

**THE
MACARONI
JOURNAL**

**Volume XXI
Number 10**

**February 15,
1940**

The Macaroni Journal



Braidwood, Illinois

FEBRUARY 15, 1940

Vol. XXI, No. 10

Telling the Macaroni Story

For Macaroni Products the season of LENT is a "Natural."

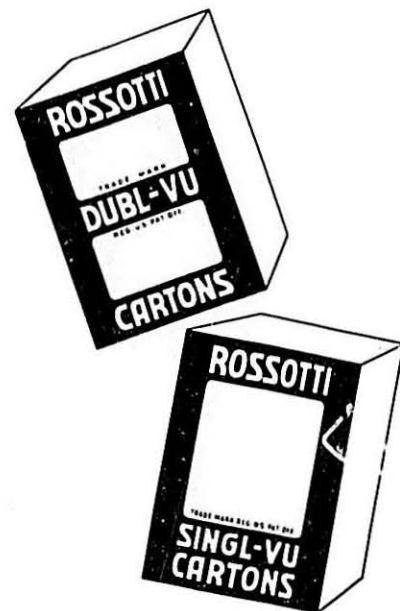
Producers of this fine wheat food have an interesting story to tell distributors, retailers and consumers.

Theirs should be a continuing story of improved products and better service, broadcast judiciously, but with a regularity that will make a favorable impression on millions who now rarely enjoy this delectable food.

Support your story with high quality products and helpful educational work.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI
Published in U. S. A.

IMPORTANT *Extra Values*
ARE YOURS WHEN YOU SPECIFY LABELS AND CARTONS BY



ROSSOTTI

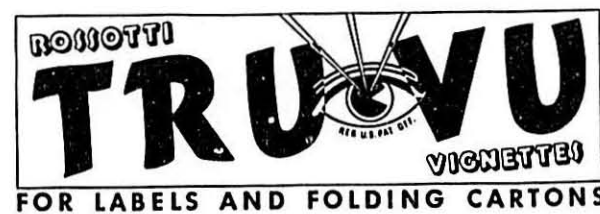
The labels and cartons we offer possess many hidden PLUS values often not obtainable in packaging materials of ordinary calibre. Packaging is a subject of such vital importance in modern highly geared merchandising that many keen buyers today dig deeper than just a label or carton at a price, to assure the successful sale of their merchandise.

For instance, when you specify a Rossotti label or carton, you employ the remarkable facilities of our modern new plant. Here, under one roof, is an amazing assembly of equipment representing latest developments in the manufacture of really fine direct color lithography. You also specify peak efficiency—the production of quantities, large or small, with utmost speed and economy. You employ our highly specialized knowledge of packaging which assures accurate solutions of your problems—experience of more than 42 years that is brought to bear upon your individual requirements. You employ the skill and expert craftsmanship of an organization well known for its habit of going far beyond the usual scope of ordinary label and carton manufacturers in rendering a valuable service to its customers.

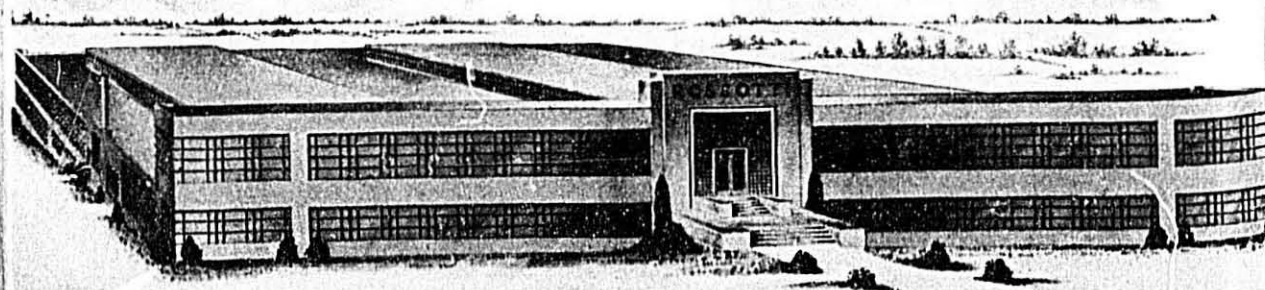
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MODERN NEW AIR CONDITIONED PLANT OF ROSSOTTI LITHOGRAPHING COMPANY, AT NORTH BERGEN, N. J.



"Coming of Age"

Twenty-one Years of Progressive Service

LET'S CELEBRATE!

APRIL 15, 1940, THE MACARONI JOURNAL will have completed twenty-one years of service to the industry . . . service vital to the Macaroni and Noodle manufacturers of America . . . service helpful to the many important firms that provide the industry's service of supply.

Help us celebrate this anniversary.

Join with us in the creation and publishing of an Anniversary Issue which will be treasured for years to come by every one affiliated with this industry which produced more than \$65,000,000.00 worth of food products in 1939.

In the April issue we plan to present a moving, pictorial history of the Macaroni-Noodle industry from past to present, an issue filled with current facts, interesting and informative data and editorials, old and new manufacturing methods, biographical sketches and other important information.

To be complete it must be representative not only of the industry but of those manufacturers who supply raw materials, machinery and other services and so, the National Macaroni Manufacturers Association, for which THE MACARONI JOURNAL is official spokesman, asks the cooperation of each one to this end.

Beside soliciting your advertisement for this issue, THE MACARONI JOURNAL will welcome feature editorial material, pictures of old and modern equipment and scientific information which may be incorporated into this issue.

This as well as your advertising space reservation should be sent to the publication offices, Braidwood, Illinois, as promptly as possible. Both will be appreciated.

Complete information regarding rates and other information will reach you shortly. Be on the look-out for this announcement. Help us make this a real Anniversary issue for the whole industry.

The Macaroni Journal

Braidwood

Illinois



QUALITY
IS
SUPREME
IN

★ ★ TWO STAR ★ ★
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

THE MACARONI JOURNAL

Volume XXI

FEBRUARY 15, 1940

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Our Contribution

The importance of the Macaroni-Noodle Industry looms exceedingly in the eyes of those directly engaged in providing Americans with one of the world's best wheat foods, yet the industry is a comparatively small one when compared with the business giants in this country. However, the 350 or more firms that compose this industry in America contribute much more than even they would imagine towards the general welfare of their community and of the country.

Small firms, usually personally owned, and the larger, stock-controlled companies, share alike and in a proportional way in promoting progress in a country that still accords a place and an opportunity for individual effort and private enterprise.

It appears from the annual news review at the close of the calendar year, 1939, that there are approximately 157,000 manufacturing establishments in the United States; that they pay out somewhere around thirteen billion dollars in wages and salaries. The value of the manufactured products exceeds sixty billion dollars. Dry figures, but staggering.

As previously inferred, the Macaroni-Noodle Industry of America, with its total output of converted products valued at \$75,000,000 annually, hardly compares with the bigger trades, some of whose annual business exceeds three billion dollars. The steel and the motor industries are in this group. Then there is the two billion dollar group which includes such unrelated businesses as perfumes, meat packing and motor vehicle parts. In the billion dollars group are bread and bakery products; electrical machinery and supplies; printing and publishing; boots and shoes; canned and bottled foods; chemical products; yarn and thread; flour and grain-mill products; metals and paints.

These and hundreds of smaller industries provide ways for millions of Americans to earn a living on a scale not attained elsewhere in the world. These millions of human beings depend on their employes and the latter, in turn, could not move their machines without their workmen.

This is equally true in the macaroni-noodle industry. Proportionally, this trade provides congenial employment to thousands of satisfied workers and an unsurpassed food that is gaining in public favor annually. The big trades have become enormous in size through organization. The Macaroni Industry will increase in importance as it becomes better organized and even more progressive. We are proud of our contribution to the greatness of the nation.

Our Reward

That there still exists much optimism among the leaders of the Macaroni Industry was manifested by the actions and words of the three score or more who attended the Mid-year Conference of the trade in Chicago on January 22, 1940. As usual, the meeting was sponsored by the National Macaroni Manufacturers Association and was outstandingly successful.

Despite the fact that some firms have found it difficult to keep up with the terrific pace by competitive foods that are seeking to crowd macaroni, spaghetti and egg noodles off the American table, the progressive manufacturers are satisfied that they are making headway and progressing satisfactorily.

President J. H. Diamond of the National Association found many supporters of his thinking that 1939 was really not a bad year for those macaroni men who "tended to their knitting" and showed the necessary "spirit of cooperation." There were some months, he said, when business was really hard to get, but most of them showed sales considerably in excess of the sales during the corresponding months in 1938. As a result, the industry at the close of the year was in a much better position than it has been for some time, to withstand the slump that prevailed just as the old year ended.

Over 50,000 visitors were in Chicago during the week of the Macaroni Industry's Mid-year Conference and of the General Grocery Conference. This is surely an indication of interest in organizations of the food trades and distributing associations. Just as all canners are not members of the National Canners Association that heads the list of the January conferees, nor wholesalers, brokers, chain store managers, bakers and others all hold memberships in their trade associations, it is safe to assume that 90 per cent of the 50,000 visitors who attended the Grocery Trade Conference from every state in the Union, were and ever will be supporting members of their respective trade bodies.

This is true with respect to the Macaroni-Noodle Industry. With a few outstanding exceptions, those who are sincerely interested in a well organized, progressive industry as the best means for self-protection and industry advancement, were there—especially those within a reasonable distance of the convention city.

Their reward—the satisfaction that they are doing their duty. But their gain was not entirely from the meetings attended but from the contacts with allies whose good will is so valuable. The Macaroni-Noodle Manufacturers would find things more pleasant if non-members of their trade association would help make it stronger and more influential by their moral and financial support.

Macaroni-Noodle Manufacturers In Important Mid-Year Conference

Leaders from many states gather to study current industry problems and to aid in formulating opinions and advising remedial action

The Mid-Year Conference of the Macaroni-Noodle Manufacturers of America, sponsored by the National Macaroni Manufacturers Association and held at The Morrison Hotel, Chicago, on January 22, 1940, was but one of a score or more conventions held in that city that week.

The three score and more macaroni-noodle makers and allied tradesmen who made their home in Chicago for several days that week, were but a small portion of the 20,000 food men who were attracted by one of the most successful Grocery Trades Conferences ever held.

The Canners, perhaps the largest single group of food processors, took over the entire gigantic Stevens Hotel. The Food Brokers filled the big Palmer House, while the Macaroni men held sway at the Morrison.

Directors' Meeting

The annual mid-year meeting of the industry was preceded by a meeting of the officers who compose the Board of Directors of the National Macaroni Manufacturers Association, on Sunday, January 21. The affairs of the organization were reviewed and plans made for the conduct of organized promotion and protection of the industry by every means at the command of the Association executives, committees and employees.

J. Harry Diamond, president of the National Association, presided at the meeting, which was attended by nine Directors, including: J. H. Diamond, Joseph J. Cuneo, A. Irving Grass, C. B. Schmidt, Albert Weiss, Frank Traficanti, Albert Ravarino, Peter J. Viviano and Philip R. Winebrener. Present also were John P. Zerega, Jr., to report on the work of the Deceptive Container Committee, Lloyd M. Skinner who is interested in cooperative publicity promotion, B. R. Jacobs, Director of Research, and M. J. Donna, Secretary-Treasurer.

Expect Improved Business in 1940

The tenor of nearly all discussions made at the conference on Monday, January 22, 1940, was to the effect that 1940 would be a better year for the entire macaroni-noodle industry—and especially so if the manufacturers would become more united in combating unfavorable conditions and in taking the fullest possible advantage

of the possibilities which the new year would surely present.

President J. Harry Diamond called the convention to order after Secretary Donna had completed the task of enrolling those in attendance. His final report was that 63 Manufacturers and Allied Tradesmen had registered. Quite a number more slipped in and out without stopping to register. President Diamond reported that the Board of Directors had planned the agenda for the meeting but that it was subject to such changes as those in attendance might desire.

Current Prices vs. Replacement Costs

The program opened with a general discussion of conditions that prevailed in the current macaroni market. It was generally agreed that it would be foolhardy and a grave economic error to crowd the market at present for fear that the trade would lose the advantages it had gained last Fall after such an uphill fight.

G. G. Hoskins presented a study on present prices of macaroni products as compared with replacement costs. With wheat at a new high and all other ingredients and accessories at higher price levels, manufacturers would be hard put to make things meet, even at prices for which many are now selling their output made from semolina and flour bought at prices last Fall considerably below the present market.

Twenty-first Anniversary Number

THE MACARONI JOURNAL, official organ of the National Macaroni Manufacturers Association, will come "of age" with the publication of the April 15, 1940, issue. The assembly approved the suggestion that the entire industry cooperate in making the April issue—the Twenty-First Anniversary Number—one which the entire trade will look forward to and one that will be in keeping with the memorable event.

Macaroni Publicity

M. J. Donna, Director of the National Macaroni Institute, reported on the promotional and educational work done since the New York convention last June. He presented a plan for Continuous Macaroni Publicity which

would be put into effect if and when the leading manufacturers and allies see fit to provide the funds needed. Activities by competing foods were cited as proof of the need for such action if the macaroni-noodle makers are to gain their fair share of the American food dollar.

Enforcement Work

Director of Research B. R. Jacobs told of the law enforcing work done during the last half of 1939 and of the cooperation given him by many manufacturers and law enforcing officials. While violations were still too numerous, they have decreased in number and only a few firms were wilfully persisting in practices that are not only unethical, but illegal. Several flagrant cases were discussed. Fines and seizures were numerous, but it was in the prevention of illegal practices after consultations with the Director of Research, that the effectiveness of the Association's program is most noticeable.

Standards of Identity

The Standards Committee of the National Association is cooperating with the Secretary of Agriculture and his Federal Standards Committee in drafting fair and reasonable standards under the new food law, according to report made by committee chairman P. R. Winebrener and B. R. Jacobs, Director of Research. On November 10 the committee, at a special hearing, proposed standards of identity for Macaroni Products. The committee's proposals, with some modifications, were approved by the convention. It was unanimously voted to change the standards by eliminating all references to "plain noodles" and to make it clear that the use of the word "noodle" in connection with any macaroni product implies that the product contains "not less than 5.5 per cent egg solids."

"Deceptive" Containers

The recent seizures of packaged macaroni products by government agencies in many important trading centers, caused many manufacturers to wonder when this action would end or where it would strike next. Chairman Joseph J. Cuneo of the "Deceptive Container Committee," supported by Director of Research

Jacobs, told of the protective action taken to date. It was reported that the Federal authorities were drawing a fine line between a "slack-filled" package and one which they say "deceives the consumer."

Manufacturers were invited to contribute to a special fund to fight for the industry's rights and to obtain a reasonable tolerance due to the nature of the products packed. Several hundred dollars were subscribed and more pledged. Director Jacobs will represent the contributors and the industry in the action.

It was unanimously voted to request the Secretary of Agriculture to hold a hearing as provided by the Food Act for the purpose of "formulating regulations, fixing and establishing reasonable standards for fill of containers for Macaroni Products."

1940 Convention

The 1940 Convention will be held in Chicago according to the decision of the Board of Directors and the unanimous action of the convention. It will be in the Edgewater Beach Hotel, where the Chicago conventions have been held for many years. The dates are June 24 and 25. The final meeting of the 1939-1940 Board of Directors will be held on Sunday, June 23.

The prevailing opinion of those in attendance was that there was much work to be done individually and as a group to raise the general quality of our products to even a higher plane, to make buyers more generally appreciative of Macaroni Products as a food that should be served more regularly, and to cooperate with State and Federal agencies in matters of fair regulations and impartial enforcement. In this the Industry pledged its fullest support.

"Eggs Is Eggs, Whole, Frozen or Dried"—FDA

Labels on Bakery Goods Need Not Give Type of Eggs Used in Product, Campbell Rules

The simple unqualified term "eggs" may be used in the ingredient list on labels for bakery products, whether dried whole eggs, frozen whole eggs or liquid whole eggs are used, W. G. Campbell, chief, U. S. Food and Drug Administration, here, announced on January 17, through the medium of a letter to the trade. Similarly, he ruled, the term "egg yolk" may cover the use of dried egg yolk, liquid egg yolk or frozen egg yolk as ingredients in egg products and the term "egg white" may cover dried egg white, dried egg albumen, liquid egg white or frozen egg white.

Despite this ruling, he pointed out, if it should develop that these methods of declaring egg ingredients in baked products result in withholding information from consumers to which they are entitled under the Food, Drug and Cosmetic Act, it will be necessary to rescind this opinion. In such a case, the industry will be notified.

Originally, FDA representatives had ruled that the term "eggs" could be used to refer to liquid eggs and frozen eggs, but not to dried eggs, on the grounds that the latter product differed from the former in that they lacked water. In overruling the former opinion, FDA officials took into consideration the force of the

argument that "when liquid eggs are used as an ingredient in bakery products, the moisture is evaporated, and there is, therefore, no significant difference in the finished baked product between these two types of egg ingredients."—*Food Field Reporter*.

Utility

A patent medicine manufacturing company received the following letter from a satisfied customer:

I am very much pleased with your remedy. I had a wart on my chest, and after using six bottles of your medicine, it moved to my neck, and now I use it for a collar button."

—*Lampoon*.

Standards of Identity for Macaroni Products, Egg Macaroni Products, Egg Noodles and Plain Noodles, Proposed by National Macaroni Manufacturers' Association

1. **MACARONI PRODUCTS.** The shaped and dried doughs prepared by adding water to one or more of the following: semolina, farina and wheat flour. They may contain added salt. In the finished product the moisture content does not exceed 13 per cent. There are numerous shapes of macaroni products, each known under a distinguishing name. Macaroni, spaghetti and vermicelli are forms or shapes of macaroni products.

2. **EGG MACARONI PRODUCTS.** Are the shaped and dried doughs prepared from one or more of the following farinaceous ingredients: semolina, farina and wheat flour with eggs, with or without water and with or without salt. The egg ingredient may be fresh whole eggs and/or egg yolks, frozen whole eggs and/or egg yolks; evaporated or dried whole eggs and/or egg yolks. In the finished product the moisture content does not exceed 13 per cent and the egg solids content, upon a moisture-free basis, is not less than 5.5 per cent. There are numerous shapes of egg macaroni products, each known under a distinguishing name, such as egg macaroni, egg spaghetti and egg vermicelli.

3. **NOODLES, EGG NOODLES.** Are the shaped and dried doughs, prepared from one or more of the following farinaceous ingredients: semolina, farina and wheat flour with eggs, with or without water and with or without salt. The egg ingredient may be fresh whole eggs and/or egg yolks, frozen whole eggs and/or egg yolks, evaporated or dried whole eggs and/or egg yolks. In the finished product the moisture content does not exceed 13 per cent and the egg solids content, upon a moisture-free basis, is not less than 5.5 per cent. Noodles, egg noodles are ribbon shape.

4. **PLAIN NOODLES (?)**. (Editorial Note: Standards of Identity were originally proposed for a Plain Noodle (?) with no specific egg requirements, but it was unanimously voted by the Mid-Year conferees in Chicago, January 22, 1940—"That 'plain noodles' should be eliminated from the standards and that in every case where the word 'noodle' is used, the product should have not less than 5.5 per cent egg solids.")

(The above Standards of Identity have been recommended to the Standards Committee of the United States Department of Agriculture for adoption under the Federal Food, Drugs and Cosmetic Act, as amended.)

Report of the Director of Research For January

By Benjamin R. Jacobs

The following report was presented to the Association at the Mid-year meeting held in Chicago on January 22.

This report included all the work that has been done for the Association from July, 1939, to January 15, 1940. The work has been divided into three parts: (1) the work in enforcement, (2) the work on standards and (3) the work on deceptive containers.

Under the work on enforcement our Laboratory examined fifty-nine samples of egg macaroni products for egg solids and artificial color. About 60 per cent of these were found to be more or less deficient in egg solids and about 10 per cent were found to be above the required 5.5 per cent. Only six samples were found to be artificially colored and these belonged to two firms; one firm in Western New York had thirteen cases tried against it and paid fines on each, either directly or indirectly, from \$25.00 to \$60.00. The other firm was in Eastern Pennsylvania, and although the fact of its using artificial color has been reported to the Pennsylvania State Authorities, no report has been received concerning any action which may have been taken against them.

Concerning the works on standards, the Association was granted an informal hearing before the Committee on Standards of the Food and Drug Administration last November. The report of that hearing was set forth in the December issue of the JOURNAL. The standards recommended to the Committee were similar to the standards now in force except that the ingredients used should be optional ingredients without a declaration of their presence on the label and also except that "plain noodles" should be eliminated from the standards and that in every case where the word "noodle" is used the product should have not less than 5.5 per cent egg solids.

The question of nomenclature of the products is a matter very difficult to determine as there are so many shapes and sizes which have several names which are not always the same in the same locality. It must be remembered that under the new Federal Food Law products that are standardized must be designated by their common or usual name. Many of our products have no common or

usual name and it is going to be quite a difficult task to designate these shapes and forms in such a manner that they can be included in the standards. This will be a matter for more definite determination at the time of the formal hearing, which has not as yet been scheduled, but will probably take place in Washington within the next few months.

Much work has been done in anticipation of the time when the industry may have a standard of quality for macaroni products. In the last six months, the period covered by this report, your Laboratory has examined 450 samples of farinaceous ingredients and macaroni products, and the data will be available in formulating a standard of quality for macaroni products.

Within the past few months much activity has been aroused in the macaroni industry due to the seizures the Federal Authorities have made of macaroni products because they were packed in deceptive containers. Our examination of some of these products showed that in many instances macaroni products are being packed in containers which are only 25 per cent to 35 per cent full. In other words there is a slack fill of from 65 per cent to 75 per cent. This packing can not, of course, be justified under any circumstances. However, there is a limit beyond which good manufacturing practices will not permit us to go and tolerances will have to be allowed in every instance where our products vary naturally in volume for a definite weight. Measurements made at plants during packaging show these variations to be more than 30 per cent and I am very much encouraged to learn from recent interviews with the Food and Drug Authorities that tolerances will be allowed for necessary and unavoidable variations in the volume of macaroni products, assuming, of course, that in each type of product the smallest size for the maximum volume is used. This of course, means that every plant must make measurements of its own product, as they flow in the packaging department and determine the variations in volume which are unavoidable and on the basis of such information fix the size of the container for each particular product.

Our work, which covers the examination of a large number of prod-

ucts, shows that the number of containers necessary is not as great as might be supposed. By making a slight change in the product it will be found that many of them can be packed in the same container without danger of being deceptive or misleading as to fill.

The services of the Laboratory are available to all manufacturers of macaroni and noodle products. However a nominal fee will be charged to those who are not members of the Association.

Consumers Are Interested

Consumers are not only becoming more careful buyers, but are learning more and more about the things they buy to eat or wear. They are learning to read labels and to check the contents of packages against the claims made on such labels by manufacturers and distributors.

On January 20, 1940, in Washington, D. C., sixteen women, representing as many organized consumer groups, met with Mrs. Eleanor Roosevelt, the President's wife, to consider the problems of consumers. They gave out the following statement at the conclusion of the conference:

"All of our organizations and many others in the consumer movement share three objectives:

One—more useful information on labels, in advertising, and salesmanship;

Two—more facts about the quality of goods and the conditions under which consumer goods are made;

Three—representatives of consumers at council tables of business and government where decisions are made affecting the goods and services coming to market.

The National Macaroni Manufacturers Association is in line with this announced thinking, having retained B. R. Jacobs as Director of Research to give out practical, legal suggestions on labeling, packaging, etc.

The National Macaroni Institute is acting in concord through its several consumer-education activities, ably supported by manufacturers and allied who realize the definite trend towards greater consumer confidence.

LENTEN SALES DYNAMITE FOR YOU FEB. 23!

More than 6,000,000 homemakers . . . thousands of them right in your trade area . . . will soon hear and welcome with open arms Betty Crocker's New Lenten Recipe—"Noodles Romanoff," a meatless dish that features lots and lots of your product . . . noodles!

What could be sweeter than that! The entire power of a sales-compelling Betty Crocker broadcast and recipe focused on your product early in Lent

. . . when millions of homemakers are looking for Lenten dishes! It's *Sales-Dynamite!* The kind of sales-dynamite that will help blast out every one of your potential Lenten sales!

Tie in with this Feb. 23 Betty Crocker Broadcast! Contact your local radio station for the time! Then, shout the glad news to your sales force, and merchandise the way you never have before! Central Division of General Mills, Inc., Chicago, Ill.

GOLD MEDAL DURUM FANCY PATENT

WASHBURN CROSBY COMPANY
(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC.,

CHICAGO, ILL.



Oppose New Processing Tax

Macaroni Makers Cooperate with Other Food Trades to Defeat "Bread and Britches" Taxation

Processing tax advocates of the Department of Agriculture have begun an intensive campaign to win farm support for the so-called certificate allotment plan according to Emmet Dougherty, Public Relations Director of the Millers' National Federation. Their objective is to have a self-financing scheme ready for submission to Congress early in the current session.

Wheat and cotton are designated commodities in the projected program, with rice and possibly tobacco mentioned as other potential sources of processing tax revenue. No figure as to the total fund that might be realized from these "bread and britches" taxes has been officially disclosed. The understanding is that the Department looks for \$300,000,000 from wheat and cotton and perhaps an additional \$200,000,000 from rice and tobacco.

Consumers, therefore, are confronted with the unwelcome prospect that half a million more dollars must be paid each year by them for essential foods and fibres.

Secretary of Agriculture Wallace, in his Oklahoma City speech, described the so-called certificate plan as "a modern version of the processing tax."

"Under this proposal," he said, "farmers would get production certificates. Processors of cotton, for example, would be required to buy these certificates in order to sell their goods. The certificates would be equal in value to a certain number of cents per pound or bushel. The growers would sell their certificates to the processor, either directly or through a pool. And the certificate plan would not require funds from the Treasury."

Again in his address before the American Farm Bureau Federation in Chicago on December 5th, Secretary Wallace repeated his processing tax certificate plan idea. He also referred to price-fixing legislation, to a manufacturer's sales tax on luxuries and to earmarking of all customs receipts as possible sources of revenue for the farm program. He urged the several farm groups to join in building a solid front before Congress in support of some self-financing plan.

The certificate plan scheme was carried to the far west on December 9th when R. M. Evans, Administrator of the Agricultural Adjustment Administration, addressed the annual meeting of the Eastern Oregon Wheat League at Condon, Oregon.

"The so-called certificate plan," he said, "works in this way. The producer would receive certificates equivalent to his share of the commodity needed for domestic consumption. A fixed price would be established for the certificates on the basis of the difference between the farm price and the parity price, perhaps with minimum and maximum levels. The certificates then would be purchased directly or indirectly by the persons who make the first sale or importation of articles manufactured from the commodity. They would purchase certificates in an amount equal to the quantity of the commodity used in the manufactured articles. Producers would receive the regular market price for their entire production, but in addition to this they would receive through the certificates an extra return on their share of the domestic market."

The Federation's position on processing taxes was outlined in the following press release, printed in a number of newspapers on December 2nd: "Arguments against the processing tax, Mr. Wallace said, are arguments against fair prices for cotton, wheat and rice and other commodities." This is not the basis of the Federation's opposition to a tax of this kind. We are opposed to it because it is a consumers' sales tax on an essential food. It is a discriminatory tax in that it favors untaxed foods. It will unquestionably result in decreased consumption of wheat.

"The milling industry is carrying on a program designed to increase domestic consumption of wheat and wheat products. During the last crop year the industry ground into flour approximately 50,000,000 bushels more wheat than it did five years ago when the processing tax was in effect. Part of this increase is due to the Government's program to encourage exports of flour, but the greater portion represents an increase in domestic consumption. A new tax on wheat will wipe out the constructive effort now being made to increase consumption."

The Federation believes that a determined fight will be made in Congress, which convenes early in January, for the enactment of food and fibre taxes which will be disastrous alike to the processors and handlers, and, of course, to the consuming public. Official government publications have established the fact that the consumer pays the processing tax as the following quotations signify:

Agricultural Adjustment In 1938, on page 233, said:

"Since bread and cotton cloth are among the indispensable necessities of life, practically every American consumer contributed to a processing tax."

"The ultimate taxpayer, then, is the person who eats the pork and bread and wears the cotton cloth, whose retail prices include the processing tax."

An Analysis of the Effects of the Processing Taxes Levied Under The Agricultural Adjustment Act, on pages 5 and 6, said:

"A very large part of the taxes on wheat, rye and cotton apparently was passed on to consumers in the form of higher prices."

"In most cases, the evidence seems to be conclusive that the tax was passed on to consumers in the form of higher prices."

Heads Merchandising Committee

The Associated Grocery Manufacturers of America, reports that members of AGMA's Merchandising Committee have elected William A. Dolan, committee chairman and William F. Redfield, vice-chairman. Mr. Dolan is president of Wilbert Products Company and Mr. Redfield is president of Hills Bros. Co.

Other members of this important committee which concerns itself with merchandising and kindred problems of the grocery industry are: William H. Gamble, western sales manager of Corn Products Refining Co., L. I. Gumpert, director of Sales, B. T. Babbit, Inc., R. G. Hamann, general manager, Hecker H-O., U. Kreidler, manager, sales department, National Biscuit Co., B. C. Ohlandt, president, Grocery Store Products Sales Co., A. W. Ramsdell, vice president, The Borden Co., William Robbins, vice president, General Foods Corporation, James Reilly, sales manager, soap department, Colgate-Palmolive-Peet Co., and Traver Smith, vice president, Standards Brands, Inc.

This committee sponsored the highly successful "Parade of Progress-Nationally Known Grocery Products" in 1939 and recently recommended early production of a new, improved edition of the AGMA Book of Grocery Advertising.

Victors are created by the giving up of losers.

WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina
Armour & Co.
Frozen Egg Yolks
Barozzi Drying Machine Co.
Macaroni Noodle Dryers
Capital Flour Mills, Inc.
Flour and Semolina
John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners, Folders, Kneaders, Mixers, Presses and Pumps
Champion Machinery Co.
Brakes, Flour Blenders, Sifters and Weighers, Mixers



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



Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamping Machines, Presses
Commander Milling Co.
Flour and Semolina
Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers, Folders, Kneaders, Mixers, Presses and Pumps
Creditors Service Trust Co.
Mercantile Collections
Eastern Semolina Mills, Inc.
Semolina and Flour
Charles F. Elmes Engineering Works
Die Cleaners, Kneaders, Mixers, Presses, Pumps, Valves, and Accumulators
Industrial Fumigant Co.
Insecticides
Kansas City Shook & Mfg. Co.
Box Shooks
King Midas Mill Co.
Flour and Semolina
F. Maldari & Bros. Inc.
Dies
Minneapolis Milling Co.
Flour and Semolina
National Carton Co.
Cartons
National Cereal Products Laboratories
Consulting and Analytical Chemists

Peters Machinery Co.
Packaging Machines
Pillsbury Flour Mills Co.
Flour and Semolina
Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers
The Star Macaroni Dies Mfg. Co.
Dies
Sylvania Industrial Corporation
Cellophane
Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



Laws to Stop Unsound Prices

(An analysis released to the grocery trade press by the American Institute of Food Distribution, Inc., New York, New York)

"Supposed science of economics is in a crazy period. This is because the 'Science' grew from Adam Smith's theory that the law of the jungle would correct whatever went wrong in the balance of men's dealings with each other—that surpluses from excesses would correct high prices and that low prices would remove surpluses of services or commodities. Now these corrective processes are no longer effective because we have hundreds of forms of artificial restraints; and productive capacity, especially inside the U. S., is operating in an economy of surpluses.

"Rules of the game as laid down by Adam Smith must be amended to provide for civilized men working under codes or laws of economical behavior which will provide long range self-restraint to regulate our individual impulses of selfishness.

"One new law that we must learn is that a price lower than the most economical cost for producing a product or delivering a service is just as vicious and destructive as an unsoundly high price.

"Loss-leader selling is a form of advertising which violates that law with real viciousness in the food business. This is offering a food for less than cost to attract consumers with the hope that these purchasers will buy enough other foods, at profitable prices, to more than equalize the loss on foods handled for less than cost.

"This is vicious because it applies competitive pressure to the price of any food offered at a loss-leader—centers efforts on trying to get that food from packers and producers for less than their cost.

"Supermarkets are a useful and valuable institution to housewives willing to spend their time and money traveling a considerable distance as a substitute for the money that food distributors would otherwise spend for bringing these products within more convenient reach of the consumers, frequently delivering these products into homes in response to telephone orders.

"However, in many cities supermarkets have become a loss-leader operation because they are temporarily attracting a much wider circle of consumers than they can hold when competition catches up.

"Loss-leader selling and price cutting by supermarkets have proved so disturbing that most states have passed laws permitting manufacturers to control resale prices for their products,

or laws designed to prevent absurdly low prices for loss-leaders.

"At first, grocery chains and operators of supermarkets were afraid of these laws. Now they are not resisting price maintenance contracts and are strong for laws to prevent the sale of food at retail for less than base cost or minimum markups of 6% or 8%. Wideflung chain or a well established supermarket are protected by laws which stop extreme loss-leaders. Such laws protect them from fast-working, tricky merchants who offer limited quantities of foods at absurd prices and can handle these sales at one place under a control which protects them from taking much loss. Only serious opposition to laws against loss-leaders is from fast-working wholesalers and retailers who wish to use quick specials unfairly to get volume away from established houses.

"But these laws are difficult to make effective. Public officials are reluctant to enforce them. Judges frequently declare them unconstitutional. Men in politics do not like publicly to take the position of preventing the people from getting the lowest possible prices. This is survival of the old idea that a low price is in the public interest. It is not easy to understand that unjustifiably low prices are just as destructive to stability in business as unsoundly high prices. Men know that consumption goes up as prices come down and do not realize that prices, which subtract unreasonably from consuming power, are against public interest.

"Price maintenance contracts are primarily a creation of the drug trades where all regular wholesalers and retailers, including chains, are fairly unanimous in wanting price maintenance to protect themselves on trademarked brands by department stores as loss-leaders.

"Price maintenance laws seem to be working fairly well in Ohio and in states where numerous manufacturers of grocery products have fixed the price maintenance level at approximately the unprofitably low margins named by laws against loss-leaders.

"As repeatedly stated in these reports, California is operating a laboratory which supplies a record of how both types of these laws may ultimately function in other states.

"California courts have sustained these laws after some amending.

"Control over loss-leader selling has become quite effective around Los Angeles because chains and super-

markets have supplied most of the funds and trade support to maintain an enforcement organization that polices food selling.

"Price maintenance contracts for grocery items are slowly becoming more numerous in Los Angeles. Some of these developed because competitors selling similar products agreed on standardized contracts to prevent the extremely low prices which drive distributors towards centering sales efforts on their own brands.

"An increasing number of manufacturers are operating under price maintenance contracts in Southern California because this price protection can be urged as a strong reason for inducing retail stores to feature these brands.

"Most wholesale grocers sell their brands under price maintenance controls in Los Angeles—usually a minimum markup of 16 2/3% with minimum of 10% when advertised as special prices.

"This type of price maintenance contract has been so successful in that territory that chain stores display and feature the well established brands of wholesalers grocers. Supermarkets are loaded with assortments of wholesale grocers' brands offered at the maintained prices. These supermarkets have found that it is not profitable to have their own brands and are seriously concerned about doing a good volume on brands where they will collect better markups than prices secured for many nationally advertised brands, where there's no price protection except the loss-leader control requiring 8%.

"This analysis of what is happening in California is important to food packers, distributors and retailers in other states and cities. It provides a pattern of what may be reasonably expected to happen to them.

"Fantastic extremes in loss-leader selling can be brought under control whenever there is a fair law and established businesses, including chains and supermarkets, will unite in maintaining a policing organization.

"Price maintenance contracts by individual packers and manufacturers will defeat their purpose when they attempt to guarantee long profits to food distributors. They are useful and valuable when employed to supplement controls against loss-leaders through offering the most efficient wholesale and retail function a return that equals the larger part of the actual cost for doing the distributing work."

"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



The Secrets of Successful Trade Marking

What Will the New Food Law Do to Trade Marking?

By Waldon Fawcett

As much as several years ago, certain forehanded macaroni marketers first tried to figure the effect of a new national food law upon trade mark practice and policies. Because these early birds had no suspicion of how long it would take to make up the Congressional mind, they were never able to get very far. Indeed they might have spared themselves their pains, for only within the past few weeks has it been possible to calculate the branding consequences of the new Federal Food Act that is now an accomplished fact.

That only a current and conclusive inventory is worth taking is due, of course, to the changes which were made in successive versions of the Food, Drug and Cosmetic Bill. As our readers know, this cutting and piecing continued right up to the final approval of compromise Bill in the closing days of the last Congress. The Senate and the House of Representatives were far apart in their ideas on what should constitute a food law. The Bill was thrown into conference and emerged at the eleventh hour with concessions and additions which rendered more or less valueless earlier opinions on the trade mark contacts and reactions.

Well, now that we know the worst—and the best—let us have a look at the new law from the trade mark angle. At the go-off, any of us might assume that there would be no direct impact upon trade marks, for, the Food, Drug and Cosmetic Act does not deal with trade marks, as such. It happens, though, that the current shake-up has jolted the one section of traditional food law that involves trade marks. The new law leaves out and cancels the so-called Distinctive Name Clause of the old law. In other words, this new deal puts an end to the immunity or special privilege which has been enjoyed for a quarter of a century by food preparations or combinations marketed under an arbitrary or fanciful name.

Let us be in haste to explain that loss of the Distinctive Name Clause does not mean that any food marketer will be curbed in his use of a bona-fide, non-deceptive technical trade mark, be it registered or unregistered. What the cut-out does mean is that no food brander can, by the authority of a joker in the law, take refuge behind an original nickname or coined word and market his specialty by that identification alone without regard to official standards or definitions governing the type of foods involved. In

other words, with the special exemption gone, food trade marks are in the same position as other commodity trade marks.

Now we will turn to the indirect influences of the new law upon trade marking. These are the farthest reaching, though it may be some time before they get in their work. Roundabout pressure upon trade marks stems from two elements in the made-over Food Act. One main approach is through the provisions for the regulation of labeling. The other is via the regulation of packaging. In both quarters, but particularly in respect to the supervision of packages and packaging, the new Food law goes much farther than its predecessor. The avowed intention is to make packages and package copy safe for all classes of consumers, with due regard to the conditions governing purchases at retail.

The new code of food labeling does not raise any objection to the presence of one or more trade marks on the label. Where the rub comes is that the new ritual threatens to leave less room for trade marks. Every brander realizes that a trade mark, in order to do its job satisfactorily, needs adequate display. Actually, the whole trend of trade mark strategy is in the direction of sharper focusing and greater visibility for trade marks. Small wonder therefore if marketers are a bit disquieted by the new law which, in the interest of informative labeling, calls for more detail in label copy, which in turn, may leave less room instead of the additional room coveted for trade mark display. Some packagers feel that every additional legend on a label weakens the force and concentration of the all-important and would-be dominant trade mark.

A trade mark owner may be forgiven his uneasiness if he has, at this stage, a lurking fear that the extra lore on the label will only tend to confuse customers who have heretofore imposed their simple faith in the trade mark alone. Take, for example that expansion of the scope of the law which provides for the promulgation of a definition and standard of identity and a reasonable standard of quality for each food. What will that do to established trade marks which have taken on the functions of private standard marks or grade marks? Then, a label must make room for the warning "Imitation" in the case of every food that is an imitation of another food. There is a stiffening of requirements for label declaration

of artificial coloring and artificial flavoring. Non-standard foods must confess ingredients by name, and special dietary foods must declare on the labels what is what in respect to dietary properties.

There is, of course, no threat to trade marks in the new insistence that labeling must be in terms of "common or usual names." Indeed that may prove a help to brand owners whose trade mark names have been adopted by the public as part of the common language. At the same time, trade mark owners will be given pause by the demands of the new law that all words, statements, designs and devices used in labeling must be in terms likely to be read and understood by the ordinary individual under customary conditions of purchase and use. That raises potential questions of interpretation and the owner of an imaginative food name may be well advised to forthwith establish the fact that his trade mark name is merely suggestive, not descriptive or worse yet, misdescriptive.

Trade marks are package-riders that may, in some instances, be caught by the teeth placed in the new law to snip misleading or deceptive packaging. The main purpose of the paragraphs that deal with fill-of-container, etc. is to put an end to slack-filling. At the same time it will not do to overlook the fact that the new provisions for package censorship are broadly drawn and widely applicable. Any container may be denounced as misbranded if it is so made or formed as to be misleading. Happily for macaroni men who make use of mid-get packages for individual service or free sampling, the Secretary of Agriculture is given authority under the law to make exemptions as to small packages.

It is a matter of good luck that the trade has a year of grace in which to familiarize itself with the more remote contacts of the new law with respects to trade marking, labeling and packaging. Reassurance for the trade is also to be found in the attitude of the Government to the effect that, for all the new restrictions laid upon food labeling, there is yet an obligation upon the ultimate consumer to carefully read food labels and make a study of the meaning of label statements if he wants to know just what is what. And, just here, lies a possible tip for the macaroni-noodle brander. With the new law going far beyond the old law in its positive requirements for informative labeling, it seems to be up to the canny marketer to voluntarily show the same spirit with respect to his trade marking, to the end that the everyday consumer may obtain a clearer and more lasting understanding of what a given trade mark stands for and why.

Cloverbloom Frozen Yolks

*They're Color-Tested...
They're Solids-Proved...
For Noodles that Sell!*

Mister Noodle-Maker . . . here are two mighty important facts about Cloverbloom Frozen Yolks.

First, they're *Color-Tested!* They're tested against a scientific color-guide...when they're broken...to make good and sure that every can you buy will give your noodles the richest possible *natural* egg color...deep, uniform color that comes from yolks selected for high pigment!

Second, they're *Solids-Proved!* Every can of Cloverbloom Frozen Eggs must measure up to a strict standard of 45% solids. We make sure of that with instruments like the Zeiss Refractometer, in order to leave nothing to guesswork . . . in order to give you the exact solids content you need for fine noodles, every time you buy!

Those are the two big reasons why Noodle-Makers all over the country are using Cloverbloom Yolks. There are a lot of other reasons . . . but we'd rather let a trial can of Cloverbloom Frozen Yolks prove its worth in your product. Why not get your order in right now?

You can get 24-hour delivery service on Cloverbloom Frozen Yolks . . . and Armour refrigerator cars and trucks protect quality right to your door.



**ARMOUR'S CLOVERBLOOM
CLARIFIED FROZEN YOLKS**

For information, write to
The Frozen Egg Department, Armour and Company, Union Stock Yards, Chicago, Illinois

Certification of Consumers' Goods

By Lincoln H. Clark, Professor, The School of Business, University of Chicago

A certification plan for consumers' goods is a marketing device used by sellers to inform consumers. A statement, submitted with a product, asserts that the product is approved or accepted by some agency other than the seller (e.g. a testing laboratory), or that the claims concerning the product are accepted, approved, or vouched for by such an agency, or that the product conforms to the standards of identity or quality of such an agency. The movement for the certification of consumers' goods lags far behind that of producers' goods. However, there is some activity for certification by a few progressive manufacturers, trade associations, retailers, government agencies and consumer organizations.

Four aspects of certification merit particular attention for the consumer. First is the certifier—who he is, what he does, how he is financed, and whether or not he finances the plan. Second are the standards—what they are, who does the testing, what methods are followed, and how often are tests made? The fourth principal consideration is the "evidence of certification" which is most commonly a seal, label, tag or certificate. This is distinct from a trade-mark or brand name for data concerning the standards, testing methods, and claims are given in it.

The plans of Gimbel's, *Good Housekeeping*, and the National Bureau of Standards, are selected to illustrate the three general types and merits of certification plans, from the consumer's point of view.

Up to October 7, 1937 over 180 articles had been tested and certified by Gimbel Brothers of Philadelphia and 200 more are scheduled for immediate certification. It is estimated that fully fifty per cent of the entire stock of the store will eventually be certified. One of the problems of the consumer is the determination of the relative desirability of products of lower or higher grade than the certified products. Obviously, the tendency has been to certify products of better quality, or at any rate, of higher price.

Gimbel's Bureau of Standards has set up definite quality standards for each product embraced in its certification plan. Samples chosen by recognized procedures are continuously tested by the Industrial By-Products and Research Corporation. Results of the sampling and testing, and the standards by which the products are

judged are compiled into reports by this Research Corporation. Copies of these reports are available in the store from the several departments that sell certified products.

The labels on certified products tell the consumer "What It Is Made Of," "How It Will Wear," and "How To Make It Last Longer." The certified goods also are advertised in newspapers and over the radio. Most certifiers claim that the labels "will give consumers all the facts to help consumers save time and money."

The certification activities of *Good Housekeeping* through its Institute and Bureau have brought forth considerable comment from consumers and writers in the field of consumer buying. *Good Housekeeping* Institute tests household appliances and devices, laundry soaps, and household cleaners. The *Good Housekeeping* Bureau tests cosmetics and toilet preparations, food products, and certain pharmaceutical supplies. Both the Institute and the Bureau grant permission to manufacturers to use their seals on any products which receive their approval after testing.

There is considerable difference of opinion between *Good Housekeeping* and some consumers concerning the extent to which the magazine through its Bureau and Institute represents the consumers' interest. *Good Housekeeping* states that the various types of products mentioned above must be tested and approved before they may be advertised. No advertising is accepted for a product which fails to pass the tests upon which the Institute or Bureau bases its final decision. In the event of non-approval, a complete report is made to the manufacturer, giving specific recommendations for improvement or alteration of the product. If the manufacturer adopts the recommendations, he may submit the product for a new test.

According to *Good Housekeeping's* statements, about 30 per cent of the products submitted for testing are disapproved. Undoubtedly this shows that some of the shoddy merchandise submitted by quacks and manufacturers unable to advertise nationally is rejected. But the consumer is not told what products are turned down or how the products are tested, or anything specific about the standards by which the products are tested. Approvals like those granted by *Good Housekeeping* would likely be regarded as worth much more if they are

known to be on generally accepted standards.

Good Housekeeping Institute and *Good Housekeeping* Bureau, financed by *Good Housekeeping Magazine*, determine the conformity or non-conformity of products with respect to the standards which they prescribe. They do all the testing free of charge for manufacturers. They do not make tests of products submitted by retailers or consumers, or for manufacturers whose products are not in national distribution.

Manufacturers are licensed to use the Institute seal for one year only and the Bureau seal for two years. At the end of the period an application must be made for a renewal of the license. Manufacturers must re-submit their products for testing if they say that the products have been changed in any way since the original granting of permission to use the seal. It is clearly stated on the seals that the product has been tested and approved and the seller is identified by a serial number. The general public, upon application, may obtain lists of the approved products, their manufacturers and serial numbers.

The *Good Housekeeping* plan has been criticized because no effort is ever made to grade tested products and thus establish relative values. The same criticism would also apply to all private plans and even to most of the state-certification plans. Of greater significance is the problem with which the magazine is faced of benefiting its advertisers without antagonizing its subscribers (consumers). Consumers may expect to benefit by *Good Housekeeping's* activities only to the extent that there is a community of interest between its policies and the wants of consumers.

The certification plan of the National Bureau of Standards consists of the compilation and distribution of lists of sources of supply of commodities covered by certain selected federal specifications and commercial standards. These lists contain names of firms who have indicated their willingness to certify to purchasers, upon request, that the materials supplied by them actually comply with the standards promulgated by the Bureau of Standards. This certification is for "public purchasers," that is, purchasers for the Federal, State, municipal government, and the institutional agencies who are spending money collected from the public in the form

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of taxes. Most of the specifications are for producers' or intermediate consumers' goods. Those applying to ultimate consumers' goods are of little direct assistance to the non-technical consumer. The government does not issue any statements regarding current brands which meet its specifications. This plan, therefore, benefits the consumer only indirectly by the standardization of quality resulting from the setting up of such standards.

To aid the non-technical consumer, the Bureau has developed a labeling plan which is associated with its certification plan. In accordance with this "self-identifying, quality guaranteeing labeling procedure," a firm desirous of bringing to the attention of consumers whatever commodities it is willing to guarantee as complying with the requirements of nationally recognized specifications or standards, places labels on the individual commodities or their containers. These labels identify both the specification and the seller who is responsible for the guarantee. The Department of Commerce does not assume any responsibility for the quality and quantity of the commodity, and no inference to the contrary may be made on the label.

The Bureau has authorized the application of the labeling plan for ultimate consumers' goods to 539 of the 1,100 specifications developed by the Federal Specifications Board. The plan also applies to Commercial Standards, and to Simplified Practice Recommendations, both of which have been promulgated by the Department of Commerce. Technical committees formulate Federal specifications subject to final approval by the Federal Specifications Executive Committee. They receive criticisms and suggestions of tentative specifications from interested and informed commercial industrial concerns and from engineering and technical societies. In turn they submit them to all departments of the government before final adoption.

Commercial Standards are recorded and issued but not originated by the Department of Commerce. They are worked out by producers, distributors, and consumers in consultation with the Department of Commerce. The labeling plan may be adapted to any of the Commercial Standards, including specifications for different grades. The names of these grades are of doubtful value as guides to the buyer. The Division of Simplified Practice

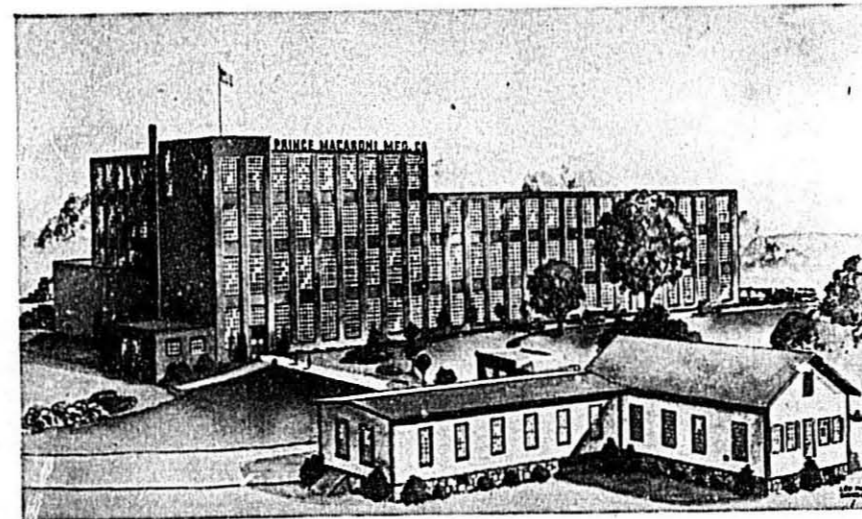
of the Department of Commerce, like the Division of Commercial Standards, does not originate or promulgate recommendations. It acts only as a coordinator of the efforts to develop recommendations initiated by industries. The procedure for certifying compliance to Simplified Practice Recommendations is exactly the same as that required for Commercial Standards or the selected Federal Specifications.

The Bureau of Standards is not authorized to test products of individual manufacturers for conformity with the Commercial Standards or Federal Specifications, nor does it check upon the use of the Simplified Practice Recommendations. Responsibility for all testing and checking rests with the producers.

Though they are not subject to abuse, such devices as certification plans when carefully administered will facilitate a change in our competitive society from the doctrine of "Caveat Emptor" to "Noscat Emptor."

"Mose, that mule of yours has 'U. S.' branded on his back. Was he an Army mule?"

"No, suh, boss. Dat 'U.S.' don't stan' fo' Uncle Sam. Dat means he's Un-Safe."



The New General Office and Plant of Prince Macaroni Manufacturing Company at Lowell, Mass.

In New Home

The Prince Macaroni Manufacturing Company, one of the leading firms in New England engaged in the manufacture of macaroni and noodle products for over a quarter of a century (having been established in 1912), has found it necessary to equip a larger plant to take care of its increasing business. Its old plant is located at 207 Commercial Street, Boston, Mass., and will kept in opera-

tion producing certain shapes of macaroni products.

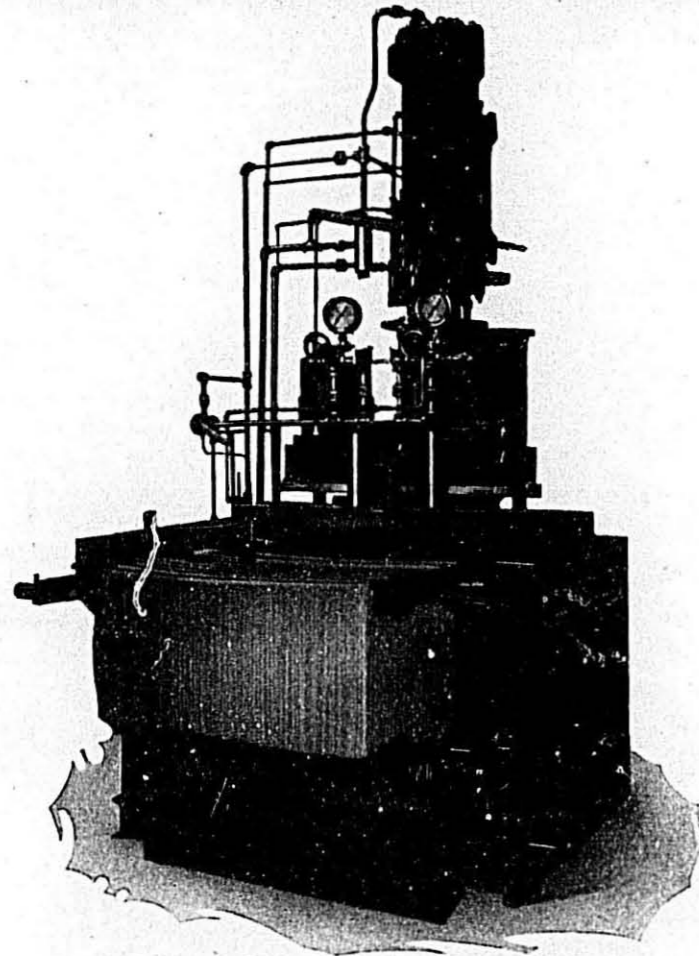
The new plant is at Lowell, Mass. It is modern in every way. The owners recently made the following announcement concerning its new factory:

"We are pleased to announce an expansion of our organization to meet the rapidly growing demand for Prince Brand Products. Our new daylight manufacturing plant,

situated in Lowell, Massachusetts, is equipped with every modern device to insure the same high standards of hygienic production and purity of product for which Prince has long been famous."

Gaetano La Marca is president of the firm. The Vice Presidents are: Giuseppe Seminara, Michele Cantella, and Charles A. La Marca; Salvatore Cantella is Assistant Treasurer and Anthony Seminara, secretary.

Consolidated Macaroni Machine Corp.



Hydraulic Press with Automatic Spreader

The Ultimate in Presses. High Speed Production. 900 pounds per hour; 35 barrels net per day guaranteed.

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

Produces all types and forms of paste, from the finest to the largest, with equal facility.

Pressure being distributed equally on the face of the rectangular die assures practically even length of extruded strands of paste. Trimmings reduced to a minimum, less than 10 pounds per 200 pound batch.

Not an Experiment, but a Reality. This press has been in actual operation for several months and is giving perfect satisfaction.

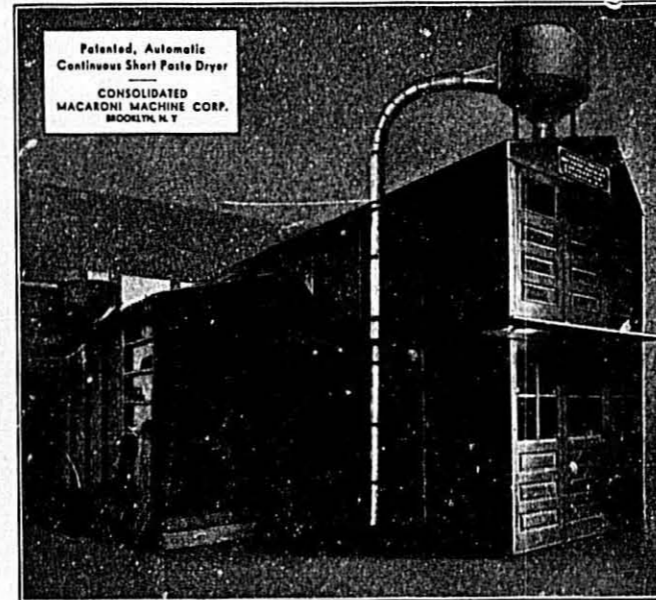
We can furnish you with new presses of this type or we can remodel your present hydraulic press and equip it with this spreader.

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



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

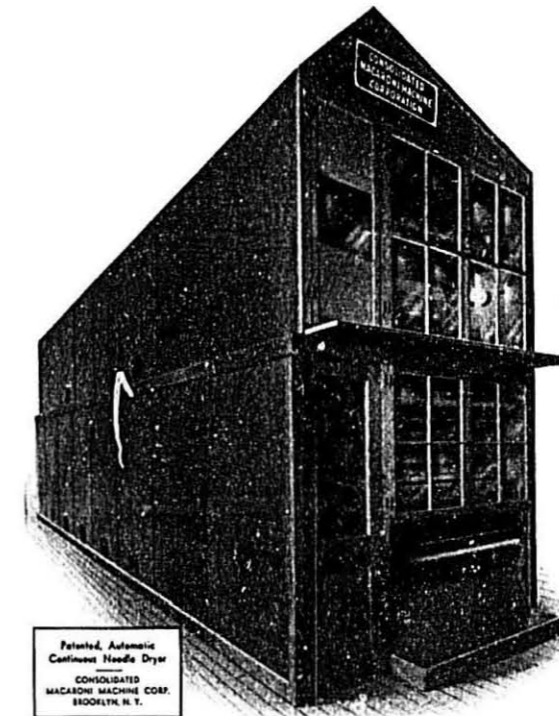
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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

Specialists for Thirty Years

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

For Noodles
For Short Pastes



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

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

Address all communications to 156 Sixth Street

Employers' Digest

Of the Fair Labor Standards Act of 1938

Prepared by the Information Branch of the Wage and Hour Division of the U. S. Department of Labor as a guide to Employers' liability under the act. Further information concerning specific provisions may be obtained from the nearest regional office.

Part Three — Hourly Rates, Weekly or Monthly Wages, and Piece Work

Hourly Rate.—Rules for computing the regular hourly rate of pay are explained below:

The regular hourly rate of pay is the agreed hourly rate plus production bonuses earned that week (if any) averaged over the number of hours worked that week. Illustration:

George Henry Harper is paid 60 cents an hour plus a production bonus of 96 cents for the week. For 48 hours' work he earned \$29.76 (60 X 48 + 96), exclusive of additional compensation for overtime, which gives him an average hourly rate of 62 cents (\$29.76 ÷ 48). If he had not been paid a production bonus, his regular rate of pay would have been 60 cents.

Weekly or Monthly Wage.—The regular hourly rate of pay is the weekly wage, or the monthly wage reduced to a weekly wage and averaged over the regular number of hours per week fixed by agreement or custom. Production bonuses earned any week should be included in that week's wage. Illustrations:

- 1.—Martha Jane Wilson is paid \$21 for a week set at 42 hours by agreement or custom. Therefore, her regular hourly rate of pay is \$21 divided by 42, or 50 cents an hour.
- 2.—Henry Miller Hawkins is paid \$80 per month. His workweek is 42 hours, set by agreement or custom. Therefore, his regular hourly rate of pay is 12 times \$80 (\$960 his annual pay) divided by 52 (\$18.46 his weekly wage) divided by 42, or 44 cents an hour.

When there is no regular number of hours per workweek fixed by agreement or custom, the regular hourly rate is the weekly wage, divided by the total number of hours actually worked in the week. Illustration:

Under New Management

Arno Hiehle, new owner and manager of the veteran L. A. Pacific Macaroni Company, recently announced the appointment of Victor

Beatrice Mary Foster's regular rate of pay is \$15 a week but her weekly number of hours is not set by agreement or custom. One week she works 37 hours; the next 52, etc. Therefore, her regular hourly rate of pay changes weekly. In the week under consideration she worked 50 hours. Her regular hourly rate in that week was \$15 divided by 50, or 30 cents an hour.

Piece Work.—The regular hourly rate of pay is the piece work earnings (including production bonuses, if any) divided by the total hours worked each week. Illustration:

Janet Barber is a piece worker who is paid a piece rate plus a production bonus. In the week under consideration she worked 46 hours and earned a wage of \$14.26 including the production bonus. Therefore, her regular hourly rate of pay was \$14.26 divided by 46, or 31 cents an hour.

An employer shall also keep records, giving only name in full, home address, and occupation, for each employee exempt from the wage and hour provisions of the Act.

Special records must be kept for employees engaged in industrial homework. A copy of these regulations may be obtained from the Wage and Hour Division.

The signature of a worker on a time or pay-roll record will not relieve his employer from responsibility if the record is inaccurate.

Employers are reminded of the record requirements of the Social Security Act and of such State compensation or labor laws to which they may be subject. In many cases employers keeping records pursuant to these laws will have to make only minor adjustments to satisfy the requirements of the Fair Labor Standards Act.

Armenio as general sales manager of the firm. He is a seasoned sales executive with an enviable reputation for honesty, square-dealing and thorough conscientiousness in the performance of his duties. The new owner is a quiet-spoken gentleman

1940 Packaging Catalog

A 538-page Handbook for Manufacturers

Announcement is made of the publication of the 1940 edition of the Packaging Catalog — marking the twelfth annual appearance of this encyclopedia of the packaging industries. The volume represents a greater degree of change from the previous year than is usually the case, reflecting the marked progress which has been made in packaging techniques in the last twelve months.

Under thirteen separate sectional classifications every phase and aspect of packaging is covered in non-technical language planned to aid the packager confronted with any problems of design, merchandising, production or shipping. The sectional breakdown covers the following broad subjects:

1. Design Principles
2. Paper Boxes
3. Wrappings and Ties
4. Bags
5. Metal Containers
6. Glass Containers and Closures
7. Labels, Seals, Tags
8. Plastics
9. Displays
10. Machinery and Supplies
11. Printing
12. Shipping
13. Transparent Containers and Displays

Newly introduced this year is a division of the Design section devoted to packagers and the law, particularly important at this time as a guide for compliance with both federal and state regulations concerning packaging. While most of the other individual articles deal with topics treated in previous editions of the *Packaging Catalog*, each represents a new treatment bringing the subject up to date. Over 400 new illustrations have been utilized in addition to many basic charts and diagrams.

The 538-page volume, replete with inserts and samples of fancy papers, ribbons, labels, wraps, ties, etc., weighs over six pounds. The book is bound in boards, with a unique cover of mural design portraying various phases of packaging activity. This cover has been lithographed in seven colors directly on canvas by a newly developed process and is overlaid with a transparent thermoplastic protective coating—thus applying to the volume itself several newly developed package production processes. It is published by Breskin Publishing Corp., 122 East 42nd Street, New York, N. Y.

with cardinal qualities and executive ability, according to those who know him best. He will make good-will the keynote of his business, and the popularizing of macaroni products in his trading area the chief objective of his company.

Macaroni Imports And Exports

Macaroni products in both exports and imports showed great increases during the month of November, 1939, according to the *Monthly Summary of Foreign Commerce* published by the Bureau of Foreign and Domestic Commerce.

Imports

The imports continued to show decided increase over the previous month. The November imports totaled 214,031 pounds worth \$26,368 as compared with the month of October, 1939, which amounted to only 148,379 pounds valued at \$13,914.

The total imports for the first eleven months of 1939 are 2,002,495 pounds valued at \$217,212.

Exports

Macaroni Products were exported in larger quantities during November than in the previous month. In fact, Great Britain received more during November than the total exported to all foreign countries during October, 1939. The November exports were 989,105 pounds with a value of \$57,664 while the October exports were only 63,787 pounds valued at \$42,653.

The first eleven months of 1939 showed exports amounting to 4,000,020 pounds with a value of \$277,451.

Macaroni products were exported to 39 foreign countries listed below with the quantities shipped to each:

Countries	Pounds
Netherlands	3,600
Sweden	14,250
United Kingdom	688,239
Canada	144,025
British Honduras	169
Costa Rica	30
Guatemala	293
Honduras	722
Nicaragua	2,273
Panama, Rep. of	5,741
Panama, C. Z.	33,030
Salvador	452
Mexico	35,839
Newf. and Labrador	5,715
Bermuda	1,512
Barbados	144
Jamaica	1,026
Trinidad & Tobago	216
Other British West Indies	625
Cuba	20,874
Dominican Rep.	8,756
Netherland W. Indies	2,750
Haiti	1,840
Bolivia	120
Colombia	538
British Guiana	51
Surinam	200
Peru	262
Venezuela	1,284
British India	144
British Malaya	298
China	76
Netherland Indies	474
Hong Kong	1,620
Palestine Islands	120
Philippine Islands	10,269
Other Asia	360
French Oceania	325
Union of S. Africa	840
Total	989,105

Insular Possessions

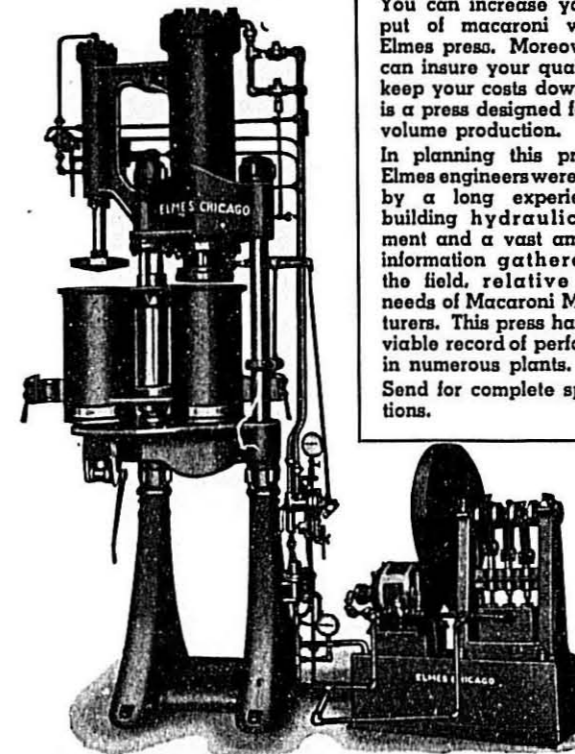
Alaska	15,128
Hawaii	22,305
Puerto Rico	46,253
Virgin Islands	3,375
Total	87,061

Durum Differentials High

Durum wheat differentials in Minneapolis were firm and unchanged the last week in January, 1940. They have been particularly firm and little changed during the whole month, indicating a firm semolina market.

The durum mills, as usual, showed preference for the better color offerings, having nothing unusual in the way of immediate orders to fill over those connected with previous contracts, but the market supplies of durum wheat were absorbed from day to day without seriously affecting the prevailing differential. The Duluth May durum future was about 2 3/4 cents a bushel higher at 91 1/2 cents. No. 1 to No. 3 hard durum wheat closed in Minneapolis at 2 cents under to 14 cents over the Duluth May durum future.

PRODUCE MORE MACARONI per hour



You can increase your output of macaroni with an Elmes press. Moreover, you can insure your quality and keep your costs down. Here is a press designed for large volume production.

In planning this press the Elmes engineers were guided by a long experience in building hydraulic equipment and a vast amount of information gathered from the field, relative to the needs of Macaroni Manufacturers. This press has an enviable record of performance in numerous plants. Send for complete specifications.

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

George Washington — American Miller

A study of his correspondence and diaries shows that during the times when he stayed at Mount Vernon, especially in years of his life not occupied with public affairs, George Washington took a genuine interest in his wheat crops and flour mills. Even when he was busily engaged in affairs of state, he gave strict attention to the written reports of his farm superintendents, and conducted his milling business with characteristic thrift and integrity.

About 1763 Washington first became interested in wheat as a cash crop to replace tobacco. He experimented often with seed wheat in an effort to prevent smut and to protect his crop from the Hessian fly and rust, and he made frequent trials of different fertilizers, a drill, and new threshing machines. He once wrote to William Pearce, then being hired for the position of overseer (Oct. 6, 1793):

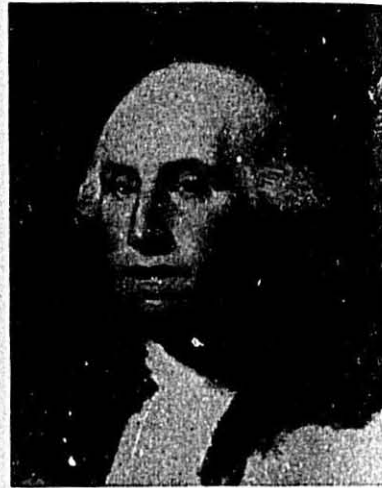
"As I am never sparing with proper economy in furnishing my farms with any and every kind of tool and implement that is calculated to do good and neat work, I not only authorize you to bring the kind of ploughs you were speaking to me about, but . . . a scythe and cradle different from those used with us and with which the grain is laid much better . . . I shall begrudge

no reasonable expense that will contribute to the improvement and neatness of my farms."

In 1763 Washington agreed with John Carlyle and Robert Adams of Alexandria to sell to them at about 91c per bushel all of the surplus wheat he would have in the next seven years. In 1764 he sold only 257½ bushels, but in each of the following years except one his production of wheat increased steadily until, in 1769, he sold 6,241½ bushels. After that he ground a good part of his wheat in his own mills and sold the flour.

Washington owned three flour mills. One in western Pennsylvania near Perryopolis was completed in 1776. It was one of the first mills erected west of the Allegheny Mountains, and is still standing. A second mill was located on Four Mile Run near Alexandria, north of Mount Vernon. The third on the Mount Vernon estate had been in operation since his father's day. Flatboats and small schooners could come to the wharf to take away the flour. The mill also had some neighborhood "custom," and the "toll" for grinding was one-eighth.

He manufactured four "grades" of flour. Most of it apparently was "superfine" and "fine" (or, "common") although some "low grade" flour was



made. The flour was packed into barrels manufactured by the plantation coopers.

At the time of the War for Independence, Mount Vernon flour was considered superior, and Washington himself admitted that it was as good in quality as any manufactured in America. No doubt this was due principally to the quality of his wheat, for he once wrote, following the Revolution, "No wheat that has ever yet fallen under my observation exceeds the wheat which some years ago I cultivated extensively."—MEJ.—Reprinted from "Food Facts" Published by The Wheat Flour Institute.

"It occurs to me that you might mention this census proposition, and urge everyone to fill in his blank properly. This, of course, gives all of the manufacturers valuable information as to consumption, cost, etc. of our products for the entire country."

Form No. 198 which specifically applies to the Census of Macaroni, Spaghetti, Vermicelli and Noodle Manufacture is not as difficult to answer as it appears. Any manufacturer should have available the information needed to answer all inquiries.

Inquiry No. 1 refers to the description of the plant; the form of organization, location, etc.

Inquiry No. 2 deals with the persons engaged, salaries of executives and of employees.

Inquiry No. 3 asks for number of wage earners employed by months.

Inquiry No. 4 treats of Salaries and Wages.

Inquiry No. 5 seeks information of Cost of Materials actually used in 1939.

Inquiry No. 6 refers to power equipment.

Inquiry No. 7 treats of the fuel and electric energy used.

Inquiry No. 8 asks about expenditures for plant and equipment.

Inquiry No. 9 deals with inventories.

Inquiry No. 10 seeks valuable figures on production in pounds.

Inquiry No. 11 asks information regarding raw material used.

There is a supplemental page that treats of "Distribution of Sales" that is most important. A compilation of all the reports made when computed by the Bureau of Census will give the industry some very interesting and helpful information.

Volunteer the information requested as readily and as willingly as you do your income tax report and from your census and that of the other 350 plants in this country will come a summary that will give us a true story of the Macaroni-Noodle industry in this country as of 1939.

All returns must be in the hands of the Census Bureau not later than April 1, 1940. Let's not put this off too long!

The 1939 Macaroni-Noodle Manufacturing Census

The U. S. Bureau of Census has mailed to every known operator of a macaroni or noodle manufacturing plant, large and small, Form No. 198 which it is imperative to fill out and file before April 1, 1940.

Manufacturers should volunteer this information as a matter of duty to their own trade as well as a compulsory report required by the government. From this census report comes practically the only dependable data on production and distribution available.

"It is my understanding," says President J. H. Diamond of the National Macaroni Manufacturers Association, "that it is absolutely mandatory that the Census form be filled out. If a manufacturer neglects or refuses to fill one out, he can be hauled into court. If he deliberately falsifies a report, he can also be prosecuted.

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to macaroni products. In January 1940, the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

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

Puritan

The trade mark of Ravarino & Freschi, Inc., St. Louis, Mo., was registered for use on alimentary paste products—namely, spaghetti, macaroni, alphabets, rings, sea shells, fusilli, vermicelli, wide noodles, fine noodles, egg noodles, half moon, mostaccioli, short cut and elbow, bow ties, and a prepared macaroni and cheese dinner consisting of a package combination of bulk macaroni and grated cheese. Application was filed February 28, 1939, published October 24, 1939, by the U. S. Patent Office and in the November 15, 1939 issue of THE MACARONI JOURNAL. Owner claims use since May 16, 1918. The trade name consists of the name in very black lettering.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade mark was made in January, 1940 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Challenge

The trade mark of Acme Macaroni & Cracker Co., Inc., Los Angeles, Calif., for use on alimentary paste products, namely, macaroni. Application was filed October 3, 1939, and published January 2, 1940. Owner claims use since September 15, 1939. The trade name is in large heavy type.

LABELS

"Cavaliere"

The title "Cavaliere Brand Macaroni Products" was registered January 2, 1940, by Clarence W. Wolfe, doing business as Megs Macaroni Co., Harrisburg, Pa., for use on macaroni products. Application was published August 1, 1937, and given serial number 54,126.

Apple-Noodles For Germans

If press dispatches (UP) can be depended upon in this instance, the people of Germany are in for something new in food. It is an "apple-noodle" concoction that remains unexplained. The dispatch merely states that among the forty new wartime dishes made from non-rationed foodstuffs is a dish of apple noodles with pickled cabbage.

The 40 new dishes were introduced by the German Tourist Association on

December 5, 1939, at the experimental station at Wannsee, a Berlin suburb.

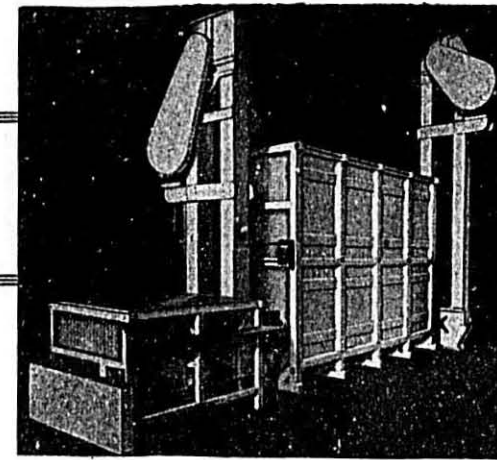
Among the other more important dishes are—spinach pudding with horseradish sauce, cabbage doughnuts, sea mussel steak with mixed vegetables, potato rissoles with red cabbage and sauerkraut pies.

A Good Swap

"It's time to trade the volume bug for the profit bee."—Thomas M. Anderson.

CHAMPION
SEMOLINA
BLENDER

Cleans, Sifts
Aerates and
Blends Flour



Small
Space

Large
Output

Equip for More Profits

Install this complete automatic outfit in your macaroni plant, if you want lower costs and higher quality.

It prepares the flour to uniform fineness and removes all foreign particles, assuring a cleaner, superior product.

It saves time and labor, eliminates scorching of expensive dies, and prevents waste . . . increasing your profits.

Let Champion engineers send you further details and advise you on plant improvements.

MAIL COUPON TODAY

CHAMPION MACHINERY CO.

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CHAMPION MACHINERY CO., Joliet, Ill.
Send full details regarding your Champion Semolina Blender and Sifter; price, terms and inform me about your Easy Installment Payment Plan. Am also interested in . . .
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Other Champion profit-making equipment includes Dough Mixers, Weighing Hoppers, Water Scales and Noodle Brakes—all automatic and accurate in operation.

Noodles Romanoff

A Timely Recommendation for Lent By Betty Crocker

LENT BEGINS EARLY THIS YEAR—February 7, 1940. It will end on March 24—the earliest date in 35 years.

Tersely, it may be said that Lent occurs during the winter this year. It opens in mid-winter and closes before the usual spring thaw. Therefore, it can be expected that there will be a greater demand than ever, by millions who abstain from meats or restrict their meat consumption during this period, for suggestions for substitutes that are appetizing, nutritious and satisfying.

Macaroni products—spaghetti, egg noodles and other shapes of this fine wheat food—are ideal for almost every meal in Lent, even more so than in other days of the year. This setting assures the attention and the interest of millions of housewives to suggestions such as will be given by Betty Crocker, voice of Washburn-Crosby Company, in her nation-wide broadcast on February 24, 1940.

Two and a half weeks of the 1940 Lenten season will have passed when this popular radio broadcaster comes to the rescue of the anxious homemakers with her timely suggestion that they serve "Noodles Romanoff" frequently during the remaining four weeks of the Season. On the morning of February 23, over 6,000,000 housewives will hear about her tantalizing, mouth-watering dish, of which egg noodles is the base.

"And What A Dish!" says the forward. "Ring up another hit for Betty Crocker. Here's a noodle dish with lots of 'oomph'!"

"It's a recipe that will be remembered and repeated again and again in homes from coast to coast. We're certain of that . . . because it's something new and different in meatless dishes (a much-wanted item this season of the year). Yet it has food elements that make it a good meat substitute."

The advanced copy of the script that will be used in the broadcast over 25 radio stations states that the recipe which is recommended is not only timely, but practical, as it can equally as well be served as the main hot dish for a Sunday supper, for luncheon, for entertaining or for the family meal at any hour, any day.

"You probably all know that noodles are one of the famous family of macaroni products—and that they are put out by macaroni manufacturers to meet the growing demand for this popular food in a prepared form. . . .

Be sure that the egg noodles are of a high standard. Look carefully for the manufacturer's guarantee of superior quality, whenever you buy macaroni, spaghetti or egg noodles. Although the egg noodles are not made from the same Durum Wheat meal as are the best grades of Macaroni, Spaghetti, etc.—to be at their best, they must be carefully made from a high grade macaroni flour. Then they will be amber-colored and rich-flavored, and will keep their form nicely when cooked."

A Lenten Favorite

Here's Betty Crocker's Lenten Recipe—one that is equally delicious any day of the year, too. And oh, what flavor! Zesty . . . sparkling . . . inviting! Rich egg noodles blended with mellow cottage cheese, a warming dash of onion and garlic . . . and baked in a piquant, tangy sauce that will set appetites cheering! Easy to make—and inexpensive.

Noodles Romanoff

(In plain American—"one" swell dish.")
 1 Five or Six Ounce package egg noodles (2 or 3 cups uncooked noodles)
 1 Cup Cottage Cheese (dry or creamed) (That is ½ pint)
 1 Cup sour cream (½ pint)
 ½ Cup finely chopped onion
 2 Tsp. Worcestershire sauce
 Dash of Tabasco sauce or red pepper
 ¼ Tsp. salt
 ½ Cup grated well aged sharp cheese (¼ lb.)
 Cook noodles until tender (about 15 minutes) in 3 quarts boiling water to which one tbs. salt has been added. Drain. Mix in lightly the cottage cheese, sour cream, onion, garlic, Worcestershire sauce, tabasco sauce and salt. Place in buttered 8-inch round baking dish, 3 inches deep (or in shallow oblong pan, 6x10 inches). Sprinkle with the grated cheese. Bake 40 minutes in a moderate oven—350 degrees. Will serve four to six.

Patrono Discontinues Manufacturing

After a long career as a manufacturer in Mount Vernon, N. Y., and for many years as president of the Independent Macaroni Company of that city, Francesco Patrono has found it necessary to dispose of his holdings due to economic conditions. He plans to set up a brokerage business to supply macaroni manufacturers in the New York Metropolitan area with a line of supplies.

He placed his firm in voluntary bankruptcy on January 15, 1940, listing liabilities of \$50,265; assets of \$47,207.

Its Wheat Battle

Prior to the inauguration of Premier Mussolini's "Battle of the Wheat," in 1929, Italy was one of the largest importers of wheat in the world. It obtained much of its bread wheat from South and North America and the finest grades of durum wheat for macaroni-making purposes from Russia and the United States. The Italian wheat farmers are evidently winning the wheat battle according to a report by the Canadian Commissioner at Milan, Italy, recently made to the *Commercial Intelligence Journal* of Toronto, Canada.

The report shows that Italy is now Europe's third largest wheat producer. It is surpassed only by Russia and France and in that order. This is the direct result of the assumption of the control of wheat production, importation and exportation by government authorities in 1925. Enormous sums have been spent to make Italy almost self-sufficient as the source of supply of its wheat needs.

Macaroni—a Contributory Cause

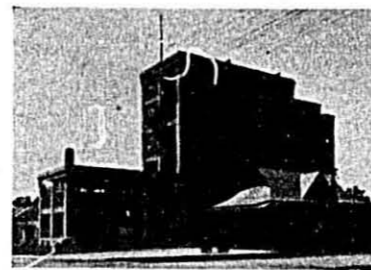
The report further states that Alimentary Pastes, or Macaroni Products as we prefer to term this wheat food, have an important place in the national diet of Italy and for this reason that country is one of the largest producers of durum wheat in the world.

Imports of both wheat and flour are subject to ministerial license. Wheat imports are now one-tenth of what they were 10 years ago. In 1938 a total of 289,129 bushels were brought into the country as against 2,745,062 in 1928. The import market for flour has been negligible in recent years. Exportation of wheat and flour from Italy is prohibited except under license. Wheat exports are small and mostly to Italy's colonial possessions and Albania. Flour exports are also unimportant and practically all go to Italian colonies and possessions.

Flour milling capacity is understood to be about 660,600,000 bushels or 180,000,000 quintals of flour. This includes mills grinding corn. Modern mills are replacing old and antiquated ones. The larger mills are generally owned by companies and have up-to-date laboratories and other modern equipment. The three leading milling ports are Naples, Genoa and Venice. There is considerable milling of semolina to meet the demand for alimentary pastes, therefore milling practices are somewhat different from those of other European countries. Some mills produce semolina exclusively while others manufacture both bread and semolina flour. Generally, the semolina mills have a macaroni plant attached.

NOT A LARGE MILL BUT A PERFECT ONE

Equipped to Make Only Superior Products



EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office: 80 Broad Street

New York, New York



Frequent complaints have been made by various police departments because of improper lighting on automobiles. I want to discuss especially the matter of tail lights.

Have you ever had the experience of driving on a highway on a foggy, rainy night and suddenly realizing that there was a car parked a few feet ahead which you had not noticed because it had no reflectors or tail light burning? If you did, you will know how dangerous this condition can be.

The purpose of a tail light is to warn other drivers behind you, and therefore it is necessary that this equipment be in first class condition. The law requires it. Police should enforce it.

Every mechanical part of an automobile should be in excellent condition to insure perfect performance. When the car is mechanically perfect, the driver's attitude is right, and he exercises good judgment and proper courtesy, automobile driving will become much safer.

It's Smart to Drive Carefully!

Egg Production

February 1 reports of low egg production reflect the effects of the return of an "old fashioned winter," says the Crop Reporting Board in its February 1, 1940 release. During the past two years the rate of egg production per hen has held at the highest levels of record, at 10 per cent above the 10 year (1929-33) average. But following the storms and severe cold during January, in nearly the whole area east of the Rockies, egg production per hen came tumbling down from the highest January 1 rate on record to the lowest February 1 figure since 1935, and to about the low February level of a decade ago. This year's February 1 figure was about a fourth less than in either 1939 or 1938.

The number of eggs laid per hen normally increases during January, so that by February 1 hens are laying about 40 per cent more eggs than on January 1. This year February 1 production per hen was 9 per cent smaller than on January 1. The rate of production on January 1 was 41 per cent above the 10-year seasonal average per hen for that date, while the February rate was 8 per cent below the 10-year average for February 1. Layings per hen on February 1 were above the 1929-38 average for the date in only a few States, the

most important being on the Pacific Coast, where January was abnormally warm, on the Atlantic Coast from Maryland northward, where January was only moderately colder than usual, and in Minnesota and adjoining States. Production was relatively lowest in the South Atlantic and South Central States, at 14 per cent and 28 per cent, respectively, below the 10-year average rate for February 1.

Utah's Macaroni

Though there is but one large macaroni manufacturing plant and several small noodle factories in the large State of Utah, state agencies, following a study of home industries, announce that Utah's macaroni product amounts to more than \$125,000 annually.

The sole macaroni plant in that State is the Western Macaroni Manufacturing Company in Salt Lake City. A. M. Ferro is the proprietor. The largest noodle firm is the Mikado Noodle Factory in Ogden.

On returning from his first day at school, the boy was asked by his mother how he liked it. "Fine, Mother," he said, "but there was a big man up in front who kept spoiling the fun."

American Market Provides Cheese Variety

Some like soft cheese—some like hard. Some like mild cheese, and some like sharp. But no matter what the individual's preference is he should be able to find a cheese to suit his taste among the wide variety on the American market, says the Bureau of Home Economics, U. S. Department of Agriculture.

If his taste happens to run to American cheddar, there's good news for him. The production of cheddar cheese in the United States in 1938 was the largest on record. This relatively mild cheese makes up at least four-fifths of the cheese produced in the United States each year. Cream cheese, unripened cheese containing from 10 to 16 per cent fat—and Swiss or Emmenthaler cheese with its characteristic holes or "eyes" come next. Fourth in point of production is all-American brick cheese. The popular cottage cheese is in a class by itself as far as statistics are concerned.

If the cheese fancier's taste runs to something a little more sharply flavored, there are the many "European" varieties on the market—either made in this country or imported. These cheeses usually bear the name of the city or region in which they were first made. For instance, Roquefort, France, is on the map gastronomically because it is the birthplace of Roquefort, a distinctive white cheese veined with bluish green mold.

Among other popular European type cheeses are the yellowish Gorgonzola with its green mold; spicy, green Sap Sago; cannon ball-shaped Edams; flat, round Goudas. And Camembert—Parmesan—Stilton—Cacio Cavallo—Pecorino—Limburger—Munster are a few of the other names to conjure with when buying cheese.

Time was when these exotic cheeses were made only in the section of the globe in which they were born. But now that research has revealed some of the scientific "whys" of cheese-making many of them can be reproduced anywhere there is milk of good quality and the right bacterial can be used.

Even Roquefort—one of the most exacting of all cheeses as to the conditions for its ripening—is now made in the United States. The Bureau of Dairy Industry of the U. S. Department of Agriculture has developed a method of making Roquefort from cow's milk.

Thanks also to a method developed in these same laboratories, Americans can now buy a soft cheese of the Bel Paese type. This cheese originated

in Italy and is popular throughout Europe. It is a mild cheese, slices easily, and spreads well.

To help manufacturers in this country the U. S. Department of Agriculture has been doing research on the Swiss type cheese for the past twenty years. This is one of the most difficult of all cheeses to make. Certain bacteria are instrumental in forming the "eyes" in Swiss cheese and in developing its characteristic, sweetish flavor.

Most American cheddar is made from whole milk. However, some is not and is correspondingly lower in fuel and vitamin values as well as in cost. Federal law requires that any cheese customarily made from whole milk must tell on the label if it is made from skimmed or partly skimmed milk. This law applies only to cheese shipped in interstate commerce. Among the cheeses customarily made from whole milk besides cheddar are Limburger, brick, Stilton, Gouda, Neufchatel, Roquefort, and Gorgonzola.

Many cheeses are sold today in "processed" form. That is the original cheese has been ground up, melted, an emulsifying agent added, and then remolded. During this, the texture of the cheese is changed—usually it becomes softer—and the flavor is modified. Sometimes two or more varieties of cheese are blended. If a cheese has been processed the label must say so, and in addition, name the variety or varieties in the container. The name "process cheese" unqualified on a label means process cheddar cheese.

Nutritionally cheese ranks alongside of meat as a source of efficient protein. That is, the protein can be used effectively by the body. But it is for its calcium that nutritionists look with great favor on cheese, especially Swiss and cheddar types. Cheese is also an excellent source of vitamin G, and is rich in vitamin A if it is a kind that contains considerable butterfat.

Because cheese is such a highly concentrated food it should be eaten as a main part of the meal—not as an incidental tidbit. Contrary to a notion some persons have, cheese is highly digestible. Difficulties that come from eating it are caused by taking it in too concentrated a form or in too large quantities at one time.

Cooking cheese is simply a matter of heating it slowly until the fat in the cheese melts and blends in with other ingredients. Cheese should be cooked at low temperature—over wa-

Amber Milling Company Has New Sales Manager

P. H. Hoy has resigned as sales manager of the Commander Milling Co. to become vice president and general manager of the Amber Milling Co., Minneapolis. The change becomes



effective February 15. The Company's mill, located at Rush City, Minn., has a 1,500 barrel semolina and 500 barrel durum flour capacity. The Company is in a position to supply both flour and semolina made from amber durum wheat.

Mr. Hoy started business with E. S. Woodworth & Co., but joined the Commander sales force in 1930. For the last eight years he has handled durum sales and has a wide acquaintanceship with the macaroni trade in all markets.

ter or in a slow oven—because of its protein. Intense heat makes the curd tough and leathery.

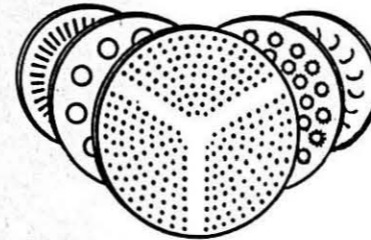
Whenever possible in cooking, combine cheese by first blending it into a sauce. In making macaroni and cheese, for instance, the cheese may be melted into a white sauce—then poured over the macaroni. Cheese added in layers or put atop the dish will not get so well mixed throughout.

Welsh rabbits, if made by mixing the cheese first into a white sauce mixture before combining with the egg will present none of the usual curdling problems. Of course, the temperature must remain low throughout.

To blend best, cheese should be in as small pieces as possible. Hard cheese may be grated—soft cheese shaved or pressed through a wire sieve.

STAR DIES WHY?

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



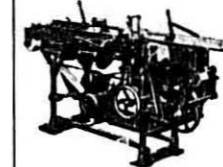
THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

HOW TO REDUCE YOUR CARTON PACKAGING COST PER PACKAGE



SET UP YOUR CARTONS WITH THIS MACHINE . . .

If a production of 50-60 cartons per minute handles your requirements, investigate this PETERS SENIOR CARTON FOLDING AND LINING MACHINE equipped with AUTOMATIC CARTON AND LINER FEEDING DEVICE. For a production of 30-40 cartons per minute, the PETERS JUNIOR CARTON FOLDING AND LINING MACHINE is available.



CLOSE YOUR CARTONS WITH THIS MACHINE . . .

No operator is required for this PETERS SENIOR CARTON FOLDING AND CLOSING MACHINE which automatically closes 50-60 cartons per minute. If 30-40 cartons per minute will meet requirements, the PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE is available.

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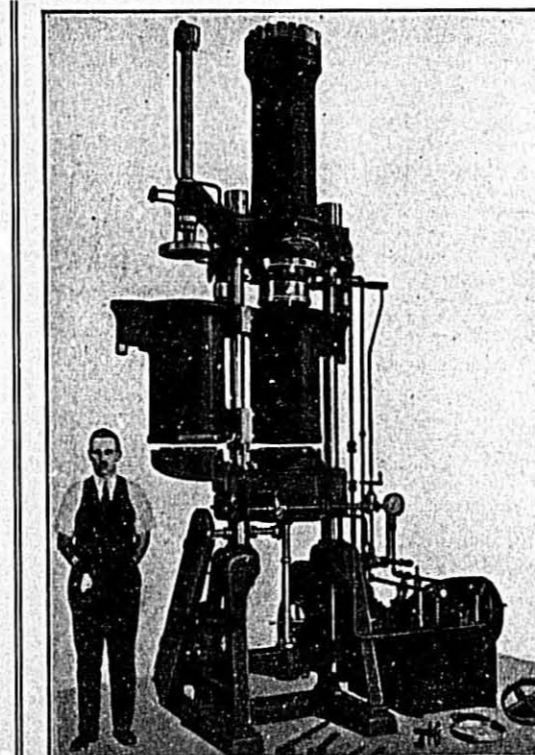
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PRESS No. 222 (Special)

Educational Foods Exposition

April 12 to 21, 1940

Macaroni-Noodle manufacturers are showing a lively interest in the Educational Foods Exposition which is to be opened at Chicago's International Amphitheatre on April 12 and continue for ten consecutive days.

The business of food production and the equally important business of food consumption must be considered as one great business, because neither can exist without the other—reason the promoters.

The political demagogue who undertakes to discredit modern merchandising packaging and advertising of foods will make headway with the public only so long as the food industry fails to take the public into its confidence and presents a true and complete picture of this business in which it must be considered a silent partner.

In order that the public or consumer interest may be actively represented in the Exposition it is proposed to have a Consumer Division represented by members of leading women's clubs who have responded to this unique plan and who will undertake to counsel on subjects which can and will be authoritatively presented by the Exposition.

In addition to exhibits by individual food and equipment manufacturers, a new and unusual provision is made for presenting and explaining the constructive work of trade associations.

Organized groups of wholesalers, retailers and manufacturers will tell the story of their collective activities which are of direct benefit and interest to the public while "related industries" to the food industry such as the manufacturers of food containers—cartons and folding boxes—will cooperate with the food manufacturers in showing to the public the actual packaging and handling of foods which have revolutionized marketing and merchandising methods and lowered costs from producer to consumer.

Carrying out the Exposition's objective—"the educational presentation of foods"—each exhibitor will undertake to make his exhibit informative to the fullest extent, which in some cases will mean that actual manufacturing and processing operations will be shown.

The Exposition during the day and evening sessions will continually supplement the work of its exhibitors by its stage programs in the central amphitheatre. Here are free seating accommodations for 7,500 who, through a public address system, may clearly and comfortably hear the interesting lectures which will be given from the stage by leading scientists, home economists, merchandising and advertising experts, all qualified to give to the public authoritative and dependable information.

Demonstrations in the fine arts of cooking, meat carving, etc., on this stage may be clearly seen from this same seating through the special arrangements of mirrors over the stage.

A leading industrialist recently said, "Industry has an impressive record of vast and solid achievement. That story in all its ramifications should be told by every industry in and out of season. It can be told simply and effectively by giving the public facts in order that public opinion may be enlightened and not misled."

The Educational Foods Exposition proposes to thus dramatize and present the story of the food industry—that story to be as fine, as complete, as effective and epoch making in throwing open to the public the doors of this great industry as the food industry itself will help to make it.

Chichi Plant Destroyed

The macaroni factory operated by Pietro Chichi Macaroni Company at 30-38 Water Street, Passaic, New Jersey, was completely destroyed by fire of unknown origin on January 4, 1940. The fire, which evidently started in the basement, spread rapidly to the two upper floors through an open elevator shaft and destroyed the roof of the two story brick building. Fine work by the firemen prevented the spread of the fire to nearby wooden structures.

The factory and business is owned by Pietro Chichi, pioneer macaroni manufacturer in Passaic. It is estimated that the loss to the building exceeds \$10,000, while the machinery, raw materials and finished products losses will exceed an additional \$10,000. No definite plans for rebuilding a new factory on the old site or occupying another building for that purpose have been announced.

"Mary," Mrs. Browne said sternly to her maid, "I wrote your name with my finger in the dust on the dining room mantelpiece this morning."

"I know you did, Ma'am," replied the girl reprovingly—"and you spelled it wrong."

Timely Comments by Mac Spagoodle

The Come-back Spirit

An old friend of mine of World War days was Tommy Ryan, world champion middle weight pugilist from 1897 to 1907. Well past middle age, he was touring the army camps, giving boxing demonstrations and doing an act with a 190-lb. dumb-bell.

Tommy was more than 35 years old when he won his first championship. He was past 46 when he was called upon to defend his championship against a Mexican challenger. At that time he was traveling out of St. Louis for a shoe manufacturer and the W.C.T.U. petitioned the governor to call off the bout because, as Tommy put it, "Poor old Tommy Ryan was going to be murdered by that Mexican." But the Mexican was beaten handily in half a dozen rounds.

Today we call a man of 35 an old man in athletics and 45 is 'way beyond the fighting age. But there must be cases when it is more in the man than in his years. When I hear a man declaring he has passed the age of usefulness in his work, I always think of Tommy Ryan and his fight with the Mexican.

In retaining his world championship, Ryan at one time had to fight the British champion, Tommy West. West knocked Ryan down almost at the beginning of the first round. Ryan took a count of 9 and bobbed up again. Six times in that round he went down for a count of 9 and six times he came up again. He finished the round, sparred for time and came back to win the fight in, I think, the ninth round. That was as fine an example of the never-say-die, come-back spirit as I ever knew.

The man who will not admit he is licked, but keeps coming back as often as he gets what people think is a knock-out, is the man who will win over competitors who think they have him licked. And the man who does not let mere age keep him from going right on, doing his damndest is going to be the man who may now and then be temporarily down, but is never out.

Civility

Civility marks the cool and collected, courteous and considerate—reflects character, culture and confidence—adds charm and contentment. Civility is the root of civilization.

Always be civil.

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Modern Trend In Packaging

"Laboratory researches of the depression years are responsible for the revolutionary new types of packages, package materials and packaging processes which have appeared on the market during the last year," it was stated by C. A. Breskin, publisher of *Modern Packaging* magazine, at a reception marking the opening of an exhibition of over 30,000 newly created packages and displays at that publication's exhibit galleries, 122 E. 42nd St., New York.

Included in the exhibit are packages representing the application of over 120 new processes which have either replaced previously existing methods or represent completely novel departures in this field.

Most unusual of the developments of the year is a new pickle package adopted by one of the country's largest manufacturers and expected to completely revolutionize the merchandising of this type of product—formerly sold either in fairly expensive glass containers or un packaged, as picked from a barrel. The new container presents six pickles, in brine, in a transparent bag housed within a folding carton. The pickles are visible to the consumer through the transparent bag and a die-cut window in the carton. The seemingly flimsy construction is sufficiently sturdy, it is claimed, to withstand all hazards of shipment and handling, and cost of the new container and the accompanying packaging process is low enough to permit of competition with the un packaged product. The advantages of sanitation, branding, uniformity in size and preservation under controlled conditions are thus afforded the consumer as by-products of the new invention.

Another innovation is a paper coffee bag lined with rubber derivative sheeting which, it is claimed, preserves coffee freshness up to 90 days at a substantial saving over previously available containers and with a consequent reduction in cost to the consumer.

A new type of button card, likewise utilizing rubber derivative sheeting, is also shown. This was developed when the Wages and Hours Act made impossible the use of hand sewing methods for applying buttons to display cards and has reduced labor costs to 1/8c per package.

A new beer can, made of aluminum coated steel, is produced by a drawing process which completely eliminates top and side seams. Called by its inventors "the metal bottle," this container is claimed to provide improved display values owing to the absence of the seams and a marked increase in container strength.

New cheese packages consisting of transparent heat sealed bags, into which the cheese is poured as a hot gummy fluid and in which it hardens to brick form, are likewise shown. These have been adopted by some 90% of the American cheese industry during the last year and are claimed to provide markedly higher protection against deterioration for cheeses cut and dispensed by the retailer.

The 30,000 packages and displays on exhibit represent the entries of over 2,000 manufacturers in the annual All-America Package Competition. The exhibit will be open to the public from January 20 onward. Exhibit hours are 9 to 5 week days; 10 to 12 Saturdays.

New Charter for Chicago Firm

Articles of incorporation were granted the newly organized macaroni manufacturing firm to be operated at 810 South California Avenue, Chicago, Illinois, under the name of Superior Macaroni Company, Inc. Its capital structure consists of 500 shares of non par value stock owned by its incorporators, namely: Anthony Belgabri, Rinaldo Masuacci, and Arturo Colucci.

The new firm will manufacture and distribute macaroni, spaghetti and similar products.

Alex S. Klein Dies Suddenly

Alex S. Klein, one of the chief executives of the F. L. Klein Noodle Company, 4557-65 South State Street, Chicago, died suddenly on January 23, 1940, following a brief illness. He has spent practically all of his life in the noodle manufacturing business, first in assisting his late father, Felix S. Klein, the founder of the firm, and later taking over the management at the death of his father.

For many years Alex S. Klein represented his firm in the councils of the National Macaroni Manufacturers Association, of which organization it has been a supporting member since June 26, 1924. In later years he arranged to have his brother Bert A. Klein represent the firm. The latter was in attendance at the mid-year meeting in Chicago on January 22, the day previous to Alex's death.

The deceased was 45 years old and had lived in Chicago practically all his life. He is survived by his widow, Ruth, a daughter, Marjorie, two sons, Charles and Allen, his mother (Mrs. Felix L.) Lottie and brother Bert A. Klein.

Bert A. Klein has assumed all the executive duties and will continue the business along the same line as established by the father and developed by the surviving mother and sons.

Death of Salvatore Rappola

Salvatore Rappola, aged 75 years, a retired macaroni manufacturer, passed away at his home at 458 West Side Avenue, Jersey City, N. J., early the morning of February 5, 1940, after a lingering illness. He was a native of Italy but had resided in Jersey City for over 30 years, during which time he managed and owned a small factory that made and sold macaroni and spaghetti in his city and adjoining communities. One son and four daughters survive.

Doctor Gets Medal

At a stag party held in the office of the Magnolia Macaroni Manufacturing Company, Houston, Texas, one of the leading citizens of that city was honored on January 31, 1940. On that occasion, Dr. John M. Fillipone, official physician of the Houston Fire Department, was presented with a gold medal by members of the department and other friends, including S. J. Lucia, president of the macaroni firm and the organizers of the social affair.

"Parade of Progress" Discontinued

New York, N. Y., January 9, 1940—"Does AGMA intend to promote a 'Parade of Progress'—Nationally Known Grocery Products in 1940" is a question frequently asked, according to Paul S. Willis, president, Associated Grocery Manufacturers of America. He reports that this matter has been given very careful consideration and a conclusion reached to the effect that AGMA will not promote such an event in 1940.

Mr. Willis stated that the 1939 "Parade of Progress" was such a huge and successful event, as a result of the fine cooperation extended by distributors, manufacturers, media, everybody, that he felt these fine people should not be called upon again so soon; and to promote such a big program, everybody's cooperation is needed.

"It was estimated that the time, talent and space devoted to the 1939 promotion approximated \$5,000,000.

"It was the general feeling that the above event contributed generously to-

ward developing a better understanding among grocery manufacturers, distributors and the consuming public," he continued.

"Whether there will be a 'Parade of Progress' in 1941—it is too early to say. When this matter comes up for consideration, we shall invite representatives of the various factors which cooperated in the previous event for a round-table discussion," Mr. Willis concluded.

Wheat Stocks January First

Stocks of wheat in interior mills, elevators, and warehouses on January 1, 1940, are estimated by the Crop Reporting Board to be 128,846,000 bushels. With the exception of January 1, 1939, when wheat in these positions totaled 137,097,000 bushels, the present stocks are the largest for any January 1 in the six years for which records are available. In Minnesota, the Dakotas, Montana, Oklahoma, and Texas, where considerable amounts of wheat under government loan are stored in these positions, January 1 stocks were the highest on record for that date. In Idaho, Washington, and Oregon, January 1 stocks were about average in contrast with record high stocks in these states on January 1, a year ago.

Combining stocks of wheat in interior mills, elevators, and warehouses with those held on farms January 1, 1940, gives a total of 367,831,000 bushels compared with January 1, 1939, stocks of 417,185,000 bushels which are the highest in the six years of record. Present stocks of all classes of wheat in these positions are shown in the following table:

Class	Thousand Bushels					
	1935	1936	1937	1938	1939	1940
Hard red winter.....	78,942	63,493	61,720	110,340	145,216	128,552
Soft red winter.....	69,949	68,092	54,989	86,495	86,557	65,016
Hard red spring.....	41,010	56,669	34,188	51,043	92,793	97,975
Durum	6,289	14,780	7,553	14,617	25,996	28,452
White	40,380	38,688	46,818	59,365	66,623	47,836
TOTAL	236,570	241,722	205,268	321,860	417,185	367,831

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Food Technologists To Meet June 17 to 19

First meeting of the Institute of Food Technologists is to be held June 17 to 19 at the Morrison Hotel, Chicago, Illinois.

Registration will start Sunday afternoon, June 16, to be completed Monday morning before the first of the technical sessions starts.

Program will consist of four three-hour sessions devoted to symposiums on Food Engineering and on Influence of Processing on Vitamin Content of Food supplemented by voluntary and solicited papers on food preservation, composition of foods, methods of analysis of foods, and packaging of foods. The third day is to be given over to visiting of plants characteristic of Chicago's food manufacturing industry.

Titles and abstracts of all volunteer papers to be tendered for inclusion in the program must be submitted for approval not later than March 1 to the Chairman of the Program Committee, Dr. D. K. Tressler, N. Y. State Agricultural Experiment Station, Geneva, N. Y.

Plans for staging the meeting are being worked out by the newly organized Chicago Association of Food Technologists headed by Dr. E. H. Harvey, Wilson & Company, Chairman of the Local Arrangements Committee of the Institute of Food Technologists.

The Institute of Food Technologists was organized in Cambridge, Mass., last July at the close of the Second Conference on Food Technology held under the auspices of the Massachusetts Institute of Technology. Its officers are: President—Dr. S. C. Prescott, Dean of Science, Massachusetts Institute of Technology, Cambridge, Mass. Vice President, Dr. Roy C. Newton, Chief Chemist, Swift & Company, Chicago, Illinois. Secretary-Treasurer—Dr. G. I. Hucker, N. Y. State Agricultural Experiment Station, Geneva, N. Y.

Its membership consists of chemists, bacteriologists, process engineers, and others similarly trained or experienced in the manufacture, preservation and handling of food. While graduation from a college or a university with majors in at least two such sciences as chemistry, physics, biology, microbiology and engineering in the relation to food handling and processing is regarded as a desirable prerequisite to membership eligibility, an experience of at least three years in some type of technological work with foods will meet minimum requirements for full membership. Also any person who lacks the prescribed professional training but who through long experience has distinguished himself in food technology is eligible to full membership. Those who are active in special limited aspects of food technology or any scientifically trained individual who is looking forward to a career in

the food industry is eligible to an affiliate membership.

Salvatore Viviano Honored

Employees of the S. Viviano Macaroni Manufacturing Company, Carnegie, Pa., sponsored a testimonial dinner at the Elks Club on Saturday evening, February 3, 1940, for the president of the firm, Salvatore Viviano. At that time he was awarded the honor of the Knight of the Order of the Crown of Italy for meritorious service rendered the people of Italian parentage, as a leading businessman. The presentation was made in the name of King Victor Emmanuel and of Premier Benito Mussolini by Alessandro Capace, Italian Consul in Pittsburgh.

Shakespearian Slang

A large number of slang expressions in current use today are to be found in Shakespeare. The following are a few:

- "A dish fit for the gods."
- "A notorious liar."
- "An eyesore."
- "If you break the ice."
- "Answer me in one word."
- "Apple of his eye."
- "Are you so hot?"
- "As a nose on a man's face."
- "As tedious as hell."
- "Dead as a door nail."
- "Every inch a king."
- "Done me wrong."
- "Go to it."
- "Made an oyster of me."
- "My Woman."
- "You egg."—Cablegram.

January Flour Production Dips Sharply Under December Figure, But Beats January, 1939

Flour production during the first month of 1940, according to reports received by The Northwestern Miller from mills representing about 64% of the total flour production of the United States, totaled 5,534,582 bbls, compared with 6,227,960 bbls in December, 1939, and 5,445,717 bbls in January last year.

January production in 1938 totaled 5,116,460 bbls and 5,424,882 bbls in 1937. The greatest share of the decrease in output from the December figure was attributable to production in the Northwest, which declined about 921,640 bbls. Southwestern production increased about 102,800 bbls during the month, while Buffalo mills declined by about 112,750 bbls. Mills of the Pacific Coast gained about 58,340 bbls over their December output.

Below is a detailed table, comparing the January production with that of several years back:

Output reported to The Northwestern Miller, in barrels, by mills representing 64% of the total flour production of the United States:	Previous month				
	January, 1940	1939	1938	1937	1936
Northwest	1,174,290	2,095,933	1,172,377	1,180,477	1,234,769
Southwest	2,057,669	1,954,873	1,967,695	1,875,644	2,144,491
Buffalo	796,650	683,904	816,150	759,127	885,911
Central West—Eastern Div... ..	509,031	543,740	481,287	272,039	303,437
Western Division	271,826	281,014	311,009	295,723	288,189
Southeast	130,690	132,457	152,401	322,699	348,401
Pacific Coast	594,426	536,039	544,798	410,751	219,681
Totals	5,534,582	6,227,960	5,445,717	5,116,460	5,424,882

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Founded in 1903
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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni Industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

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

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

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Vol. XXI FEBRUARY 15, 1940 No. 10

Firm Protects Trade Secret

Has any Government agency the right to investigate a firm's business with the issuance of a formal complaint?

That is the question involved in an action involving the West Coast Macaroni Company of Oakland, Calif., and the National Labor Relations Board of that region.

The attorney for the macaroni firm argues that his client has the right to refuse to present certain documents demanded by the Labor Board because said documents contain trade secrets; further that the Board's attorneys can only make specific requests of this nature after a formal complaint, charging some specific violation, something which has not been done up to the time of the demand.

Morgan J. Doyle, attorney for the West Coast Macaroni Co., at a hear-

ing before Federal Judge Michael J. Roache of San Francisco, said in part, in his defense argument:

"My clients have certain private sources of a fine wheat flour, which makes their products superior to any other macaroni produced on the Pacific Coast. I believe that the National Labor Relations Board, since it has not filed a complaint against us, has no more right to investigate our records than any private individual would have.

"If they want to bring a complaint, let them bring it. Until then, we will not risk the exposure of our records to our competitors. For a long time, these competitors have been trying to find out what materials we use, where we buy and to whom we sell our products."

The judge took the matter under advisement but a decision is expected soon on a case that might establish a precedent in such actions.

Manufacturer Is Liable

The Food and Drug Administration considers the actual manufacturer and shipper of merchandise completely responsible for all label claims regardless of whether he supplies the containers and labels or whether they are supplied to him by the distributing company, according to W. G. Campbell, chief of the administration.

This is of particular interest to macaroni-noodle manufacturers who make private brands and it is recommended that they study this feature of the law and regulations thereunder. In all cases where labels or printed cartons are supplied, the manufacturer of the contents of the carton or package assumes all responsibilities for any and all statements that appear on the label.

Wheat Situation Affected By Many Uncertainties

Domestic wheat prices during the next few months will depend largely upon the volume of overseas sales of Canadian wheat, general business conditions, and the manner in which farmers dispose of wheat now under loan, the Bureau of Agricultural Economics reported today in its monthly analysis of the wheat situation. The market apparently will be able to absorb a reasonable volume of sales without much price effect if the wheat loans are liquidated in an orderly man-

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ner, but a large volume of sales in any short period might have a temporarily depressing effect on prices.

Wheat prices in the United States continue high in comparison with prices in other countries. Prices of Hard Winter wheat at Gulf ports are between 28 and 30 cents above export prices, while prices of domestic spring wheat at Buffalo are only about 8 cents lower than approximately the same quality of Canadian wheat, c.i.f., duty paid, at Buffalo.

During the past month about one million bushels of wheat, including flour, from the Pacific Northwest were sold to eastern United States markets. On December 29 it was announced that effective January 3 indemnification of export sales of United States wheat and flour were to be discontinued, except for flour exports to the Philippines. However, on January 19 the program to indemnify exports of both wheat and flour from the Pacific Coast to China and Hongkong was again made effective, and as a result sales to eastern United States markets are expected to be greatly reduced. At present, price differentials are not favorable for such domestic sales.

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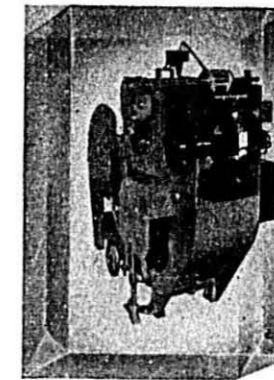
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The Secretary's Message

Welcome to New Members

That the various activities of the National Macaroni Manufacturers Association for the protection and improvement of the macaroni-noodle trade are generally appreciated, is manifested by the voluntary submittal of applications for membership in the organization by appreciative manufacturers and allied who express their willingness to "go along."

Four manufacturing firms and one allied tradesman were enrolled as members during the last few weeks. These five, added to three previously reported as having joined in December, makes a total of eight new memberships, effective January 1, 1940. This action encourages the officers and association executives who are striving to make the national organization even more truly representative of the thinking of a trade with such a fine future.

In December, 1939, the following firms and their representatives were welcomed into the organization:

The De Martini Macaroni Co., Brooklyn, N. Y., Mr. V. Giatti, President.
 Ferlita Macaroni Co., Tampa, Fla., Mr. G. R. Ferlita, President.
 Crookston Milling Co., Crookston, Minn.; J. J. Padden, President.

A similar welcome is extended to five new members who joined since the above enrollment was reported.

They are:

Ideal Macaroni Co., Cleveland, O., Mr. L. C. Ippolito, President.
 Mission Macaroni Manufacturing Co., Seattle, Wash., Mr. G. F. Merlino, Manager.
 G. D'Amico Macaroni Co., Steger, Ill., Mr. Carl D'Amico, President.
 Tenderoni, Inc., Joliet, Ill., Mr. Earl F. Kaffer, President.
 G. H. Hoskins, Chicago, Ill., as an Associate Member.

With the help of these new members, the National Association will continue its unselfish service to the Macaroni Industry. There is always the hope that many other firms will make similar decisions in the near future and line up with the many leading firms that feel that "in numbers there is strength," and that "being strong enough," the organization can more easily attain its objective of improving conditions under which manufacturers are producing and selling, and gain for quality macaroni products an ever-increasing number of new and satisfied consumers.

Again, we extend a cordial invitation to all non-members to volunteer their application for membership in the National Macaroni Manufacturers Association for any good reason—sentimental, business, personal or unselfish—as practical proof of their interest in the welfare of their industry and readiness to thus contribute to the future greatness of the Macaroni Manufacturing trade.

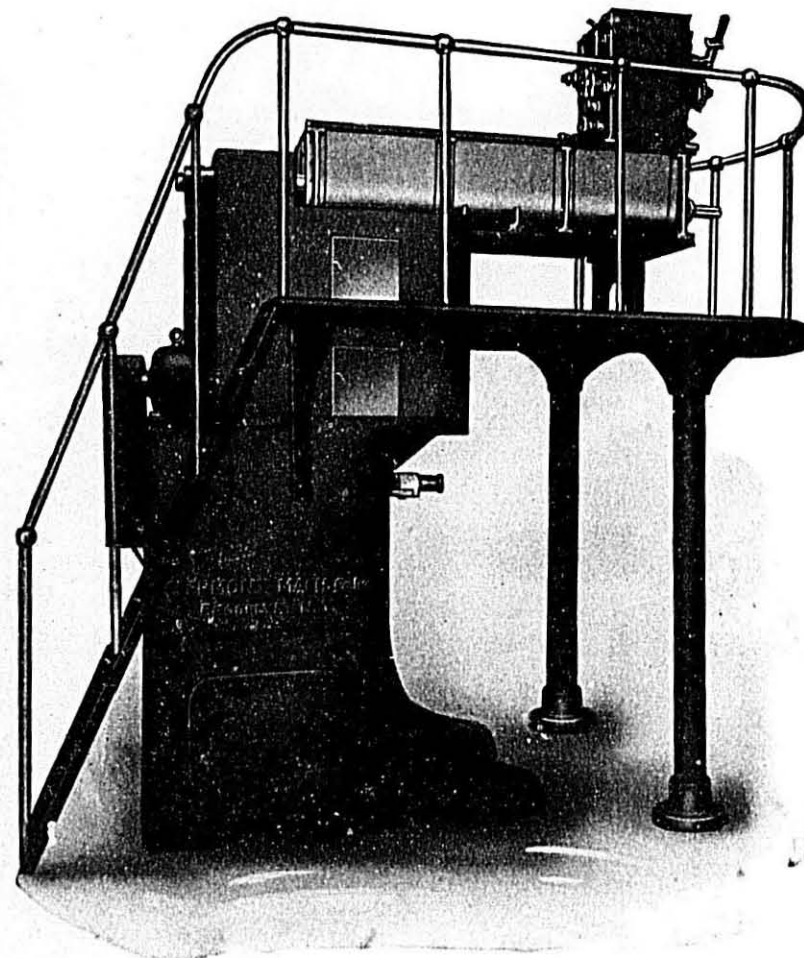
M. J. DONNA, Secretary.

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