll, to increase their own wealth and to pay dividends, have besieged us with persuasive arguments, calculated to make us give them some part of our income. So among a thousand things, which she wants, the housewife must choose some few which are within her means and consequently she has come to scrutinize most carefully the value of everything which she buys.

Right there, gentlemen, lies the germ of the consumer movement and the beginning of the economy of consumption which is the third great foundation stone of all economy. First, production; second, distribution; and now consumption. Studies in the field of consumption have only

just begun; its laws are not understood; nor is its course predictable. As a matter of fact, goods have always been made in order to be used, but when the number of goods were few and the needs of the people were simple, it was an axiom that whatever could be made, could be sold. Today this is being sharply challenged, especially in our own country.

Even without terrible wartime deprivations, the common people of European countries are accustomed to only a small fraction of the comforts and luxuries which we Americans enjoy. Moreover, other peoples have not developed our questionable habits of mortgaging their futures; in other words, installment buying of household goods for everyday use is not indulged in by any race other than Americans to any great extent. We, as a matter of fact, have got way ahead of ourselves in the matter of buying and using a great diversity of gadgets. We have been told to pay something down and consequently extend ourselves far beyond our means in order to enjoy some contrivances which will make our work easier and our leisure more pleasant. Moreover, when our economic progress is smooth and uninterrupted, the evils of this habit are not apparent, but whenever a sharp upset occurs, our whole scheme of living is thrown into sharp dislocation.

You all realize, of course, that I am speaking of the upset of the last decade. Throughout the 20's, the Americans, at large, developed a habit which had theretofore only afflicted a few, namely, the habit of stock speculation. Money was easy, times were good and, so, literally millions rushed in to augment their incomes by the purchase of varied and often questionable securities. Wall Street has never before or since had so many customers as it had between 1920 and 1930. But when this era of wild buying and wild spending was brought to a sudden stop by the stock market crash of 1929, millions of our people had lost their entire substance and what is far worse, had lost their habits of thrift, prudence, and industry. It has taken us a long time to regain a sane mental attitude toward business at large, and in this period of reconstruction there has grown a consciousness of the value of money which has produced what is commonly called the consumer movement.

In the consumer movement we see a manifestation of an American tendency which occurs in every phase of our national life. Religious bodies form associations, social groups get together and form associations, which are usually called lodges. Business men, generations ago, learned to form associations which they called corporations or stock companies, but in the past few years, not content with this

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.

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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
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degree of organization, they have banded together in larger groups called trade associations. Organized labor is, in itself, an expression of the American tendency to organize and to promote collective action. Every county in the United States has its county medical and bar associations, and perhaps the most strongly organized factor of our life is the network of political associations which cover the entire country. With this tendency so strongly marked in our people, is it any wonder that consumers, when they became conscious of the fact that they were consumers, should associate themselves together in order to obtain results that they all desired? Certainly not! The organized consumer movement is the most natural thing in the world. It has been founded, not only in accordance with one of our most deeply rooted customs, but in answer to a real need, and therefore, we may expect it to gain in influence and strength as the years go by.

But most assuredly, there is no cause for alarm in this consumer movement unless it is permitted to become the prey and catspaw of unworthy leadership. There is a certain class of person who is always ready to stir up a fight against something. It is a form of destructive demagoguery which has never built anything perma-

nent or worthwhile into the fabric of civilization. From its very inception, this type of individual has been striving to guide and lead the consumer movement by violent and untimely attacks on business. Their first objective was to make the consumer distrustful of all business practices and they have been unrelenting in their efforts to achieve this objective. It is entirely obvious that business may have allowed abuse to exist and grow within the body of American industry. It is equally obvious that no body of men of whatever station in life is free from unworthy and unscrupulous members. They are found in the government, in the church, in society, in the ranks of labor, and emphatically in the field of business. But, is that any reason why all business should be branded as unworthy, non-social, in fact, parasitic? Let us consider for a moment just what our forefathers planned to set up when they broke away from England and originated the United States of America. They avowedly designed this country as a place where mankind might have the fullest measure of liberty possible when people live together in communities, and they designated three basic principles upon which the structure is built. First, freedom of the press and pulpit; second, democratic government; and third, a system of free enterprise. The first two of these from

our earliest days have had their enthusiastic and unyielding defenders. The third has never had a defender, nor has it needed one until comparatively recent years. As a matter of fact, the finest genius of the American people has found its expression in business. Every advance that we have made, both geographically and technologically, has been due to the spirit of free enterprise. In its rapid and bewildering expansion it has taken care of the employable people of the country, all detractors to the contrary notwithstanding. No thinking person will claim that labor, whether organized or not, could develop and promote the new industries which have given livelihood to an ever-increasing number of men. Industry has developed new trades, it has organized new crafts, to accomplish its industrial purpose. It has brought to our way of living the thousands of comforts and conveniences which we all enjoy. Industry, and industry alone, and by that I mean the entire system of capitalism, is responsible for our strength and our wealth. This is not an idle claim, it is demonstrable in any organization engaged in industry.

The point is, has industry's achievement been accomplished at the expense of the consumer? No, the exact reverse is obviously true. Clothing, food, and shelter cost less than they did in the days of our fathers, and we

have a far wider variety to choose from than our ancestors did. Moreover, it is the history of every new invention and development that, if it becomes accepted by the whole people, the cost per unit to the consumer is always lowered. An outstanding example of that is the radio receiving set. In the early days, a good set cost \$200.00 or more. Nowadays, due to improvements in manufacture and to market expansion, excellent radio sets may be bought for \$25.00 or less.

Here is another case which has been described by Carl Snyder in "Capitalism the Creator":

"In their control of the aluminum industry the late Mr. Mellon and his associates undoubtedly made large profits, but not at the expense of the public.

"When these men took over the patents of an Ohio youngster this metal was selling for around \$1.50 a pound. After 30 years of as near a monopoly as any industry of our day, the price of aluminum was around 19 cents a pound. In their efforts to "milk" the consuming public these "high binders" and "thieves," as they were freely called, reduced the price of utensils made from aluminum by nearly 90 per cent; meanwhile, as noted, paying the clever young man who invented the process a trifle of \$23,000,000 in royalties."

We must conclude that the consumer movement is not the surge of an outraged and exploited populace against rapacious oppressors. As I stated a few minutes ago, the desire of our people for the countless gadgets which are offered to them has outrun the ability of many to learn sufficient money to pay for the things they want. This obviously presents a dislocation in our economy which is irritating and which may lead to serious results if it is not controlled. But the situation certainly does not constitute an indictment against the system of free enterprise and it should be corrected as soon as humanly possible by industry itself.

Woodrow Wilson, at one time, stated, "The finest form of efficiency is in the spontaneous cooperation of a free people." It seems to me that it is high time that we developed this spirit of cooperation, because we are all in the same boat, we are all interdependent, one upon the other, and we must progress or fail together. Most of the things that the consumers want, they certainly should have. Consumers are beginning to demand specifications on what they buy; well, every business man for years has demanded that the materials which he buys conform to standards which he sets. Therefore, it is eminently fair that the same treatment be accorded to consumers. Consumers demand grading and labeling of food stuffs, and I believe that it is

only fair that they should have them. Certainly honest manufacturers can only profit by the development of such systems. The only ones who have anything to fear are those who have been charging exorbitant prices for their wares. We have no reason to suspect that our era of inventions and developments is closed. No man here today can predict what the future will bring forth. I, for one, believe that further developments in physics, mechanics,

electricity, agriculture, and manufacturing methods will give to our next generation many things as yet unknown. I feel that the only new factor of which industry should be acutely conscious is the awakened attitude of the consumer. He must be considered, and as industry meets his requirements, so will industry and the people at large profit by our present experiences.

Vitamin Fortification of Macaroni Products*

It is always well to begin a discourse on vitamins before a lay audience by enumerating the misconceptions commonly held about the character of vitamins. Accordingly, vitamins are not living organisms like bacteria; they are not invisible, mysterious objects; they are not a panacea for all human ailments; they are not a fad.

In reality, vitamins are chemical compounds which are constituent parts of a great variety of foods. They can be extracted from foods and finally prepared in pure form so that they can be seen, felt, tasted and smelled. In fact, vitamins are being synthesized today so that we are no longer entirely dependent on nature for some of these factors.

Vitamins are essential for growth, for the maintenance of normal health and for protection against certain forms of malnutrition generally classified as deficiency diseases. Examples of deficiency diseases are scurvy, rickets, beriberi and pellagra.

One cannot live on an exclusive diet of vitamins, since they are in themselves of no value for proper nutrition. They must be taken in conjunction with a diet that also provides other food factors such as fat, carbohydrate, protein, minerals and water.

The best food sources of vitamins are cereal grains, meat, milk, butter, eggs, green leafy vegetables and fruit. Vitamins are also obtainable in concentrated form through the medium of products known as pharmaceuticals, examples of which are cod liver oil, halibut liver oil, viosterol and yeast.

Wheat is a good food source of the vitamin B complex which includes such factors as vitamins B₁ and G. Whole wheat contains about 750 International units of vitamin B₁ and about 240 units of vitamin G per pound. In the milling process of wheat much of the vitamins of the

whole grain is lost with the result that the vitamin content of flour is reduced to insignificant proportions. Semolina flour used in the preparation of macaroni products is a better source of vitamins than white flour but is an inferior source relative to whole wheat.

The current trend in the flour milling industry is to restore to flour the vitamins lost in the process of milling wheat. The restoration can be accomplished through the use of (1) synthetic vitamins such as thiamine and riboflavin, (2) high vitamin yeast, and (3) wheat germ, the products mentioned all being rich sources of vitamins B₁ and G.

The initiative taken by millers in fortifying flour cannot help but arouse the interest of the macaroni manufacturers in the problem of enhancing the vitamin content of macaroni products. The vitamin content of the latter can easily be augmented in one of two ways: (1) through the purchase of a fortified semolina flour to take the place of the unfortified flour now being used, or (2) through the addition of the necessary vitamins by the macaroni manufacturers directly to the water normally used in preparing the macaroni dough mass.

The sale of fortified macaroni products to the consumer presents advantages and disadvantages that are common to food industry.

Some of the advantages are: (1) the macaroni manufacturer will have the opportunity of rendering a public service by providing the consumer with products endowed with greater nutritive value than the unfortified products; (2) it will offer an opportunity to capitalize on the popularity of vitamins; (3) it will provide an advertising edge; and (4) it will place the macaroni manufacturer in a more secure position to protect his markets against competition from other branches of food industry.

Some of the disadvantages of fortifying macaroni products are: (1) it may increase the cost of production, thus necessitating an increase in sell-

ing price; (2) appropriations will have to be made annually for expensive vitamin analysis and control; (3) the chances of success in the sale of the fortified macaroni are remote unless the price differential between the fortified and the unfortified products is very low; and (4) the macaroni manufacturer will be forced to compete with other branches of food industry and with the powerful pharmaceutical industry for his share of the lucrative vitamin market. Conditions today are such that the pharmaceutical industry has a virtual monopoly on the sale and distribution of vitamin products.

Another factor of great significance in considering the matter of fortification is the stability of vitamins—particularly vitamin B₁—in macaroni products. Although no one, to our knowledge, has ever studied this problem seriously, there is every reason to believe that little or no destruction of vitamin B₁ will occur either in the process of manufacture of macaroni or in the storage of the finished product. It is likely, however, that a partial or serious loss of vitamin B₁ might occur in the cooking process employed by the housewife. Macaroni is usually cooked in an open pot with water. While the product is being cooked there might be a partial loss of vitamin B₁ because of exposure to heat and oxidation. A more serious

loss of vitamin B₁ would result if the water is discarded after the macaroni is cooked. Vitamin B₁ is readily soluble in water and can easily be extracted by the water used in cooking macaroni. It is therefore imperative that the water be retained after cooking is complete in order to reduce the loss of vitamin B₁ to the absolute minimum.

The fortification of macaroni products may or may not result in increased consumer demand. Manufacturers of macaroni should therefore consider seriously every aspect of the problem of fortification before reaching a decision regarding the course they plan to pursue.

Asks \$3,000,000 Tariff Refund

A matter of \$3,000,000 rests on the final decision by the United States Customs Court of New York in a case based on a claim for a refund in that sum by D. L. Moss & Company, importers of egg albumin from Chinese sources. It is charged in the suit that the government erroneously assessed a duty on the product in excess of the rightful duty.

This overcharge is some 27 cents per pound and should the Government lose its case, the refund involved would amount to about \$3,000,000.

Suit is based on the allegation that the particular product imported by the plaintiff does not coincide with the product on which the duty applies.

Lady Guests

Among the leaders who enjoyed the program of entertainment planned by the Convention and supervised by official hostess, Mrs. Henry D. Rossi of Braidwood, Illinois, were:

Mrs. James V. Amoreno, Chicago, Ill.
Mrs. Neva M. Brown, Chicago, Ill.
Mrs. Frances Caravetta, Chicago, Ill.
Miss M. Constant, St. Boniface, Man., Can.
Mrs. Thos. A. Cunco and daughter Martha, Memphis, Tenn.
Miss Jennie Cunco, Connellsville, Pa.
Mrs. J. H. Diamond, Lincoln, Nebr.
Mrs. W. F. Ewe, Minneapolis, Minn.
Mrs. George L. Faber, Chicago, Ill.
Mrs. W. M. Galioto, Chicago, Ill.
Mrs. Wm. Gaynor, Chicago, Ill.
Mrs. Glenn G. Hoskin, Libertyville, Ill.
Mrs. J. M. Hoy, Minneapolis, Minn.
Mrs. P. H. Hoy, Minneapolis, Minn.
Mrs. H. V. Jeffrey, Omaha, Nebr.
Mrs. Leo B. King, Braidwood, Ill.
Mrs. John Krahulec, Braidwood, Ill.
Mrs. Frank A. Motta, Joliet, Ill.
Mrs. Peter Motta, Joliet, Ill.
Miss Rose Sarli, Kansas City, Mo.
Miss Mary C. Sheridan, Braidwood, Ill.
Mrs. A. M. Vagnino, Denver, Colo.
Mrs. L. S. Vagnino, St. Louis, Mo.
Mrs. Peter J. Viviano, Louisville, Ky.
Mrs. David Wilson, New York, N. Y.

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280-294 Gates Avenue

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Renowned Manufacturers of Macaroni and Noodle Dryers



The BAROZZI AUTOMATIC SHORT CUT PRELIMINARY DRYERS take care of the Macaroni from the PRESS to the FINISHING DRYERS; Preserving the proper Shape and Color; also, a special attachment for exhaust of moisture out of building.

Watch us for important developments soon to follow.

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

NOTE: This paper is an abstract of an address delivered by Howard J. Cannon, Director of the Laboratory of Vitamin Technology, before the National Macaroni Manufacturers Association on June 25, 1940 at the Edgewater Beach Hotel, Chicago, Illinois.

Activities of the National Macaroni Institute

Past Activities and Future Recommendations
By M. J. Donna, Institute Director,
Chicago Convention, June 1940

It is easy to dream, but it takes money to promote.

The plan conceived by the National Macaroni Institute is a beautiful dream that will become an actual realization when it obtains the financial support needed.

The National Macaroni Institute was organized in July 1937 to meet a recognized need as I saw it then and as I realize it more than ever now. Its purpose was to provide an agency through which group action might be taken in the all-important activity of promoting more friendly consumer relations.

It was the outgrowth of more than a score of years of observation and experience. It was established in anticipation of a future demand on the part of the American Consumer to know more about Macaroni Products if this food is to become a consumer favorite, as we all hope.

Later on the name of the Institute may be changed, as may its plan of operation, but its purposes and our hopes—never.

There are two dominant thoughts that guide progressive business men. This industry is no exception. One of these thoughts is to produce ever-increasing quantities of better products. The other is to find profitable markets for the enlarged output.

Though these two thoughts appear widely separated, there is a life-line between them that must be maintained at all cost. It is folly to continue increasing production without enlarging the market possibilities for our products.

The progressive farmer is the one who has learned to make two blades of grass grow where only one grew before. But the successful farmer is he who has found the place to sell the extra blades.

The Macaroni-Noodle Industry in this country, through the use of the latest improved machines and advanced methods of manufacture, is able to produce two, yes, even four times as much macaroni, spaghetti, egg noodles, et cetera, as was made only two decades ago—but has failed to develop natural outlets for the enlarged output.

The results are: Production has greatly outstripped demand. The industry is considerably over-capacitized. The market is quite restricted. Com-

petition is profitless and ruthless. There has developed a tendency to produce "price" goods rather than "quality" products. It's a gloomy picture; nevertheless, a true one.

The expanded industry must find room. There remains only one vulnerable point of attack and that is the position of the consumer, fortified by set food habits, likes and dislikes. We must win the confidence of the consumer and his good will, or the macaroni battle is lost and the future of the Macaroni Industry in America doomed to mediocrity.

To win this Battle of Foods, we must be ready with the right kind of fighting equipment. There must be exhaustive research, liberal education and planned promotion—the three cardinal principles that prompted the establishment of the National Macaroni Institute.

It deserves and must have the unstinted support of every manufacturer and allied who honestly believe that only through coordinated action such as the Institute proposes to win consumer good-will, can this industry battle be won.

Accomplishments

Along the line of suggested action, what has the Institute done to date? That's a most natural question and the complete answer is in the presentation book used in connection with this report. Briefly, here are the accomplishments:

—It has planned and it has acted to the limit of the finances entrusted to it by generous manufacturers and allied who see the need and realize that it is up to those who expect to benefit to finance the proposed coordinated action.

—It has sponsored three National Weeks in October 1937, 1938, and 1939 during which the attention of the whole country was centered on our industry and its products—a domestic industry using American-grown wheat in American-owned plants to produce one of the best wheat foods in the American way for American consumption.

—It has made limited studies of consumer habits and desires, and charted its course of action accordingly.

—It has prepared and released seasonal stories that have found favor

among food page editors and readers.

—It has released beautiful photographic illustrations of alluring dishes of our products, dressed up in their Sunday best, and fully in keeping with the various seasons.

—It has willingly cooperated with other trades, such as growers of mushrooms, distributors of tea, cheese, eggs, meats, wines and fruits, to popularize combinations that are healthy, thrifty and appetizing.

—It has prepared much fine literature that finds a ready welcome among food editors, home economists, housewives, et cetera.

—It has printed and distributed an interesting and informative booklet on durum wheat and its relation to American Industry.

—Its Macaroni Facts pamphlet has found a welcome home in the portfolio of every progressive domestic science teacher who has been encouraged to make Macaroni Products the subject for class discussion and study at least twice yearly.

—Its booklet on "Americanized Macaroni Products" has won the plaudits of food editors and homemakers alike.

The Future

Well, these have been formative years. We have felt our way carefully and cautiously, hoping to avoid the pitfalls that wrecked former activities of this nature in this and other industries.

Our caution was probably not altogether a matter of prudence, but in line with the rather limited funds provided to carry out a most meritorious program of trade promotion, via the consumer route.

However, we have accumulated invaluable experience, much helpful material and useful information which we can make good use of when funds are made available for carrying on our planned program of consumer education and Macaroni Products promotion.

For the immediate future and because of our financial embarrassment, we are confining our activities to things that require no money but some hard work. Just now there is being developed a series of four 15-minute sketches for radio work. They will be available either for sponsored programs or as sustaining features over stations with which such arrangements can be made.

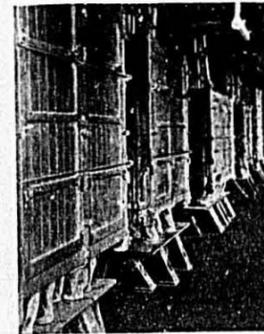
The series bears the general name of "The Romance of The Macaroni Family."

—Number One of the series treats of the entire Macaroni Family as an outstanding wheat food, stories of its origin and development.

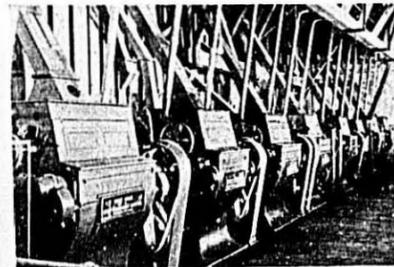
—Number Two will play up Macaroni as the head of the Family.

—Number Three tells the part

EQUIPPED TO SERVE YOU



A line of sifters at Capital "B" Mill



One line of rolls at Capital "B" Mill



One line of purifiers at Capital "B" Mill

We are well equipped with the finest modern milling machinery for the production of high grade semolina and durum flours. Why not let us serve you?

CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

played by the mother—Spaghetti, in the development of the Family.

—Number Four features the active children—Egg Noodles and the other more dainty shapes, as the beautiful daughters; Elbows, shells and other shapes as the sturdy sons.

These are not quite ready for presentation. When they are, you will be notified and the material made available to those who plan to use it. However, each will be personally tested by the Director of the Institute according to plans now in the making with supervisors of radio stations. It will be along these lines:

—Since the sketches will be an arrangement of Questions and Answers suitable for interviews, the Institute Director, speaking as more or less of an authority, will appear on a sustaining program with the station announcer. Between us we will present the sketches on different schedules.

—There will be a blare of music to introduce the feature. Then the Announcer will introduce the sketch and present the Institute Director, mentioning his qualifications to speak with authority on the subject. Then follows the informative and educational dialogue.

Officers of the National Association, its directors distributed throughout the country, and leading manufacturers everywhere, including the Past Presidents of our organization and its ex-

cutives, will be asked to take part in similar interviews over convenient stations. In this way the country will be blanketed with carefully prepared talks and discussions aimed at interesting and educating the American homemaker, hotel and restaurant chefs, teachers of food classes, et cetera.

Other plans will depend on the reactions of manufacturers and their supply firms who stand to benefit from the program of the Institute.

It is recommended that we continue the promotion of National Macaroni-Noodle Week during the second week of October this year and for many years in the future. It would almost be an unpardonable sin to lose the prestige already won. There need not be any promotional material such as posters or folders, but national publicity of the right kind, supported by individual promotion by firms.

There should be at least four seasonal promotions to sell our product as a year-round food—a thing for which there is a dire need.

We should be in a position to take immediate and full advantage of any promotion by producers and distributors of accompanying foods.

For the limited program we have in mind, between \$5,000 and \$6,000 would be needed to do a worth-while job. Who is to provide this money, if those whom it is hoped to help will not?

This, gentlemen, is the story to date of our accomplishments and our hopes for the immediate future. Our experience has taught us that it is much easier to recommend action than to get even those who stand to benefit most from any proposed promotion to become keenly interested therein. Finally, it is a truly difficult job to bring them to a point where they will contribute liberally in support of the suggested group action.

It is only human to be a little selfish. We naturally think of our own business first. We recall that So-and-So failed to "do his bit" in such-and-such promotion, and we hesitate—sometimes too long. But if we could find a way to get 50 or more of the leading Macaroni-Noodle Manufacturers and Allied to think of their business in relation of the entire trade, and to ponder on this seriously enough, we feel that they would easily convince themselves that they are promoting their own, their individual business when they help the industry to pull itself upward out of the doldrums and onto a more solid plane.

A production expert once said: If the shirt-tails on the shirts of the 400,000,000 Chinese were made only two inches longer, the world's cotton surplus problem would be definitely solved.

If through some miracle, such as liberal, nationwide promotion such as we recommend, the millions of Amer-

icans who never taste macaroni products could be induced to try and learn to eat Macaroni, Spaghetti and Egg Noodles twice weekly, the surplus production of the industry would find a profitable outlet.

Long ago, however, wise people have learned that you can't get far on someone else's coat tail—and a shirt-tail won't carry you half as far.

There is a "two-inch" answer to the current problems of the Macaroni-Noodle Makers, and The National Macaroni Institute believes it has the answer. It is:

—Better understanding between manufacturers and greater coordination in things that are generally helpful.

—Improvement of the manufactur-

er-consumer relations through the dissemination of controlled and carefully selected publicity.

—Submersal of personal interest to a small extent in matters intended for the general good.

Adding two-inches to the tail of his shirt may not make the Chinaman either comfortable or happy, but by adding a pound or two to the annual per capita consumption of Macaroni Products by Americans, the Macaroni-Noodle Industry will be given the proverbial Chinaman's chance to prosper.

So, the future is in your hands. Personally, I am most appreciative of the cooperation and consideration given my efforts in the past. This work must go on!

over 1 per cent are not increasing to a great degree the tonnage produced by the Macaroni Industry in the United States, but a very interesting fact has been noted, and that is that some Macaroni manufacturers persist in using Durum Clears of the cheapest variety, forcing prices on macaroni made from this raw material down to very unreasonable low levels and in each case that has been traced we have found that when a Macaroni manufacturer used this type of raw material another competitor of the same type has always sold at a cheaper price, and another competitor to obtain volume has gone even lower, thereby creating a so-called war on this item, and trying to force the finished product down the throats of the American consuming public—a macaroni-noodle product represented as standard which is only fit for four-legged animals.

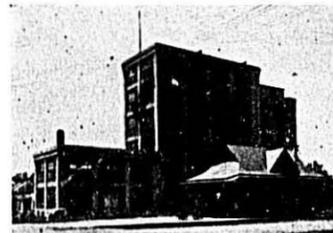
We recommend very earnestly that the Macaroni Manufacturers positively cease and desist using the type of raw material above mentioned in the manufacture of macaroni and egg noodles, and we further recommend to all Durum Millers that they do not quote or endeavor to sell raw material of this type for human consumption as the miller can dispose of this type and grade of flour through many other channels, rather than the human channel.

This Committee after careful observation has noted, as can be proven by statistics in our possession, that Fancy No. 1 Semolina and good Durum flours and Durum flours under 1 per cent of ash are being increasingly used exclusively for macaroni products by the majority of the manufacturers who are operating in the black and that the flours herein mentioned are generally used for egg noodles or for a second grade of macaroni when the second grade is necessary to meet a certain price, but not a ridiculous price.

We, therefore, recommend continued use and increased use of Fancy No. 1 semolina to the Macaroni Manufacturers and the continued use of flours for the purpose intended as above explained and we recommend to the Durum Millers that they stress this point when making sales to Macaroni-Noodle manufacturers, and particularly the use of Fancy No. 1 Semolina. We further recommend to the millers that only one class of semolina be offered to the macaroni manufacturers and that two types of flours, namely Durum Fancy Patent and a Durum Flour that will test under 1 per cent of ash only be offered for sale. This recommendation is made chiefly to protect the manufacturing labeling laws, in so far as the ingredients used are concerned, and also to encourage the use of better raw materials for our products.

OUR CREED

Always to
Manufacture



a Uniform
Semolina

EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office: 80 Broad Street

New York, New York

Most of you know that most manufacturers who have departed from the above standards of flour and semolina have been operating in the red, and must operate at tremendous volume to make even a small profit on a large volume of business.

We further recommend that the Durum Millers have a separate contract for semolina, a separate contract for durum fancy patent, and a separate contract for any durum flour under 1 per cent of ash, but outside the class of the durum fancy patent. This Committee feels that this is the only way standard contracts that will be mutually satisfactory can ever be arrived at, and in so doing the vast assortments of various types of so-called semolina, granulars, and durum flours will have been reduced to three.

This report is not made selfishly or in the selfish interest of any manufacturer, but is made for the protection of all manufacturers as it will encourage the additional use of better raw materials, thereby giving a better finished product to the consuming public, and in due course will be one of the measures that would increase the consumption of macaroni-noodle products in the United States.

Report as submitted above, as you will note, deals mostly with durum products but the same applies to the various classes of southwestern flours which some macaroni manufacturers

use and some of these grades are used to good advantage.
JOSEPH J. CUNEO, Chairman
WALTER F. VELLAUME
JEROME I. MAIER

Publicity and Education

In the proposals for a Campaign of Publicity and Consumer Education lies a factor for great good for the Industry as a whole.

There are, of course, certain lessons to be learned from past experience, but it seems that the work done in the past year or two by Mr. Donna, our National Secretary, and the results attained by his work should be a dependable guide for us at this time.

It is our opinion that we should give a large measure of support to the Secretary to enable him to expand his good work and in that way extend our market and increase the consumption of Macaroni Products by the American Public. Our product is high grade food reaching the consumer at a low unit of cost and should command a much larger volume of sales than we now enjoy.

From the above it is understood that we are wholeheartedly in favor of a publicity campaign. However, in the past when an occasion arose to levy on the membership, the method of levying according to volume of pro-

duction, sales or voluntary contributions by each factory, caused serious objections from some of the membership.

The main objection was that some of the membership thought the heavy tonnage firms exerted too much influence in whatever affairs were being handled because of the heavier payments by them covering larger productions. Whether or not there is any justification for this view is of little moment. It exists and should be eliminated. We believe by making a flat charge per member of say \$10.00 per month with a minimum number of 50 firms participating we would have a sum of \$6,000.00 to carry out a year's campaign of publicity. In the light of what was done by Mr. Donna with only a quarter of this amount, great good will result to all of the membership and the industry as a whole.

While on the subject of money we need stronger support financially and toward this end the Millers and allied trades should be asked to cooperate to the extent of approximately \$500.00 each toward the establishment of an emergency fund the purpose of which can be discussed at a later date.

World events point to rapid and perhaps startling changes in the economic conditions of the past twelve years. If we wisely prepare to meet the incoming period of welcome prosperity we will be in a position to reap

Committee Reports

Report of Program Committee

We have carefully reviewed the program for our 37th Annual Convention as prepared by Secretary Donna and we submit this printed program as the program of this convention, subject to such changes as the convention may desire or as unanticipated conditions may necessitate.

Committee:

LOYD SKINNER, Chairman
AL RAVARINO
THOMAS CUNEO.

Report of Credentials Committee

We have carefully checked the registrations to date and find that:

(1) The attendance to this convention is apparently quite representative.

(2) We recommend that the official representatives of our member firms constitute the working group of this convention.

(3) This partial report will be enlarged as registrations are finally completed.

Committee:

FRANK TRAFICANTI, Chairman
V. ARENA
C. W. WOLFE

Report of Flour and Semolina Committee

It did not take a long time for your Committee to find out that Macaroni products made from very cheap Durum Clears with an ash content of

FOR SALE

Macaroni Factory

In Rochester, New York

(Ready for Immediate Occupancy)

Building and Equipment Three-story cement block structure in good condition, containing about 12,000 square feet of floor space, built for manufacture of macaroni. Office equipment, 41 platform trucks, 2 Champion dough mixers with motors attached, 2 Charles Elmes dough kneader machines with motors attached, 2 13½-inch Elmes engineering presses, 1 Champion flour outfit with elevators, also bins, hoppers, driers, 5 dry rooms for long macaroni, 3 blowers with motors and much other equipment.

This is an opportunity for investment in an established line at a fraction of original cost of building and equipment.

For further particulars apply to
Rochester Trust and Safe Deposit Company as TRUSTEE
5 Main Street West, Rochester, New York

larger profits and to get reasonable returns on the moneys we have invested in the industry. In this connection it seems that we should do something toward maintaining a standard of excellence in our products. Clear, poor grade flours and the dross of the mill should be kept out of this business. This can be done only by policing the industry ourselves and by cooperation from the Millers and if we do not do it in a spirit of true cooperation we fear that the governmental agencies of the country will do so. We do not want any more government in business than now exists. It must be borne in mind that if we provide the public with the highest grade Macaroni Products (and the American public is entitled to the best we can give them) they must be protected from chiseling and cheating concerns who go into the market with inferior grades and slash prices in all

directions. A label of membership in the National Macaroni Manufacturers Association should be a guarantee of purity and quality that needs no further proof in so far as the public is concerned. This can be brought about if we but give our sincere cooperation in the efforts of this association and by maintaining prices for our products.

FRANK TRAFICANTI, Chairman

Report of Future Activities Committee

The committee on the Future Activities of the National Association met to consider the various reports made by Committee Chairmen to the Association and to learn the wishes of the Association members as to their feelings about Committee reports and the activities these reports outlined and suggested.

After due consideration to all matters presented to your Future Activities Committee, this Committee has prepared in the form of a Resolution the certain activities which are desirable as the program for accomplishing during the coming year by the officers and members of the National Association.

RESOLVED: (1) The ideal goal of the Industry shall be the elimination of multiplicity of grades of raw material now used in the manufacture of our products and we recommend that the industry strive to confine its efforts to merchandising macaroni and egg noodle products made from the better grades of raw materials.

(2) It is recommended that a Standing Committee be appointed to represent the Association at any time before any Federal Government regulating body that it is necessary or desirable.

(Continued on Page 32)

Manufacturers and Allies at Convention

Table with columns: FIRM, REPRESENTATIVE, CITY. Lists various macaroni manufacturers and their representatives at the convention.

Table with columns: FIRM, REPRESENTATIVE, CITY. Continuation of the list of manufacturers and their representatives.

Action By Convention and Directors

Decisions made at the final meeting of the 1939-1940 Board of Directors and the first meeting of the 1940-1941 Board, presented and approved by the convention, together with the special resolutions on Association policies, constitute the action taken by the organization at the 1940 convention, June 24 and 25. Among these are:

Resolution on Managing Director

Adopted by the Board of Directors. N.M.M.A. June 23, 1940

Moved by Wolfe, seconded by Weiss— That the idea of hiring a Managing Director of the National Macaroni Manufacturers Association is worthy of deepest consideration; That the plan presented by Glenn G. Hoskins has much merit, but since the Board of Directors has insufficient evidence that the plan has been presented to a sufficient number of Macaroni-Noodle Manufacturers to obtain a consensus of opinions, therefore, it is recommended—

That the plan be given further consideration for an additional six (6) months;

That a further report be made thereon at the time of the Mid-Year Meeting, January, 1941, and further,

That if Mr. Hoskins desires to contact manufacturers with the aim of getting definite commitments to the plan, the Board of Directors grants him permission to proceed.

Vote: Unanimous. Previous to the vote on the above resolution, a poll of the Directors was taken on whether or not the Hoskins' plans should be presented to the convention. The result: 7 said NO; 2 said YES; 1 did not vote; 2 were absent.

Then action was taken on the above Resolution, as reported.

Resolution on Slack-filled Containers

Whereas, the National Macaroni Manufacturers Association has carried on a large number of measurements of

containers of various types of macaroni and noodle products, and

Whereas, these tests show considerable variations in volume occupied per unit of weight of the products involved, which make it impractical to have these containers filled to a uniform degree, and

Whereas, these data are available for consideration by the proper authorities, therefore be it

RESOLVED, that the National Macaroni Manufacturers Association in convention assembled petition the Food and Drug Administration to allow a tolerance of not less than 30 per cent in determining when a package is deemed to be misleading in fill or form under the Food and Drug Act, and further

RESOLVED, that a copy of this resolution be presented by B. R. Jacobs in

1940-1941 Officers and Directors

By unanimous vote of the convention a board of fifteen Directors was elected for a term of one year to represent the various regions and to serve as directors-at-large. Later, the Board met and elected its new officers and appointed the employees as follows:

President—Joseph J. Cuneo, La Premiata Macaroni Corp., Connellsville, Pa. Vice President—C. W. Wolfe, Megs Macaroni Co., Harrisburg, Pa. Adviser—J. H. Diamond, Gooch Food Products Co., Lincoln, Neb.

Other Directors: Guy LaMarca, Pince Macaroni Mfg. Co., Lowell, Mass. Frank A. Zunino, The Atlantic Mac. Co., Long Is. City, N. Y. Henry Mueller, C. F. Mueller Co., Jersey City, N. J. Frank Traficanti, Traficanti Bros., Chicago, Ill. A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill. Albert Ravarino, Mound City Mac. Co., St. Louis, Mo. H. V. Jeffrey, Skinner Mfg. Co., Omaha, Neb. E. DeRocco, San Diego Mac. Co., San Diego, Calif. A. F. Scarpelli, Porter-Scarpelli Mac. Co., Portland, Ore. Albert Weiss, Weiss Noodle Co., Cleveland, O. Louis S. Vagnino, Faust Mac. Co., St. Louis, Mo. Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky. Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.

Association Executives: B. R. Jacobs, Director of Research, Brooklyn, N. Y. M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

NOTICE

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

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

F. MALDARI & BROS., INC.

178-180 Grand Street

New York City



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

person to the Chief of the Food and Drug Administration in Washington, D. C.

Unanimously adopted by the 1940 convention of the National Macaroni Manufacturers Association in Chicago, June 25, 1940.

Making the Calendar Year as the Association's Fiscal Year

Moved by Vagnino, seconded by Cuneo, that future audits be made on the Calendar Year basis; that reports for Calendar Years be ready for presentation to the Board of Directors at

meetings immediately preceding the Mid-Year Conferences. (Carried unanimously by Directors and approved by convention.)

Macaroni Products Under Food Stamp Plan

Feeling that the inclusion of Macaroni Products among foods that can be purchased with Blue Stamps, thus giving needed help to the growers of durum wheat of which macaroni products are the chief outlet, it was voted to appeal to the Secretary of Agriculture to that effect and to make every

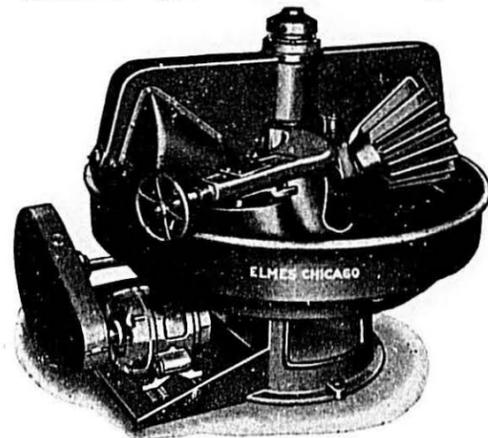
attempt to get cooperation of the durum growers and semolina millers to that effect.

It was voted that a proper resolution to this effect be drawn by President J. H. Diamond for presentation to the proper authorities through a special Food Stamp Plan Committee.

The Committee is to consist of Joseph Freschi, chairman, Thomas A. Cuneo, Edward Z. Vermynen, J. H. Diamond and Louis S. Vagnino, with B. R. Jacobs, member ex-officio.

This program, when successfully completed will give manufacturers relief from many of their present worries and the Association is fully pledged to carry on towards that end.

5 REASONS Why an ELMES KNEADER WILL Cut YOUR Costs



Planned and built to help macaroni manufacturers turn out quality products at a profit, the Elmes Kneader is long-lived, easy to operate and takes a minimum of maintenance.

Here are 5 reasons why the Elmes Kneader will help you cut costs:

Sturdy Construction

Heavily constructed of high-grade materials, the Elmes Kneader has the highest resistance to severe strains from clogging and overloading. The vertical shaft, supporting yoke, kneader roll and plow arm are exceptionally rugged.

Takes Smaller Space

The design is compact, occupying relatively small floor space.

Also Manufactured in Canada—Williams & Wilson, Ltd., Distributors

Send for Complete Specifications

CHARLES F. ELMES ENGINEERING WORKS

213 N. MORGAN ST. Chicago SINCE 1851

Smooth Operation

Main drive shaft and pan are mounted on anti-friction ball bearings of first quality.

Easily Cleaned

Both sides of the Kneader Rolls are protected by cast iron guards. One guard on each roll can easily be tilted to permit cleaning.

Easily Adjusted

The plow may be conveniently set at the desired angle.

Committee Reports

(Continued from Page 30)

sirable to do so, on standards and quality, and that the Association is definitely for the adoption of standards that will protect the interests of the consumer and further the welfare of the industry; but that the Association should vigorously oppose any standards which are not readily enforceable.

(3) It is recommended that a Standing Committee be appointed to work with Director Jacobs to bring about a definite understanding and clarification of slack-filled package requirements in cooperation with the proper Federal authorities; and that the Association should exert its influence to prevent seizures pending culmination of definite standards of fill.

(4) That we further the work of the Macaroni Institute by asking the membership of the Association to contribute financially, in addition to their dues, \$10 per month for the furtherance of the publicity work ably done by Mr. Donna. We will also be glad to accept contributions from manufacturers outside the Association as well as from others who have an interest.

(5) That the Association work toward more diligent enforcement of our present Federal Trade Practice Rules.

(6) That the work of the Director of Research is commended and that it be continued on a no-less basis than at present and furthered as the need arises and funds are available.

(6) That a Standing Committee be appointed to devise ways and means of having Macaroni Products designated as a Surplus Commodity.

(7) The suggestions for a full time Managing Director or President have been considered and the Committee realizes the benefits that would be gained from such an office being created but believe the additional cost required could not be financed at this time by the Association.

Moved by Thomas E. Cuneo, seconded by Lloyd Skinner that the report be adopted as voicing the sentiments and intent of this assembly. (Unanimously carried.)

J. F. DIEFENBACH
PRESIDENT

P. H. HOY
VICE PRESIDENT

Exclusive!

The macaroni manufacturer is our only interest. We are exclusive durum millers and in our modern mills produce 2,000 barrels of highest quality durum products daily for service to the macaroni industry.

Quality Semolina

Duramber Extra Fancy No. 1 Semolina
Imperia Special No. 1 Semolina
Durum Fancy Patent
Abo Special Durum Patent

AMBER MILLING CO.

CHAMBER OF COMMERCE MINNEAPOLIS, MINN.
MILLS AT RUSH CITY, MINNESOTA

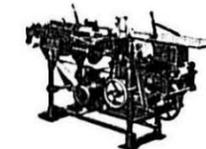
FOR YOUR Macaroni and Spaghetti DEPARTMENT

...it's these Carton Packaging Machines



Right: PETERS SENIOR CARTON FOLDING AND CLOSING MACHINE — A fully automatic machine which closes cartons at speeds up to 50-60 per minute. This machine operates in coordination with your packaging line. JUNIOR Model available to handle smaller production programs.

Left: PETERS SENIOR CARTON FORMING AND LINING MACHINE equipped with AUTOMATIC CARTON AND LINER FEEDING DEVICE — For maximum packaging efficiency at speeds up to 50-60 cartons per minute, this is the machine to investigate to handle your cartons economically. Other models available for smaller production.



Advise the carton sizes you desire to set up and close. Without obligation, we will be pleased to recommend equipment to meet requirements.

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

Nominating Committee

Your Nominating Committee, after a careful review of the membership, the regions to be represented and the need of a most representative Board, decided to place in nomination as Directors of the National Association for the term 1940-41, the following:

Region No. 1—Guy LaMarca, Prince Macaroni Mfg. Co.

Region No. 2—Frank A. Zunino, Atlantic Macaroni Co.; C. W. Wolfe, Megs Macaroni Co.; Henry Mueller, C. F. Mueller Company.

Region No. 3—Joseph J. Cuneo, LaPremia Macaroni Corp.

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

Region No. 5—Al Ravarino, Mound City Macaroni Co.

Region No. 6—H. V. Jeffrey, Skinner Mfg. Co.

Region No. 7—E. DeRocco, San Diego Macaroni Co.

Region No. 8—A. F. Scarpelli, Porter-Scarpelli Macaroni Co.

At-Large—Sam Gioia, Gioia Macaroni Co.; Al Weiss, Weiss Noodle Company; L. S. Vagnino, Faust Macaroni Co.; Peter J. Viviano, Kentucky Macaroni Co.

Respectfully Submitted,
P. R. Winbrener
Thos. A. Cuneo
Louis S. Vagnino
C. B. Schmidt
Henry D. Rossi
Peter J. Palazzolo
Joseph Kohn
* * *

After the presiding officer had

asked for further nominations, it was moved by Thos. A. Cuneo, and seconded by J. G. Luehring that the nominees be elected as Directors for the term July 1, 1940, to June 30, 1941. Carried unanimously.

Statistics Committee

It is the firm thought of your committee that there is more need at this time than ever before for a statistics bureau which can supply the manufacturers with current information as to what is happening in the industry. It is also our opinion that the lack of such information has given cause for the misunderstanding and demoralized condition existing at present in our industry.

There has been a small group in the past year or so that has seen the light in carrying forth such a statistical service. This group has been kept abreast of times and were well informed as to the fallacies existing.

Such a program is essential to our progress and the manufacturers of our Association should do everything within their power to give same an earnest trial. During Mr. Dame's regime some of the manufacturers cooperated, and those that did not in return some real benefits. There are some of us that feel that any information pertaining to our business is

not for publication. This service in no way will interrupt the privacy of your business. All such information sent in to the Association will be considered strictly confidential and all original reports will be returned to the sender when they have served their purpose.

From the outset the mere word "statistics" might convey the impression that a great deal of cost is involved for the accounting help and records. But from the experience of the small group that has cooperated with the statistics department in the past and the one now existing, we know that all this work requires is just a small amount of attention and very little work. There is no limit to the value of such information and only through your cooperation can results be obtained. It is the committee's desire to have the Association encourage this practice and make same a permanent part of the Association program.

We feel sure that if such a plan can be put into operation it will go a long way toward eliminating the waves of insane price cutting which are besieging our industry. We, your committee, submit this report for consideration and move its adoption.

PETER J. VIVIANO, Chairman
R. B. BROWN
B. A. KLEIN

Macaroni Exports And Imports

The importation and exportation of macaroni products showed decreases during the month of April, 1940, according to the *Monthly Summary of Foreign Commerce*, published by the Bureau of Foreign and Domestic Commerce on international trade in macaroni products.

Imports

The total imports for the month of April, 1940, were only 92,622 pounds valued at \$9,087 as compared with the total imports for March, 1940, which were 99,405 pounds worth \$9,878.

The imports for the first four months of 1940 totaled 295,294 pounds worth \$30,659.

Exports

The exports for the month of April, 1940, were 208,602 pounds with a value of \$16,386 as compared with the exports for March, 1940, which totaled 363,980 pounds with a value of \$25,028.

For the first four months of 1940 the exports totaled 1,433,086 pounds with a value of \$97,850.

The list below shows the foreign countries to which this foodstuff was exported during April, 1940, and the quantities shipped to each:

Countries	Pounds
Belgium	4,000
Netherlands	4,000
United Kingdom	30,240

Flour Production Slides Downhill in June as All Sections Share Decrease

Flour production slid downhill during June, according to reports received by *The Northwestern Miller* by mills which account for about 64 per cent of the flour output of the United States. Figures for the month totaled 5,036,806 barrels. This is over 450,000 barrels behind the output of the previous month and more than 575,000 lower than that of June, 1939.

Rather considerable decreases in production were felt in the major producing sections of the Northwest and Southwest. Northwestern spring wheat mills reported a June, 1940, production of 1,072,070 barrels. This is almost a 140,000-barrel decrease from the May output. Southwestern production showed a monthly decrease of over 130,000 barrels—from 1,952,616 in May to 1,821,045 in June. A rather large decrease was reported by southeastern mills, which dropped from 120,410 barrels the previous month to 75,354 barrels in June.

The June, 1940, production is by far the smallest of all the June totals recorded in the following table:

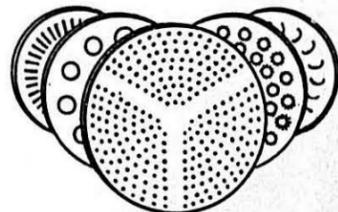
Total Monthly Flour Production
Output reported to *The Northwestern Miller*, in barrels, by mills representing 64 per cent of the total flour production of the United States:

	Previous month		June 1939		1937
	June, 1940	1939	1938	1937	1937
Northwest	1,092,070	1,230,625	1,173,546	1,191,965	1,036,262
Southwest	1,821,045	1,952,616	2,030,510	2,089,663	2,181,220
Buffalo	812,485	818,352	847,621	834,563	887,583
Central West—Eastern Div.	468,840	513,992	412,020	300,401	269,819
Western Division	241,200	251,889	256,447	250,027	217,468
Southeast	75,354	120,410	131,960	318,118	265,289
Pacific Coast	525,812	601,498	759,742	397,239	393,146
Totals	5,036,806	5,489,382	5,611,846	5,381,976	5,250,787

Canada	8,516	Dominican Republic	2,170
British Honduras	58	Netherland W. Indies	1,988
Costa Rica	1,204	Haiti	7,480
Guatemala	475	Bolivia	674
Honduras	421	Brazil	24
Nicaragua	2,397	Chile	62
Panama, Rep. of.	5,561	Colombia	1,033
Panama, Canal Zone	40,208	Ecuador	1,615
Salvador	1,031	British Guiana	200
Mexico	33,616	Surinam	26
Newf. and Labrador	15,285	Peru	265
Other Br. W. Indies	1,479	Venezuela	783
Cuba	14,362	Saudi Arabia, Yemen, Etc.	653

STAR DIES WHY?

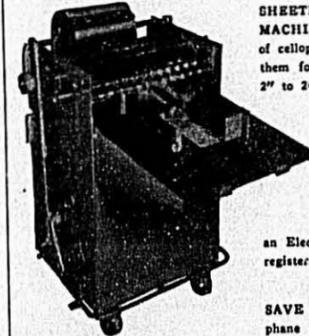
Because the Following Results Are Assured
SMOOTH PRODUCTS—LESS REPAIRING
LESS PITTING — LONGER LIFE



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

SPEAKING OF SAVING . . .

... IF YOU ARE USING CUT-TO-SIZE CELLOPHANE SHEETS

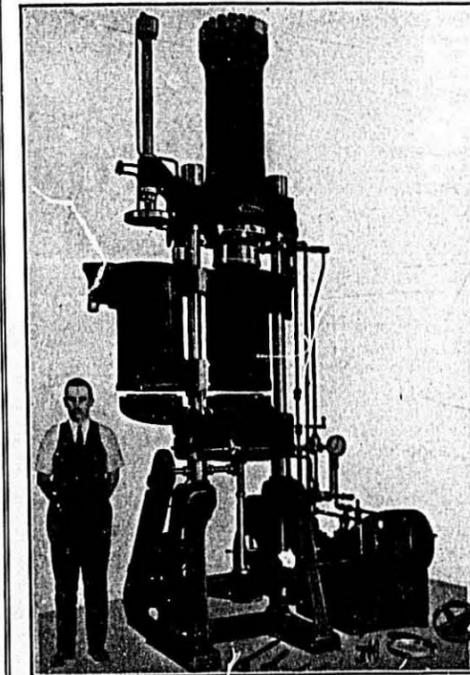


This PETERS CELLOPHANE SHEETING AND STACKING MACHINE automatically cuts rolls of cellophane into sheets and stacks them for use. It takes rolls from 2" to 24" wide and will cut lengths from 3" to 28". No operator is required... machine automatically stops when filled with cut-to-size sheets.

For printed Cellophane, an Electric Eye is installed to spot register.

SAVE 14-24% by purchasing cellophane in rolls and cut your own sheets. Write for complete information on this inexpensive, fully automatic machine. No obligation.

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



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

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

Ceylon	415
China	240
Burma	6
Netherland Indies	1,302
Hong Kong	1,601
Philippine Islands	24,547
Australia	77
New Zealand	48
Union of S. Africa	432
Mozambique	108
TOTAL	208,602

Insular Possessions	
Alaska	27,234
Hawaii	182,549
Puerto Rico	88,727
Virgin Islands	2,406
TOTAL	300,916

Get Big State Contract

The supervisor of purchases of the state has informed the firm of Cassarino & Carpinteri Co., Inc. manufacturers of macaroni products at 62-66 Lafayette Street, New Britain, Conn., that it has been awarded the contract to supply state hospitals and other state institutions with macaroni at the rate of approximately 25,000 pounds every three months.

Some of the institutions to be supplied are: School for Boys, Meriden; state prison, Wethersfield; reformatory, Cheshire; state hospital, Middletown; Cedarcrest sanatorium, Hartford; Laurel Heights sanatorium, Shelton; Seaside sanatorium, Waterford; University of Connecticut, Storrs.



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Equipment, Machinery, Materials and Services
Recommended by the Publishers

- | | |
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| Amber Milling Co. | King Midas Flour Mills |
| Barozzi Drying Machine Co. | Maldari, F. & Bros. Inc.
Minneapolis Milling Co. |
| Capital Flour Mills
Cavagnaro, John J.
Champion Machinery Co.
Clarmont Machine Co.
Commander Mills Co.
Consolidated Macaroni Machine Co. | National Carton Co.
National Cereal Products Co. |
| E. I. du Pont de Nemours | Peters Machinery Co.
Pillabury Flour Mills |
| Eastern Semolina Mills
Elmes, Chas. F., Engineering Works | Rochester Trust and Safe Deposit Co.
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| Industrial Fumigant Co. | Star Macaroni Dies Manufacturing Co. |
| | Sylvania Industrial Corp. |
| | Washburn-Crosby Co. |

The MACARONI JOURNAL

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

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

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M. J. Donna, Editor and General Manager

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

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

Vol. XXII JULY, 1940 No. 3

Thanks to Registrants

Rarely has it been possible to get an accurate list of all macaroni-noodle manufacturers and others who attend the conventions of the Macaroni Industry? Why? For the simple reason that many do not appreciate the need of registering with the Secretary as being a part of the conference of an industry of which their firms are important cogs.

The Chicago convention was no exception to the general rule in this and similar trades. A smaller number than usual was noticed in the sessions without identifying badges which indicates a change for the better in this regard.

There are many good uses made of registration lists, other than to show those who are in entire accord with the purposes of conferences. For instance, reporters of daily newspapers, of the trade press and business papers scan the list to get an idea of how universal is the representation at our conventions.

An incident occurred at the Chicago convention last month that is interesting. One such reporter, in looking over the list remarked: "I was just introduced to a group of fellows who said they operated plants in a nearby State. I did not catch their names, which I had planned to dispatch to their State's leading newspaper, but find that they are not on the official registration list. Why?"

An equipment maker scanned the list to obtain the room number of a manufacturer whose plant is not far from the convention hotel. He had an appointment, and wanted to know the representative's first name so as to make a friendly approach. The person referred to had failed to register. He was at the convention, but not of it.

A macaroni manufacturer wished to contact a semolina salesman from his home city. Not having registered, it was not possible to give him the latter's room number.

It should always be remembered that one's first convention duty is to register as a part of the convention. Every one benefits from this.

Josephine Seminara

Mrs. Josephine Seminara, 83, who with her husband built a small bakery business into the Prince Macaroni Manufacturing Company, died last night at the home of her son, Joseph Seminara of 690 Adams St., Dorchester, treasurer of the company. A native of Italy, Mrs. Seminara was the mother of 18 children, six of whom are living. Her husband, Anthony, died several years ago.

She leaves her son, Joseph, and five daughters, Mrs. Grace S. Pettiti, wife of Sergt. John F. Pettiti of the Boston Police Department; Mrs. Mary Bombardieri; Mrs. Guy Lamana; Mrs. Margaret DiPietro, and Mrs. Peter Novile.—*Boston Globe*, 6-29-40.

Sorry

The regular advertising of The Industrial Fumigant Company, Inc., Chicago, was unintentionally omitted from the June issue of this magazine. This is an error which our make-up man rarely makes and we are sorry both for our good client and for the readers who regularly scan the ads.

BUSINESS CARDS

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

National Cereal Products Laboratories

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

Laboratory—No. 30 Front St., Brooklyn, N. Y.
Offices—No. 2 Grace Court, Brooklyn, N. Y.
No. 2026 Eye St. N.W., Washington, D. C.
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CUMberland 6-2549 REpublic 3051
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Used Dies For Sale

All in fine shape. Reasonably priced. Size 1 3/4" and for stationary die type presses.

2 Spaghetti Dies (solid, not lead dies)
1 Fusilli (Yolande)
For 1 1/2" Horizontal Press (Consolidated)

- | | |
|---------------------------|---------------------------|
| Tufoli (Large Shell) | Tufarellini (Small Shell) |
| Rigatoni | Magliette Rigati |
| Alphabet | Semi di Cicoria |
| Tufarelli (Med. Shell) | Tubettini (Elbow Spag.) |
| Acini di Pepe | Stellini |
| Cavatoli Rigati | Semi di Mellone |
| Magliette (2) | Cavatoli Lisci |
| Mostaccioli Lisci | Rosamarini |
| Telephoni (Occhi di Lupo) | Mostaccioli Rigati |
| | Tubetti |

Write or phone Antonio Palazzolo & Co., 2045 Gilbert Ave., Cincinnati, Ohio. (Subject to prior sale).

WANTED—Experienced Macaroni man for plant in Republic of Mexico. Write Mexico, care MACARONI JOURNAL, Braidwood, Illinois, giving information about age and experience.

We have solved the infestation problem for some of the largest macaroni factories in the Midwest. We can help you solve your problem. Consult us without obligation.
INDUSTRIAL FUMIGANT COMPANY, INCORPORATED
2710 West 35th Street, Chicago
Members Chicago Chamber of Commerce

Timely Comments by Mac Spagnoodle

Follow-the-Leader

That used to be a good game, "Follow-the-Leader." As we played it when we were kids, it was more fun for the big boy in the lead than for the smaller boy at the tail end of the line, struggling to do stunts that were a little too much for him.

People play that same game when they grow up and try to "keep up with the Joneses." Smart business men take advantage of the fact and use every opportunity to get the business of the leaders, because others will follow them.

Many a successful business has been built on the basis of the crowd following a leader. Someone took up Mah Jongg and recommended it and it swept the country. An enterprising Florida promoter of tourists' amusements built a miniature golf course and every northerner wintering south of Jacksonville took up the game. It was not merit that caused a popular swing to Mah Jongg. The game did not have that much appeal. It was follow-the-leader. Miniature golf deserved a better fate, but just as follow-the-leader brought people to it, so follow-the-leader took them away.

You may not like the follow-the-leader instinct when it causes your own customers or prospects to flock to a competitor, but you will like it when you can take advantage of it, through yourself winning a leader to pull for you. That follow-the-leader inclination will work for you or for any man smart enough to use it.

If there were no such thing as the follow-the-leader tendency, men might still be wearing toothpick shoes and flat-top derbies and women might still be wearing cotton stockings and "spit-curls." The world does move and it moves with the leaders. Hook up with the leaders for success.

Vibreti Ace, Inc.

Last month there was incorporated in New York City, the firm of Vibreti Ace Ravioli, Inc., to manufacture spaghetti, ravioli, macaroni and supplies. The incorporation procedure was through the Albany Service Co. of New York City. The capital structure of the firm consists of 200 shares of no par value stock.

New Selling Organization

B. C. Ohlandt, President of Grocery Store Products Co., announced today the formation of Grocery Store

Products Sales Company, Inc., a wholly owned subsidiary. This new organization will take over immediately the sales of Kitchen Bouquet, Jacob Canned Mushrooms, Foulks' and Golden Age Macaroni Products, and Cream of Rice. Formerly, these items were sold to the trade through the individual manufacturing units.

Mr. Ohlandt said that the new organization had been set up in order to provide a single corporation which could handle all the products of the parent company. Prices and terms of

sale will not change under the new plan, but customers will be benefited through a simplification of billing.

Macaroni and Pop

Good pop is a fine drink the year around. So is good macaroni a year-round favorite. That is why Emil Spadafora, general manager of Superior Macaroni Company, Los Angeles, Calif., is marketing a new carbonated beverage, "Kol-Pop" for his company.

CHAMPION Cost-reducing Machinery BUILDS PROFITS on a Sound Foundation

When Your Semolina Blender Is a Champion

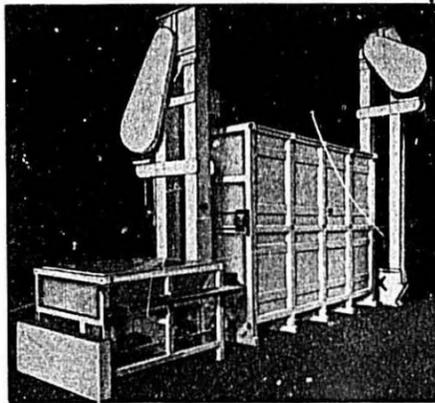
YOU CAN SAVE MONEY

(Flour in Dies Time)

This Champion Flour Handling Outfit is designed to bring new economies into the production of macaroni and noodle products and to improve their quality.

It is compact and sturdy in construction . . . automatic in operation . . . sanitary and easy to keep clean. It sifts the flour to uniform fineness, and removes all lumps and impurities, thus eliminating the cause of scorched dies.

Furnished complete with blending bin for any plant capacity.



CHAMPION Equipment is priced within the reach of every manufacturer.

Long Time Financing Plan

CHAMPION MACHINERY CO. JOLIET • ILLINOIS

Champion builds a Full Line of Popular Priced Machinery for Macaroni and Noodle Manufacturers, including Dough Mixers, Noodle Brakes, Weighing Hoppers and Automatic Water Meters.

CHAMPION MACHINERY CO., Joliet, Ill. Send me full details regarding the Champion Semolina Blender and Sifter, also tell me about your long time financing plan.

NAME
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MAIL COUPON FOR FULL DETAILS

OUR PURPOSE:

EDUCATE
ELEVATEORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRYThen--
MANUFACTURER

OFFICERS AND DIRECTORS 1939-1940

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C. W. WOLFE, Vice President.....	Mega Macaroni Co., Harrisburg, Pa.
J. H. DIAMOND, Adviser.....	Gooch Food Products Co., Lincoln, Neb.
H. R. Jacobs, Director of Research.....	2 Grace Court, Brooklyn, N. Y.
M. J. Donna, Secretary-Treasurer.....	Braidwood, Illinois
E. De Rocco, San Diego Macaroni Co., Inc., San Diego, Calif.	Albert Ravarino, Mound City Macaroni Co., St. Louis, Mo.
Samuel Gioia, Gioia Macaroni Co., Rochester, N. Y.	A. F. Scarpelli, Porter-Scarpelli Macaroni Co., Portland, Ore.
A. Irving Grass, I. J. Grass Noodle Co., Chicago, Ill.	Frank Traficanti, Traficanti Brothers, Chicago, Ill.
H. V. Jeffrey, Skinner Mfg. Co., Omaha, Neb.	L. S. Vagnino, Faust Macaroni Co., St. Louis, Mo.
G. LaMarca, Prince Macaroni Mfg. Co., Lowell, Mass.	P. J. Viviano, Kentucky Macaroni Co., Inc., Louisville, Ky.
Henry Mueller, C. F. Mueller Co., Jersey City, N. J.	Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.
	Frank A. Zunino, The Atlantic Macaroni Co., Inc., Long Island City, N. Y.

*The Secretary's Message***We Are Prepared**

Fortified by the thinking expressed at the 37th annual convention of the Macaroni Industry held in Chicago, June 24 and 25, and sponsored by the National Macaroni Association—supported by pledges willingly given by a most representative group in the trade, and spurred by its ever-readiness to act and to serve, the national organization is ready for whatever the war hysteria may bring or necessitate in the way of defense or offense.

Macaroni-noodle makers are food processors and sellers—not fighters. They are more experienced in the arts of peaceful development than in the art of war, but they are ready to battle for freedom should it be threatened and to protect their inalienable rights to carry on a peaceful business in a peaceful America.

The group that gathered at Chicago last month gave some thought to the possibilities of war but were hopeful that this country may never be involved deeper than we now are. However, it was equally determined to support the government in all protective measures, even in actual war if forced upon us.

The convention was more concerned in the current battle with other food trades for a rightful place on the American table and to that angle much thought was given. A trade must be as fully organized for business as a nation should be for war. For the macaroni-noodle trade, the National Macaroni Manufacturers Association is the organized unit around which the trade is invited to rally. It is a mechanized unit with trained and experienced personnel supported by a body of determined men who will fight relentlessly for trade betterment.

With the completion of the 1940 convention, the National Association enters its thirty-eight year of helpful

existence. It has never set the world afire in so far as trade organizations go, neither have other groups that represent trades similar to ours.

Officially, the trade is supposed to be composed of nearly 375 separate and distinct manufacturing firms. Actually, nearly 200 of them hardly merit that classification from a national viewpoint. They do have the necessary production equipment, but the machinery is very much obsolete and said plants rarely operate more than a day or two a month. Others are operated by some who do not even speak the English language and are not concerned in the market except as it affects a very limited trading area.

There are about 100 firms that represent approximately 85 per cent of the production and that group of operators that can be termed as industry-minded. There are perhaps 50 to 75 others that should be interested in industry affairs but they are hard to win over.

So, speaking for those who attended the Chicago convention and those who are supporting members of the National Association, it can be truly said that the Industry is prepared to a minimum extent. That it will be better prepared is the hope of those who sponsored the group conference and who made their views known to government agencies that are seriously concerned in our trade and the part it will take in the country's current preparations.

As Secretary, having been reappointed for my twenty-second consecutive term, I pledge to do my part willingly and faithfully to the industry as a whole and especially to the Association and its members.

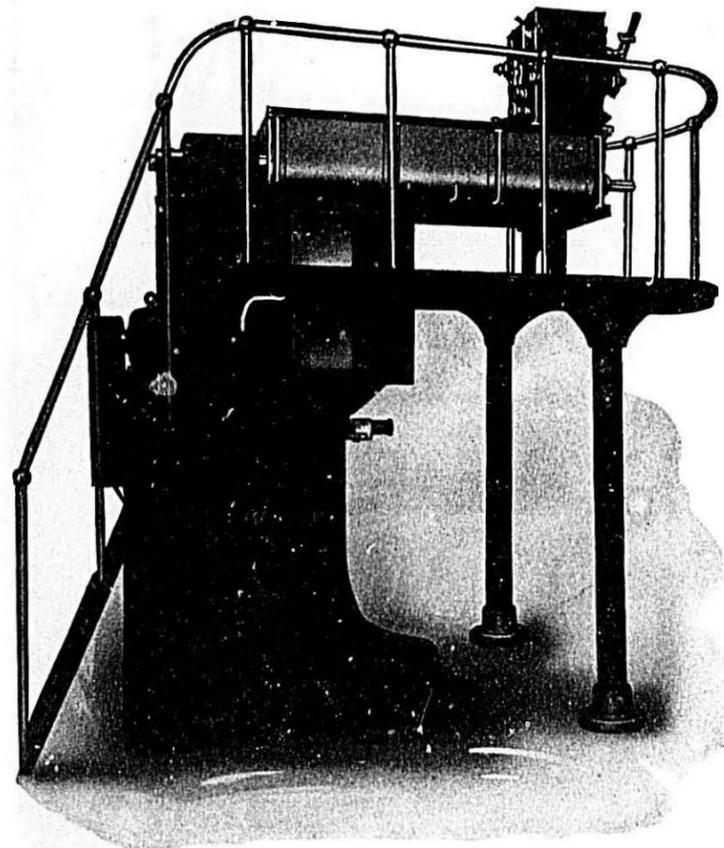
M. J. DONNA, Secretary.

FOR THE MACARONI OF TOMORROW

Clermont Introduces

An Original Type of Continuous Automatic Macaroni Press

Has No Piston, No Cylinder, No Screw, No Worm



Operation as simple as it appears.

Is a rolling process; will work with soft or firm dough.

Suitable for short and long goods.

Producing 1200 pounds per hour of excellent product, golden yellow in color, glossy smooth finish, strong in texture, free from spots and streaks.

For Details Write to

CLERMONT MACHINE COMPANY, INC.

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**The Four Aces of
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Durum Products!**

Pillsbury's No. 1 Semolina

Pillsbury's Durum Granular

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