

**THE  
MACARONI  
JOURNAL**

**Volume XXI  
Number 9**

**January 15,  
1940**

# *The* Macaroni Journal



Braidwood, Illinois

January 15, 1940

Vol. XXI, No. 9

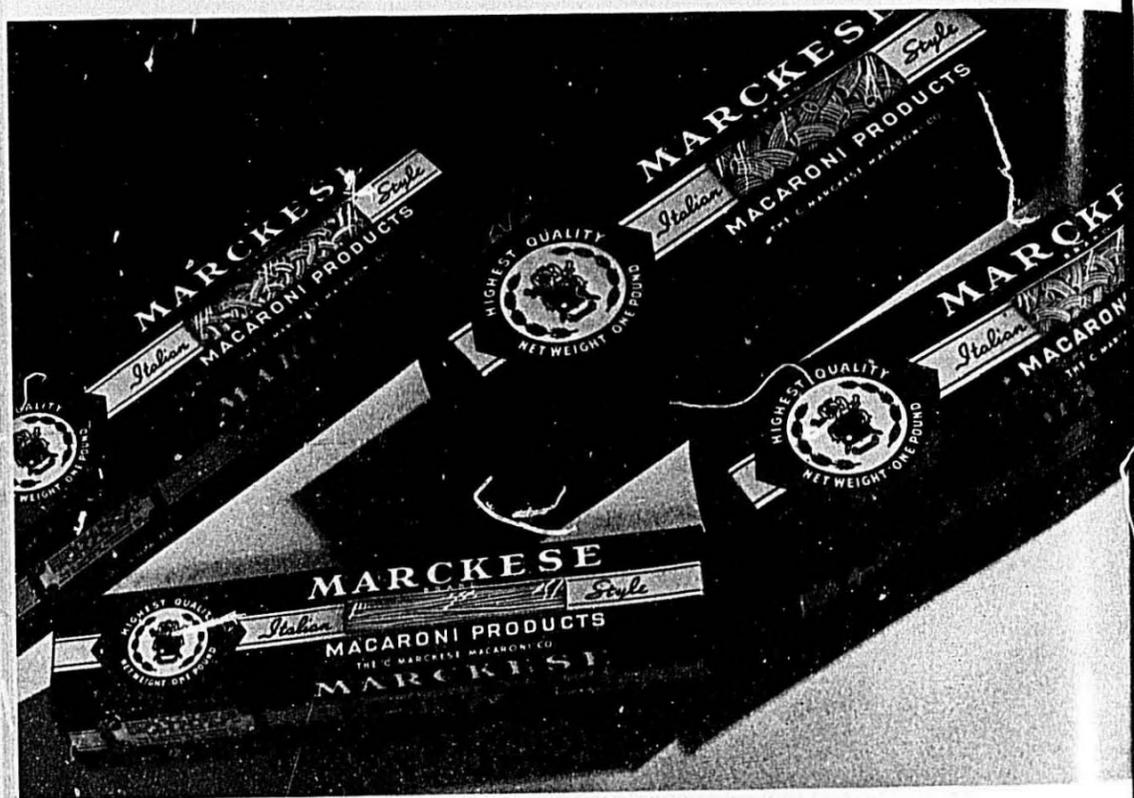
## *New Year Wishes*

May 1940 bring—

- (1) To The Macaroni Journal greater opportunities to serve;
- (2) To the National Macaroni Manufacturers Association a larger clientele of supporting members;
- (3) To the Advertisers, increased business and Industry good will;
- (4) To the Members of the National Association, the satisfaction of a duty willingly assumed and unselfishly performed;
- (5) To the whole Industry, increased consumer acceptance of its fine food.

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

# THE ONE-POUND PACKAGE *Marches On*



There's no holding the steady forward march of the one-pound macaroni package. One by one, manufacturers everywhere are accepting it as the standard unit of the industry. We pioneered its development and other modern methods of packaging the many different varieties of macaroni, spaghetti, and egg noodles. Many have avoided costly errors . . . have increased sales and profits . . . benefiting from the valuable experience we've gained during 42 years of specializing in this field. Our splendid new plant is evidence of how we've kept pace with the powerful swing towards packaged macaroni products.

Whatever your packaging problem might be . . . proper machinery for long or short cut goods . . . glues for your equipment . . . new designs, brands and package sizes . . . information on weights and measures, laws or provisions contained in food, drug and cosmetic laws . . . ask us! We are glad to render this service. It costs you nothing!



## ROSSOTTI LITHOGRAPHING COMPANY, INC.

Main Office and Plant • North Bergen, New Jersey

BRANCH SALES OFFICES IN PRINCIPAL CITIES

### PACKAGING HEADQUARTERS FOR THE FOOD TRADE

## A Message from the President to the Macaroni Industry:



J. H. DIAMOND

#### Greetings:

In spite of poor business during the past two months, the year 1939 has been kind to the industry. Profits were reasonable, and new factories went into production. Many established plants installed new machinery and were modernized generally.

What will the industry show a year from now? The answer will depend chiefly upon our reactions, individually and collectively, to the problems that will confront us during the year.

The immediate problems facing the members of the Macaroni Industry are: *a*, price policy; *b*, standards of quality and identity; *c*, proper size of containers; *d*, publicity; and *e*, enforcement of regulations.

#### Price Policy:

Most prices on Macaroni Products are below a present replacement basis. While prices do not closely follow the immediate trends of the wheat market, the present market has advanced to such an extent that all prices must be raised over present levels.

If those manufacturers who have purchased raw materials at extremely low prices do not follow the market, many others may be forced to cheapen quality or lose money until the new wheat crop is harvested. This would be extremely harmful to the industry as a whole.

#### Standards:

Standards of quality and identity are quite likely to be established this year. The United States Department of Agriculture has been gathering data through its field men, through informal talks with representatives of the Association and its Committee on Standards. Formal hearings will undoubtedly be held soon.

#### Containers:

The Government has been seizing slack-filled cartons. It is going to be necessary for all manufacturers to pack their products in cartons that are not deceptive. Since many manufacturers use the same sized container for several different styles of products, some of the containers are naturally slack-filled.

The National Association through its Director of Research is making a special study of the containers being used to obtain data from which the Government may rule on what is considered a reasonable minimum package. All are asked to cooperate with Director Jacobs in this study.

#### Publicity:

A movement is being sponsored by The National Macaroni Institute to continue on a broader scale, its splendid and effective educational work to make Americans more truly appreciative of the value of Macaroni Products as a food that should be served more frequently by American Homemakers. Some fine work has already been done in this respect, but there is considerably more to do. There is a spread of 45 pounds in the yearly per capita consumption between Italy and the United States. An increase of only one pound per person per year in the United States would increase sales approximately 20 per cent. While the Italian consumption will doubtless always be a dream to the American macaroni manufacturer, there is certainly every possibility of increasing per capita use in the United States to better than five pounds annually.

#### Enforcement:

Analyzing of Macaroni Products and the enforcement work will be most forcibly continued. It should have the support of every manufacturer.

#### Membership:

Every progressive and conscientious manufacturer and allied should be a supporting member of the National Macaroni Manufacturers Association. It is hoped that the "individualists," the "lone wolves" and the "free riders" will see the point and join the Association in 1940.

The foregoing problems will be thoroughly discussed at the Mid-Year convention in Chicago, January 22, 1940. Every manufacturer and allied tradesman is invited to attend and express his ideas.

J. H. DIAMOND, President.



QUALITY  
IS  
SUPREME  
IN

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

# THE MACARONI JOURNAL

Volume XXI

JANUARY 15, 1940

Number 9

## War Creates No Boom

Currently, the U. S. Macaroni Industry is but slightly affected by either the declared or undeclared wars raging in Asia or Europe. It did enjoy a little boom with the onrush of new orders in early September which made every macaroni press and noodle cutter hum busily for many hours daily for several weeks, but when the expected war orders failed to develop, the industry generally suffered from the year-end slump that began much earlier than usual.

Prices of raw materials increased as did most accessories, resulting in increased costs with very little corresponding increased prices for the finished products. Outside of the war goods trade, business in this country has been more unfavorably affected than was anticipated. That is the deduction of such leaders as the Chamber of Commerce of the United States and of executives of the wholesale and retail trades.

Contrary to a general belief, says one such authority, many American business men are hesitating to accept "war orders" which would require enlargement of industrial plants. The reason for this is that they cannot be sure how long the current European war, for instance, will last. It may end in a month, or six months or a year. No one knows. So far as is known, no macaroni or noodle plant has been unduly expanded in expectation of orders that may result from present wars.

Like others, macaroni makers are afraid that if it turns out to be a short war, the orders will be cancelled. The plants that they have enlarged would then be wholly or partially idle and the money invested in them would be stagnant or even lost. Business might be headed into another "tail spin," leaving the "expanders" holding the bag.

American macaroni makers should be and mostly are very zealous about maintaining and developing their normal peacetime channels of trade—making every suitable provision to take care of lasting business. The risk involved in "war orders" is too great to justify the expenditure of large amounts of capital in building and expanding plants unless there is a reasonable expectation that they will be useful also in meeting the demands of normal and stable growth and development.

But war or no war, the macaroni-noodle industry with production capacity so much in excess of current consumption, should consider the problem of expansion with extreme caution. Plants should not be enlarged in any expectation beyond the point where it is impossible to operate them profitably. Wise manufacturers will keep their equipment up to date, make all installations that are justifiable, but expand slowly and knowingly.

## At Conference Table

Trade conferences are most popular in this country and are usually promoted by business and professional groups for the consideration of problems of their particular concern. Perhaps the largest and most important gathering of this nature is the Grocery Trade Conference annually held in Chicago during the month of January.

Chicago, during the fourth week of January, will be the "Mecca" of thousands of business men, including processors of all kinds, distributors and growers. The National Canners Association will hold the outstanding convention with an elaborate exhibit of machines and accessories of interest to all manufacturers and shippers. Organizations representing the retail and wholesale grocery trade, various groups of manufacturers and producers of foods, brokers, jobbers, et cetera, will hold group meetings, some for a few hours only, others lasting throughout the week of January 21.

Annually, more and more of the leading macaroni and noodle manufacturers of the country are relying on the Grocery Trade Conferences in the opening month of the year to provide them economical opportunities for contacting the largest possible number of providers and customers. Because of this concentration of manufacturers in Chicago, it has been found most practical to hold a conference of the Macaroni-Noodle trade there and then.

The Mid-Year Meeting of the Macaroni Industry this year will be held in Chicago, Monday, January 22, 1940. Headquarters will be in The Morrison Hotel where many of the leading manufacturers have reserved rooms for most of the week and in which they will confer with distributors and others while "showing their line." Many profitable contacts are expected to result from the group meetings and personal conferences.

Macaroni-Noodle makers will not only find it convenient to contact millers, machinery men and suppliers of other accessories, but will find it profitable to confer with their fellow tradesmen on problems confronting the trade. It is impossible to even estimate the good that can grow out of such contacts and conferences.

The Macaroni conferences will open at 10:00 A. M., Monday, January 22, 1940, in The Morrison Hotel and will be open to every one who is in any way connected with or concerned in the macaroni-noodle trade. Such matters as the provisions of the new food law concerning labeling, definitions and standards, "deceptive" packages and making macaroni products more popular as a daily food, will make up a program that should be interesting and informative. Progressive manufacturers and friendly allies will make it a point to attend this meeting on January 22.

# Report of the Director of Research For December

By Benjamin R. Jacobs

Since my last report published in the December issue of the JOURNAL concerning the activities of this office, I have had meetings with manufacturers in Pittsburgh, Chicago and vicinity, New England, and another meeting in New York. All these meetings have been called for the exclusive purpose of discussing the most important problem before the industry today—that is, the "deceptive package."

Another meeting was also held in Washington with Mr. Walter G. Campbell, Chief, Food and Drug Administration. At this meeting Mr. R. F. Wilson, Attorney of Associated Grocery Manufacturers of America, appeared for the manufacturers.

At this meeting nothing was accomplished. The Food and Drug Administration is adamant in its position that packages of food products must not be deceptive insofar as their form and quantity of content are concerned. Aside from anything else, packages must be full of the product they purport to contain. This does not mean that they shall be bulging or that they shall be packed so full that it is impractical to carry on your business; but it does mean that taking into consideration the manufacturing difficulties encountered in the plant and assuming fairly good packing practices, the container shall be full.

For this purpose it is necessary to carry on investigations in plants to determine the normal variations existing in the volume occupied by our products under usual conditions of packing. This is being done in two or three plants and the data obtained will be presented at the mid-year meeting in Chicago, which will be held on January 22.

It is not necessary to go into details concerning all the pro and con arguments that have been offered at the various meetings by manufacturers. The general consensus of opinion can be briefly stated as follows:

First, there is general agreement in the industry that there is room for improvement in the packing of our products and that there are many packages on the shelves of the grocers which are deceptive.

Second, that efforts will be made by the industry to correct insofar as possible these practices.

Third, that after thorough discussion of this problem in Chicago on January 22 the industry will be prepared to make some sort of recommendation to the Federal Authorities and to the individual manufacturers concerning the extent to which these evils can be corrected.

Fourth, that these recommendations shall be contained in a set of resolutions which will be prepared at the convention and will be approved by the membership present and which will contain a request to the Federal Government for the establishment of standards of fill-of-container. This will automatically solve our problem.

Many manufacturers are of the opinion that this matter is no concern of theirs. They seem to believe that only small packages are involved. This is not the case. Bulk and package macaroni are equally involved and the problem concerns all who pack and sell macaroni and noodles, regardless of the size of container. Some manufacturers also believe that they are not interested merely because they do not happen to ship in interstate commerce. This is also a mistake because some of the states, particularly New York, have laws which are almost identical with the Federal Food Law. The last session of the New York State Legislature amended the Food Law of the State of New York and on January 1, 1940, provisions which are in some respects more drastic than those of the Federal Food Law, became effective. For example, Section 201 (4) of the New York State Food Law reads as follows: "Misbranding of Food. Food shall be deemed to be misbranded if its container is so made, formed, colored or filled, as to be misleading." Under the Federal Food Law a similar paragraph omits the word "colored." Therefore, in the State of New York it would be illegal to pack macaroni in yellow cellophane or to have a package with a yellow cellophane window.

The New York State Law has jurisdiction not only on the label on the package but also on any advertising concerning food products sold within the State. This refers to advertising by radio - broadcasting, newspapers, magazines, periodicals or other publications and it exempts the publishers,

advertising agencies, and the radio-broadcasting licensee from the penalties provided in the Act making the manufacturer, packer, distributor or seller of the article advertised responsible for the dissemination of false advertising.

The problems confronting the macaroni industry arising from the enactment of food legislation will all be thoroughly discussed at our mid-year meeting in Chicago on January 22. Notice of this meeting has been sent to every manufacturer by Mr. M. J. Donna, Secretary-Treasurer of the Association. It therefore behooves everyone to attend this convention and to participate as far as possible in the discussions and solution of the problems involved.

## Good Publicity and Good Deed

Macaroni-Noodle manufacturers are ever ready to do their duty in any legitimate charity cause or emergency relief drive. Latest proof of this was the liberal contribution by the Porter-Scarpelli Macaroni Company, Portland, Oregon, which contributed 2,000 pounds of macaroni products to the emergency relief movement promoted by the civic leaders of Portland to accumulate food, fuel and funds for the needy at Christmas time.

The Oregonian, Portland's leading newspaper, through its Sunshine division, sponsored a show that featured the entertainment and fund-raising side of its portion of the campaign and the city police force gathered the food, fuel and money donations. In its issue of December 12, 1939, announcing the liberal contribution by the macaroni firm, appears a picture of John Scarpelli of Porter-Scarpelli Macaroni Company in the act of filling bags of his firm's products. Captain C. H. Tichenor, division commander, is holding the bag and Lena Yaconetti of the firm adds beauty and interest to the picture that features a half page article on the relief drive.

Aside from contributing to a good cause, the macaroni firm is adding laurels in good publicity for itself and its products.

January 15, 1940

THE MACARONI JOURNAL

7

# 1940 Resolutions

By The Triumvirate of Promoters of the General Welfare of  
The Macaroni Industry of America

## The Association

Resolved:

1. To promote even more vigorously the special welfare of its members.
2. To serve the whole industry in helping it gain its rightful place as the provider of one of the world's best wheat foods.
3. To merit and win the cooperation of additional good firms who should be supporting, and thus more quickly attain the objectives of these resolutions.

## The Journal

Resolved:

1. To provide more and a greater variety of newsy, interesting reading material for its readers to enjoy.
2. To win the good will of an increasing number of advertisers through the active promotion of such things as manufacturers and suppliers have in common.
3. To more efficiently serve as the contact medium between the National Association and its members, the Macaroni Institute and its aims.

## The Institute

Resolved:

1. To expand its educational work to make teachers, buyers and consumers more conversant with the true value of Macaroni Products as a daily food.
2. To sponsor a continuous campaign of favorable publicity to make Americans more truly appreciative of the finer quality macaroni products.
3. To combat with all weapons of defense and offense, all faddists and such others, who seek personal gain at the expense of an honorable industry and a fine food that should be served almost every day in all American homes.

It is easy to make resolutions. Keeping them is a more difficult matter.

The Macaroni Triumvirate can fulfill its resolutions only if those whose interests it seeks to promote will respond and react favorably.

Manufacturers and friendly allies can help by keeping in closer contact with the Triumvirate, by frequent correspondence, by attending meetings called for the consideration of matters of vital interest to all, and by unselfishly promoting activities that are aimed at lifting the industry and its products to an ever higher plane.

Let's all resolve to make 1940 a bigger and a better Macaroni, Spaghetti and Egg Noodle Year.

## Smaller Wheat Supply Likely Despite Reduced Exports

Wheat production prospects in the United States for 1940 now indicate that the crop may turn out to be smaller than domestic requirements for the 1940-41 marketing season. If exports for the remainder of the present season are small, the carry-over on July 1, 1940, probably will be larger than the carry-over on July 1, 1939, but not enough larger to fully offset the probable reduction in the crop below domestic requirements for next year. The carry-over on July 1, 1941, probably will be over 200 million bushels. On July 1, 1939, it was 254 million bushels.

Winter wheat production of 399 million bushels was indicated December 21 by the official crop report, as of December 1. Spring wheat acreage may be increased about 10 per cent, if present indications are borne out, and this acreage with average yields would result in a crop of about 200 million bushels.

These totals for the winter and spring wheat crops would give a combined harvest about 60 million bushels smaller than the 600 million bushels disappearance forecast for 1940-41.

World wheat supplies—excluding the U.S.S.R. and China—for the year beginning July 1, 1939, are now indicated to be about 255 million bushels more than for the preceding year. World stocks of old wheat on July 1, estimated at about 1190 million bushels, were about 590 million bushels more than a year earlier. On the other hand, world wheat production is now estimated at 4,252 million bushels, which is about 335 million bushels below the record production of 1938. The present world production estimate for 1939 is 35 million bushels less than the estimate of a month ago, largely as the result of the reduction in prospects in Argentina. No marked change in the wheat acreage for the 1940 crop in Europe is expected.

Wheat prices in domestic and foreign markets advanced since late November mainly as the result of large-scale export sales of Canadian wheat, reduced crop prospects in

Argentina, and continued poor crop prospects for winter wheat in the United States. Prices in the United States continue high, compared with the usual relationship to prices in other countries, chiefly as a result of the agricultural program, the large quantities being held by farmers, and poor prospects for next year's crop.

## Seek Refund from City

The Liberty Macaroni Manufacturing Company, 119-121 Wilkerson St., Buffalo, N. Y., is seeking reimbursement from the claims committee of the Common Council in the amount of \$109.50, the cost of replacing a sidewalk that was broken by the claim is expected early in January.

All manufacturers of macaroni products and suppliers of raw materials, ingredients, machinery and accessories are invited to attend the Mid-Year meeting of the industry at the Morrison Hotel, Chicago, January 22, 1940.

## Fall Campaign Sponsors

The National Macaroni Institute was able to conduct a limited, but most effectual publicity campaign during the Fall of 1939 because of the liberality of about three dozen publicity-minded manufacturers and allied who contributed about one thousand dollars towards this helpful activity.

The money contributed was expended in promoting Macaroni-Noodle Week, October 7 to 14, 1939, and in consumer educational work through photographic releases and illustrated mats to newspapers of all kinds.

These spasmodic attempts at favorable publicity for a fine food that should receive greater consumer preference, have done and are still doing some badly needed educational work, but, in the opinion of the leading manufacturers and the executives of the Institute, the great need is continuous publicity of the kind that attracts and interests consumers. Such a plan is in the making, awaiting only the pledges of financial help that must be assured to launch such an activity.

A review of the list of contributors towards macaroni products publicity campaigns during the past two years shows that many manufacturers and allied are "regulars" and that they can always be depended upon to help finance such promotional efforts. Others help occasionally. In any event, the Institute is most appreciative of the support given; its activities and feels sure that the list of sponsors will grow increasingly in number and in sums contributed.

The supporters of the Fall campaign above referred to, include the following manufacturers and allied firms:

### Contributors to Fall Campaign 1939

American Beauty Macaroni Co., Denver, Colo.  
V. Arena & Sons, Inc., Norristown, Pa.  
Crescent Macaroni & Cracker Co., Davenport, Iowa  
Cumberland Macaroni Mfg. Co., Cumberland, Md.  
G. D. Del Rossi Co., Inc., Providence, R. I.  
Foulds Milling Company, Libertyville, Ill.  
Gooch Food Products Co., Lincoln, Nebr.  
A. Goodman & Sons, Inc., New York City, N. Y.  
I. J. Grass Noodle Co., Chicago, Ill.  
Kansas City Macaroni & Importing Co., Kansas City, Mo.  
Kentucky Macaroni Co., Louisville, Ky.  
F. L. Klein Noodle Co., Chicago, Ill.  
Krumm Macaroni, Inc., Philadelphia, Pa.  
La Premiata Macaroni Corp., Connettsville, Pa.  
Megg Macaroni Company, Harrisburg, Pa.  
Milwaukee Macaroni Co., Milwaukee, Wis.  
C. F. Mueller Company, Jersey City, N. J.  
National Macaroni Company, Libertyville, Ill.  
Noody Products Company, Toledo, Ohio.  
Pfaffman Company, Cleveland, Ohio.  
Prince Macaroni Mfg. Co., Boston, Mass.  
Great A. & P. Tea Company, New York, N. Y.  
Ravarino & Freschi, Inc., Saint Louis, Mo.  
Ronzoni Macaroni Company, Long Island City, N. Y.  
Schmidt Noodle Company, Detroit, Michigan.  
Skinner Manufacturing Co., Omaha, Nebr.  
Tharinger Macaroni Company, Milwaukee, Wis.  
Traficanti Brothers, Chicago, Illinois.  
Weiss Noodle Company, Cleveland, Ohio.  
Amber Milling Company, Minneapolis, Minn.  
Capital Flour Mills, Inc., Minneapolis, Minn.  
Commander-Larabee Milling Co., Minneapolis, Minn.  
Croskton Milling Company, Crookston, Minn.  
King Midas Mill Company, Minneapolis, Minn.  
H. H. King Flour Mills Co., Minneapolis, Minn.  
Pillsbury Flour Mills Co., Minneapolis, Minn.  
Rossotti Lithographing Co., North Bergen, N. J.  
Washburn-Crosby Co., Inc., Chicago, Ill.

### King Midas Flour To Antarctic

Admiral Richard E. Byrd, renowned explorer of the South Polar regions, is now on his way for the third time to explore the Antarctic area for scientific and geographical purposes. For the third time he has chosen flour made by the King Midas Flour Mills, Minneapolis, to accompany him in his perilous trip.

The consignment of flour from this firm to the United States Antarctic Service, Navy Yard, Boston, reached them in ample time to be loaded on the supply ship that is now well on its way to the southern seas. The ship-

ment comprised 25,000 pounds of hard wheat flour, 800 pounds of graham flour and 500 pounds of rye flour. It is all packed in 5-gallon double friction tins, each containing about 25 pounds of flour. The cans are packed two to a case in wirebound wooden boxes specially designed for the exigencies of Antarctic transportation and storage.

Three ships are now sailing southward carrying the explorer-scientists, supplies and priceless instruments to the extremely cold, wind-swept wastes that largely comprise the Antarctic Continent. The 100 men comprising the personnel of the expedition expect to be gone about two years.

### Hope in Macaroni Control Law

The macaroni-noodle manufacturers of the State of Washington have great hopes in the Washington Macaroni Act of 1939, passed last June by the legislature of the state and at the insistence of the leaders in the industry in that section. It is "An Act relating to macaroni products; bringing the laws of this State into conformity with regulations of the Federal Trade Commission; regulating the manufacture and distribution of macaroni products; defining terms; providing for permits and certificates and the procedure for revocation or suspension thereof; establishing standards for the prevention of frauds and the protection of the public health; and prescribing penalties."

Bret Fowler, manager of the Northwest Macaroni Association is quite enthusiastic about the prospects as is A. F. Burke of the Ghiglione Macaroni Corporation, one of the early supporters of the legislation. "In addition to other features of advantage of the special Macaroni control law in this State," says Mr. Fowler, "the price posting feature is of real value. Manufacturers in this section of the country have been trying to maintain their business under conditions of almost constant cut-throat price war. This law in no sense of the word fixes any prices, but makes it possible for all manufacturers and distributors in this area to have accurate information concerning the prices of competitors. "It has not been unusual for buyers of jobbing houses to resort to tricks and misrepresentations in playing one manufacturer off against another. Thus, on the basis of false information, their buyers have often, and over a long period of years, been able to force prices down below cost. The theory of this provision of the Macaroni Law is that this takes this dishonest and unfair method away from these buyers and results in more honest and honorable dealings on the part of both buyers and sellers. We have great hopes for the success of this effort."

### Wants Farina

THE MACARONI JOURNAL has an inquiry for the names of mills interested in the export of FARINA. It comes from the firm of E. & G. Martijn, import and export commissioner, Curacao, Netherland West Indies. Advertisers of semolina, etc., in the JOURNAL were immediately notified of this request with suggestion that they make immediate contacts.

The inquirer wants samples of the different grades and quotations, c.i.f. Curacao.

# Is it Good?

## The most VITAL question your products have to answer

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

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

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

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

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



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

**WASHBURN CROSBY COMPANY**

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

## Middle West Manufacturers Checking Packages

More than a score of macaroni-noodle manufacturers concerned in the Federal government's campaign against "deceptive packages," conducted as it is claimed "in the interest of the consumer," attended a conference on Tuesday, December 19, at The Morrison Hotel, Chicago. The meeting was called by B. R. Jacobs, Director of Research of the National Macaroni Manufacturers Association, to make known to middle-west manufacturers the present attitude of the Federal Food and Drugs Administration and to advise them on this and several other features of the new food law. President J. H. Diamond of the National Macaroni Manufacturers Association presided.

Another purpose of the meeting as stated by Director Jacobs was to ascertain the prevailing opinion in the trade with respect to the laws and the many seizures of packages in various parts of the country on the assumption that the packages were "deceptive." "It is not a question of whether or not a package is 'stock-filled,' but purely one of whether or not it is 'deceptive' from the consumer's viewpoint," says Jacobs.

Every manufacturer is asked to judge his own packages, from the buyer's side of the counter. If he is satisfied that the packages are "not deceptive," then there is nothing to do except to cooperate with others in aiding the Federal Bureau to designate what it will rule to be a reasonable tolerance, taking into consideration many of the packaging problems and the characteristics of the products.

After a general discussion, three points were agreed upon. First, that the manufacturers are always willing to obey all the rules and regulations to be promulgated by the Federal Authorities to prevent deception, but that the government should consider the manufacturers' reasoning and suggestions before promulgating definite rules. Second, that there is a dire need for special research work and that Director of Research Jacobs should be given all possible assistance in determining what the industry feels

should be a reasonable maximum package. Third, that all interested manufacturers, (and who are not concerned over seizures of goods) should help finance the cost of the special research work being done.

In addition to the general research work on packages, it will be necessary to have legal advice, not for fighting the Government, but in protecting the interests of the industry generally. Contributions are to be of a voluntary nature and monies so collected are to be spent for this special purpose only. Contributions will be accepted from all manufacturers, Association members and non-members, as this is an activity aimed at helping all, irrespective of their organization status.

Those represented at the Chicago conference were:

J. H. Diamond, Gooch Food Products Co., Lincoln, Nebr.  
Robert B. Brown, Foulds Milling Co., Libertyville, Ill.  
Arthur Greenwood, Foulds Milling Co., Libertyville, Ill.  
Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.  
Albert Rossi, Peter Rossi & Sons, Braidwood, Ill.  
Peter F. Vagnino, American Beauty Macaroni Co., Kansas City, Mo.  
J. G. Luehring, Tharinger Macaroni Co., Milwaukee, Wis.  
Joseph Mazukelli, Costa Macaroni Co., Chicago, Ill.  
Sam Viviano, V. Viviano Macaroni Mfg. Co., St. Louis, Mo.  
Peter Viviano, V. Viviano Macaroni Mfg. Co., St. Louis, Mo.  
Joseph Cohn, Russo Macaroni Co., Chicago, Ill.  
C. B. Schmidt, Crescent Macaroni & Cracker Co., Davenport, Iowa  
Peter J. Viviano, Kentucky Macaroni Co., Louisville, Ky.  
Albert Bono, John B. Canepa Co., Chicago, Ill.  
B. F. Ryden, Illinois Macaroni Co., Lockport, Ill.  
Frank Traficanti, Traficanti Bros., Chicago, Ill.  
Thomas E. Cuneo, Mid-South Macaroni Co., Memphis, Tenn.  
Wm. Gaislimann, A. George Schulz Co., Milwaukee, Wis.  
G. G. Hoskins, Glenn G. Hoskins, Chicago, Ill.  
B. R. Jacobs, Director of Research, Brooklyn, N. Y.  
M. J. Donna, Secretary, NMMA, Braidwood, Illinois.

### Machinery Firm Expanding

To insure personal attention to orders originating in the Northeastern states, including all of New England, New York, New Jersey, Pennsylvania and Delaware, the Triangle Packaging Machinery Company of 906-910

North Spaulding Ave., Chicago, Illinois, announces the appointment of two special representatives, with headquarters in New York City. They are Mr. S. A. Melbosted and Mr. O. L. May.

The New York offices of the firm are at 50 Church Street.

### 1939 Business Volume Higher

"Business with the food and grocery manufacturers for 1939 was good," according to Paul S. Willis, president of Associated Grocery Manufacturers. "Volume with most



Paul S. Willis

companies was ahead of 1938 and profits generally were better," he said. "The outlook for 1940 is also good, and continuance of the present upward trend is indicated. Inventory stocks are not heavy; prices generally are at normal; purchasing power is steadily on the increase—this, together with the improved general tone in business, sums up as a favorable outlook for the future."

"While orders from the trade slowed down during November and December, due to the heavier purchasing stimulated by the European War in September, against this, however, consumer purchasing has continued good; stocks have been moving off retailer shelves on to the consumer; and it is expected that dealer stocks will have been sufficiently reduced so that normal buying will be resumed shortly after the turn of the year."

### Canadian Exports To Britain

Canada is the heaviest exporter of macaroni, spaghetti, and vermicelli to the British market. Of a total of 113,934 cwt. imported by the United Kingdom in 1938, Canada contributed 61,761 cwt.

### Ronzoni Selects Agency

Ronzoni Macaroni Co., Long Island City, N. Y., manufacturers of quality macaroni, spaghetti and egg noodle products, has placed its advertising with Charles W. Hoyt Co., Inc., of New York City. An extensive advertising campaign will be conducted in the New York metropolitan area.

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



Amber Milling Co.  
Flour and Semolina  
Barozzi Drying Machine Co.  
Macaroni Noodle Dryers  
Capital Flour Mills, Inc.  
Flour and Semolina  
John J. Cavagnaro  
Brakes, Cutters, Dies, Die Cleaners, Folders, Kneaders, Mixers, Presses and Pumps  
Champion Machinery Co.  
Brakes, Flour Blenders, Sifters and Weighers, Mixers  
Clermont Machine Co.  
Brakes, Cutters, Driers, Folders, Stamping Machines, Presses

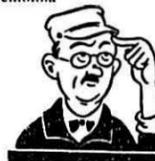


Responsible Advertisers of Macaroni-Noodle Plant Service, Material, Machinery and other Equipment recommended by the Publishers.

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  
Middleport Durum Mills  
Semolina and Durum Flour  
Minneapolis Milling Co.  
Flour and Semolina  
National Carton Co.  
Cartons  
National Cereal Products Laboratories  
Consulting and Analytical Chemists  
Nichols & Co.  
Printing



Peters Machinery Co.  
Packaging Machines  
Pillsbury Flour Mills Co.  
Flour and Semolina  
Rossotti Lithographing Co. Inc.  
Cartons, Labels, Wrappers  
The Star Macaroni Dies Mfg. Co.  
Dies  
Stella Cheese Co.  
Grated Cheese  
Sylvania Industrial Corporation  
Cellophane  
Triangle Package Machinery Co.  
Packaging Equipment  
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



## MACARONI PUBLICITY

### Mushroom and Spaghetti —A Winning Team

By Alden E. Calkins  
Public Relations Counsellor

We don't need a Gallup poll to prove that macaroni products, cooked to perfection in scores of dishes, win the masculine vote for the A! American "food star" with a record of satisfying performance. But it is news when spaghetti, macaroni and noodle dishes have been put into party dress by clever hostesses, who are now serving them, lavishly sauced, at smart buffet parties as well as on the family menu.

Perhaps it is the sterner sex, too, which is responsible for this party popularity, because men like best those familiar foods which they know to be good every time. There's savory delight in every mouthful of these old familiars when they're topped with new sauces, as the suggestions given here will prove.

Latest food team is spaghetti sauced to perfection with canned mushrooms and meat balls, popular with both hostess and guests because it's not only good to eat, but easy to prepare. Delectable mushrooms, cooked right in the can, packed either whole or sliced, are ready to be served almost before you can say "can-opener." And because spaghetti is bland and delicate in flavor and smooth in texture, the full-flavored canned mushrooms provide that necessary contrast in taste and texture which is one of the first rules of the culinary art.

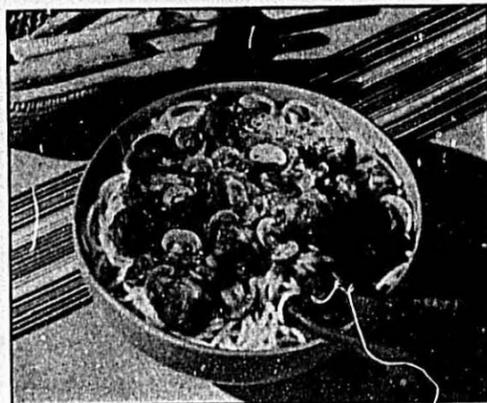
#### Spaghetti Gets Brand New "Topper"

Good to the bottom of the bowl, is a hearty one-dish meal of snowy spaghetti, "pint size" meat balls and tender canned mushrooms, all blended together in a new melody of flavors.

Proof that it takes just a bit of imagination to dress up the simplest foods, is this expert combination of flavor, color and texture, in a different version of the familiar meat-ball spaghetti dinner. Lavishly sauced with canned mushrooms and tomatoes over meat balls that are juicy, tender and full-flavored, it's a satisfying dinner, with just the addition of a green salad, light dessert and beverage to complete the menu.

Easy on the cook, the meat balls may be prepared in advance, wrapped in wax paper and kept in the refrigerator. Spaghetti is cooked in a jiffy, and the canned mushrooms—already cooked in their own savory liquid—are right on tap for a delectable sauce in the opening of the can.

For a different dinner, or a hearty party, put this tested recipe on your list of dishes that are "just the thing" for a cool noon or a frosty night.



Hamburger Mushroom Balls  
with Spaghetti

1 lb. ground beef  
1 lb. ground veal  
4 slices bread, cut 1-inch thick  
Salt, pepper, flour  
2 onions, chopped fine  
1 8-oz. can sliced mushrooms  
2 tbsps. shortening  
1 qt. canned tomatoes  
1 pkg. spaghetti

Mix beef and veal with bread, which has been soaked in water and squeezed dry. Season with salt, pepper and 1 chopped onion. Drain canned mushrooms from liquid and add ¼ cup mushrooms to meat mixture; add sufficient mushroom liquid to moisten meat. Shape into small round balls and roll balls in flour. Heat butter or shortening in skillet, add another onion, chopped, and remaining canned sliced mushrooms. Brown slightly; add meat balls and brown, turning often. Add tomatoes, and season to taste. Simmer slowly, covered ½ to ¾ of an hour. Cook spaghetti in boiled salted water until ten-

der; rinse in hot water; drain. Serve mushroom hamburger balls over hot spaghetti, allowing 2 or 3 meat balls for each serving. Sprinkle with grated Parmesan cheese, if desired.

Every nation has a sauce to be proud of, and American housewives, famous for adapting the best of the lands across the sea to their own

"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



#### Chicken Livers and Mushroom Sauce

4 tbsps. butter  
4 tbsps. olive oil  
5 cloves garlic, finely chopped  
1 cup sliced canned mushrooms  
1 can tomato paste  
1 onion, chopped  
½ lb. chicken livers, sliced  
2 cans condensed tomato soup  
½ tsp. salt  
¼ tsp. pepper

Cook finely chopped garlic and onion in butter and olive oil until soft, but not brown. Add sliced chicken livers and sliced canned mushrooms; continue sauteing until browned. Add tomato soup, to-

(Continued on Page 30)

## FACTORY SERVICE

### Aluminum Paint-Protector and Beautifier

By G. H. Fitch  
Aluminum Company of America

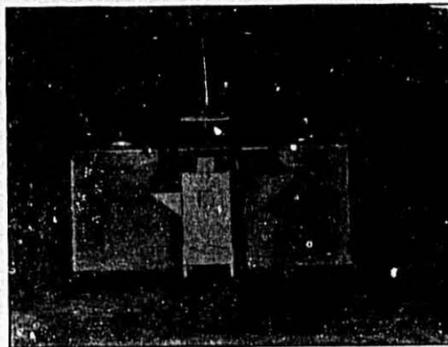
Although the factor of protection is still the underlying purpose in painting factory interiors, other features such as improved lighting, reduced maintenance and ease and economy of use are beginning to play increasingly important rôles in determining the type of paint system to be used. There are a few paints which, through actual service applications, have demonstrated a marked superiority in protective qualities and in these other respects as well. Aluminum paint is such a coating.

In painting the macaroni-noodle plant, the principle consideration from the protection standpoint is to guard surfaces against the effects of moisture. The presence of actual water as one of the ingredients used in these products, combined with the high temperatures necessary for drying, tends to create a humid atmosphere conducive to accelerated rusting and deterioration of unprotected surfaces. It is, therefore, logical to select a paint that has a high resistance to the effects of moisture.

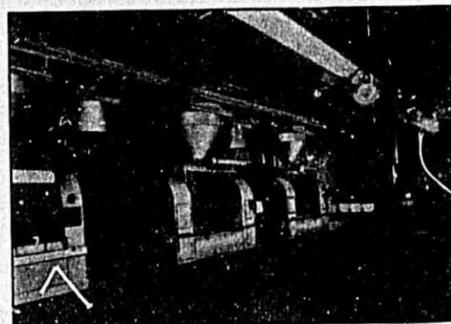
Aluminum paint films, because of their unique structure, efficiently protect the surfaces against moisture penetration. The pigment of aluminum paint, unlike most pigments, is made up of finely divided flakes of pure, metallic aluminum. When these flakes are suspended in a suitable vehicle, and applied to a surface, they tend to arrange themselves into more or less parallel layers throughout the film, thus forming a laminated metallic coating. This phenomenon is known as "leafing." This leafing action results in an arrangement of flakes which forces the penetrating moisture to follow a long, circuitous path around innumerable flakes if it is to reach the underlying surface. When it is remembered that the vehicles themselves are varnishes with high resistance to moisture passage, it becomes evident why aluminum paint is an effective guardian against the effects of moisture.

The general trend toward plant modernization has brought with it a fuller appreciation of good interior lighting as a means to promote reduced production costs, greater safety and brighter, more cheerful surroundings.

The reflectivity of painted surfaces, walls and ceilings may be a factor



The high moisture resistance of aluminum paint is one of its outstanding characteristics. In order to protect the surfaces against the effects of moisture, the interior of this banana ripening room was coated with aluminum paint. This application represents exposure to constant moisture at temperatures of from 50 to 80 degrees.



Protection, ease of cleaning and purity of aluminum paint were the principal factors governing its selection for use in this bakery room. The paint's high reflectivity for light helps to brighten up the interior.

in determining lighting efficiency. Since the pigment of aluminum paint is made from a metal which possesses a high reflectivity for light, it is reasonable to believe that aluminum paint also has a high light reflectivity. This is true. Values for the maximum reflectivity of aluminum paint have been found to reach as high as 75 per cent, in some cases slightly higher. In actual practice, the average performance of good aluminum paints will vary between 60 and 75 per cent.

Applying this reflective paint to beams and surfaces at all angles helps to distribute the light to all parts of the plant and produce a more uniform illumination. It has been found that the silvery tone of aluminum-painted walls and ceilings reflects light in such a manner as to closely simulate daylight conditions.

One of the characteristics of aluminum paint which contributes to its economy of use is its superior hid-

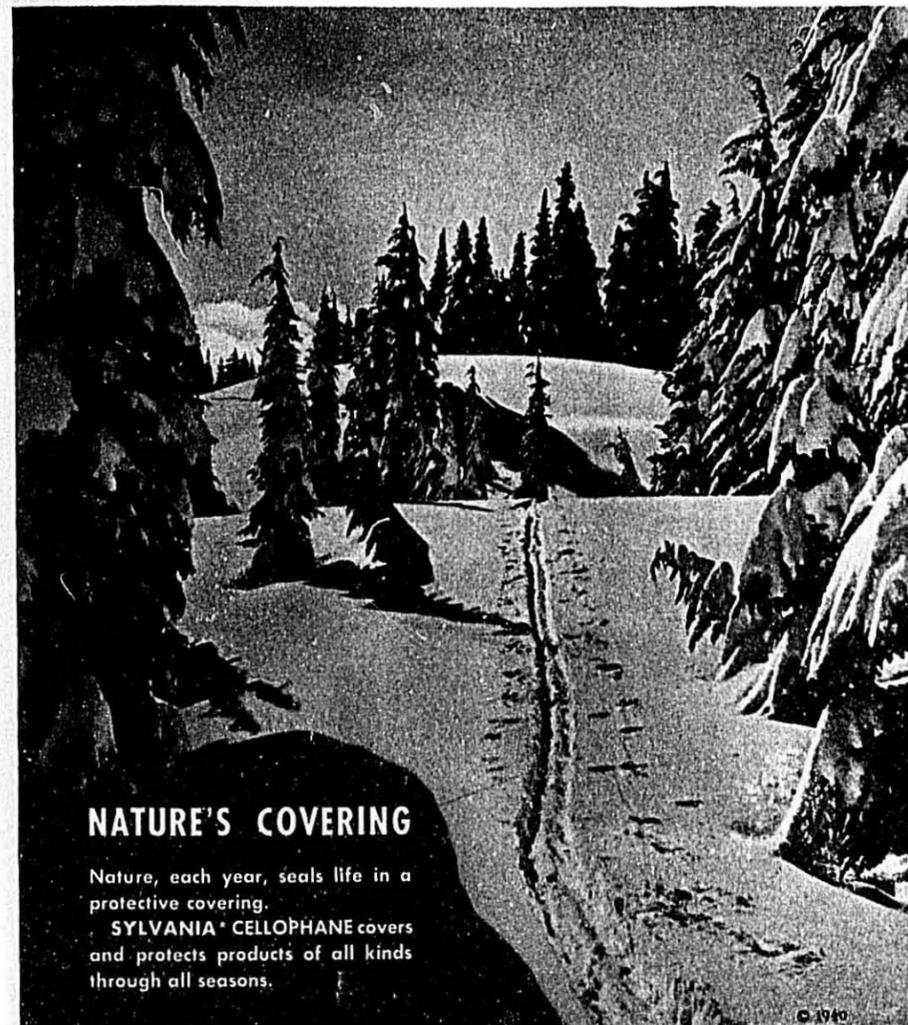
ing power. Tests have shown that an aluminum paint film only .0005 of an inch thick will cover and completely hide any colored surface. When painting over dark coatings, the use of aluminum paint is particularly effective in that it cuts the number of top coats necessary to hide the original color. Even when some paint other than aluminum is to be used for the top coat, it will often be the most practical and economical method to

hide dark colors by first applying a "hiding" coat of aluminum before applying the finish coat.

Obviously, a paint can function as a protector of a surface only as long as the paint itself remains in a serviceable condition. Therefore, paints with high durability will show the most appreciable savings from the maintenance standpoint. The laminated structure of aluminum paint films assures protection to

the binder, and it is only after the slow process of "wearing away" of each succeeding layer that the paint must be renewed. An additional feature of this wearing away is that in so doing, a smooth and uniform surface is always maintained which lends itself readily to repainting.

The importance of sanitation in the macaroni-noodle plant is well-known to all operators. Accordingly, in order to maintain high standards of sanitation, walls, ceilings and other surfaces must be washed frequently. Alumi-



## NATURE'S COVERING

Nature, each year, seals life in a protective covering.

SYLVANIA CELLOPHANE covers and protects products of all kinds through all seasons.

*Sylvania Cellophane*  
SYLVANIA INDUSTRIAL CORPORATION  
Executive and Sales Offices: 127 E. 42nd Street, New York  
Works: Fredericksburg, Va.

Branches or Representatives:  
ATLANTA, GA. 58 Marietta Street  
BOSTON, MASS. 201 Devonshire St.  
CHICAGO, ILL. 125 W. Randolph St.  
DALLAS, TEX. 802 South B. Building  
PHILA., PA. 2700 South Broad Street

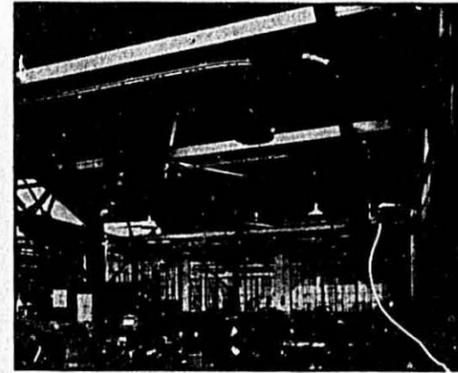


Paths Used:  
Blake, Moffitt & Towns  
Offices & Warehouses in Principal Cities  
Canada  
Victoria Paper & Tissue Co., Ltd.  
Toronto, Montreal, Halifax

num-painted surfaces lend themselves well to cleaning by ordinary methods. Scrubbing with soap and water is one of the most commonly-used methods for cleaning surfaces painted

enon is that aluminum paint dries to a finish that is slightly rougher than that of gloss paints, thus preventing the water from running together to form large drops. Thus, though the moisture may still be present, it clings to the surface and eventually evaporates.

Aluminum paint can be readily applied by either brushing or spraying, and it can be used on practically all clean surfaces without special preliminary preparation. For the best results on steel, however, it is advisable to first apply a coat of red lead or other good rust inhibitive primer before painting with aluminum.



This interior view of one of the rooms of a trade school shows the poor lighting conditions prior to the application of aluminum paint.

with aluminum paint. Cleaners which contain alkalis, however, should be avoided, for they tend to affect this coating to some extent.

With the predominance of non-toxic paints on the market, it is not likely that toxic paints would find their way into the macaroni - noodle plant. However since such a keen effort must be made to prevent any possible contamination of these food products, it is wise to give this factor at least

passing consideration. The mere fact that the pigment of aluminum paint is made from the same food-friendly metal that goes into aluminum cooking utensils is assurance of its purity.

Occasionally, where plant operations involve highly-humid atmospheres, there is a tendency for moisture to condense and collect on surrounding walls, ceilings, piping, etc., thus causing unsanitary and annoying dripping. Experience with various paints subjected to moisture-laden atmospheres reveals that there is a marked correlation between the amount of dripping and the type of paint used. It has been observed that dripping from aluminum-painted surfaces is noticeably light.

A theory advanced for this phenom-

In using aluminum paste (or powder) pigments to be mixed on the job, vehicles should be of high quality and carefully selected in accordance with the surface to be painted to insure the best performance. A large number of suitable vehicles for all purposes is available, and recommendations for their correct use can be made by practically all reputable paint manufacturers.

The Federal Government will seize your packages if you don't watch out! Learn how to avoid this by hearing personally the experiences of others as told at the Macaroni Conference in Chicago, January 22, 1940.

### Timely Comments by Mac Spagoodle

#### Will You Fight in 1940?

Whether general conditions are good or bad, there is always business for those who are willing to fight for it. Men who are not willing to fight for their share of the business get just what they deserve—slim picking and a bare living.

No matter how much business in general improves, your business is not going to grow of its own accord, like a pumpkin vine on a garbage dump.

You will have to spend some money in your fight for business. Would you sacrifice your chance of increasing your business, just to save a few dollars that could be paid out of your increased gross?

To fight effectively for business calls for equipment equal to that of competitors. Any successful fighting force has to be as well equipped as its opponents. Properly mechanized forces win against old fashioned, poorly equipped forces.

How about your office or plant equipment? How about your equipment for stimulating sales and cutting costs of selling? How about your equipment for handling incoming business rapidly and without mistakes? And how about your cost system and your production methods?

If you neglect to read about what is new and if you refuse to give salesmen a chance to tell you about it, you may think you are economizing, but you are really wasting opportunities. You may think you cannot afford to buy new business helps, but the fact is, you cannot afford not to buy them.

In the business world the calm and peaceful atmosphere of the old horse-and-buggy days was long ago blown to bits by the high explosives of modern efficiency experts. The man who is going to get somewhere with his work in 1940 will have to be willing to invest some money in the arms and munitions of business war—in the latest available machines, business systems, business information.

#### Enlarge Erie Plant

John Giammanco, proprietor of the LaRosa Macaroni Company's plant in Erie, Pa., is supervising the erection of a one-story fireproof addition to its plant at 3522 Maple Street. It will provide the firm with more manufacturing, packaging and drying room, which the increased business this year has made necessary.

Announcing . . . .

THE OPENING OF A

## MODERN DURUM MILL

Equipped to

Produce the highest Quality of Semolina and Durum

Flour for the Macaroni and Noodle Industry

## MIDDLEPORT DURUM MILLS, INC.

Middleport, New York

Strategically located within easy reach of the Country's most important Macaroni and Noodle producing centers for Better Service to users of Quality Semolina and Durum Flour.

#### LET US SHOW SAMPLES

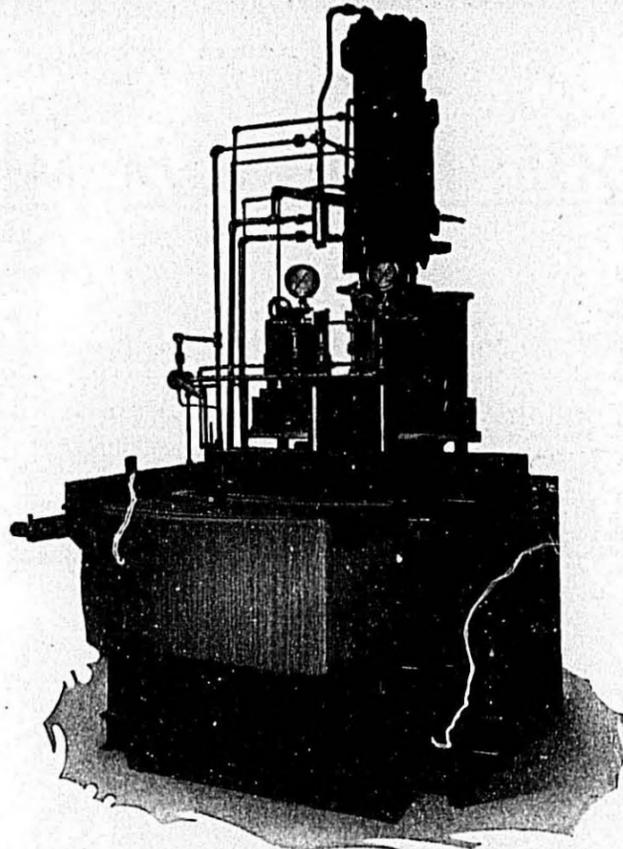
of our NEW PROCESS SEMOLINA. Milled from No. 1 Amber Durum wheat of the highest quality. Definitely tempered and milled to insure a uniform granulation that will absorb faster and produce a clear even color at a reduced cost of operation To You.

Address inquiries to

## MIDDLEPORT DURUM MILLS, INC.

Middleport, New York

## 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.

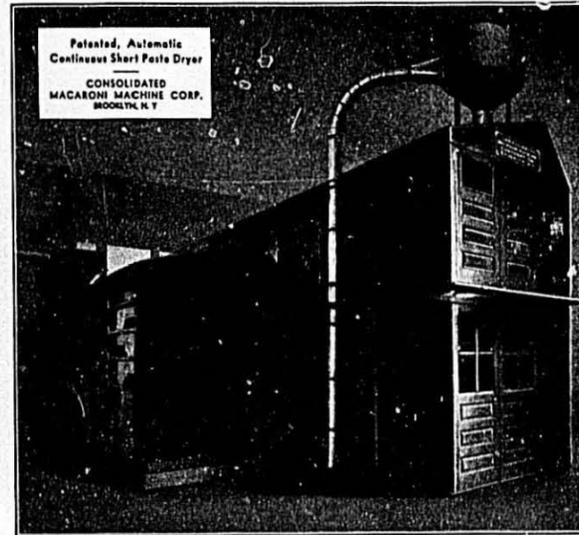
We can furnish you with new presses of this type or we can remodel your present hydraulic press and equip it with this spreader.

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

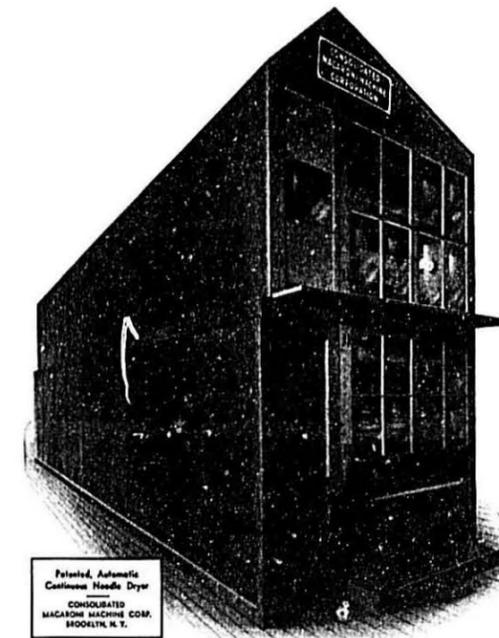
- Mixers
- Kneaders
- Hydraulic Presses
- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

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 Two—Wages, Hours and Records

**Wages.**—The minimum wage rate required by the Act is—  
30c an hour for the 6 years from October 24, 1939, to October 24, 1945.

40c an hour thereafter.

The Administrator may, by order based upon the recommendation of an industry committee, establish for any industry a minimum wage between 30 and 40 cents an hour. These higher rates will be given publicity reasonably calculated to notify the industry, but employers themselves should make sure whether or not a wage order has been issued applying to their industries. By October 1939 wage orders had been issued setting minima of 32½ cents an hour for textiles and for seamless hosiery, and 40 cents an hour for full fashioned hosiery. Industry committees are composed of an equal representation of employers, employees, and the public.

The Act does not require that employees must be paid on an hourly basis. Any method of payment (such as piece rates) may be used provided it satisfies the wage requirements of the Act.

In computing wages for the purposes of the Act, the employer may include the reasonable cost of furnishing his employees with board, lodging, or other facilities if they are customarily so supplied. "Reasonable cost" does not include a profit to the employer or to any affiliated person. The cost of furnishing facilities which are primarily for the benefit or convenience of the employer (such as tools of the trade) may not be included in computing wages.

**Hours.**—The maximum standard workweek provided by the Act is—  
42 hours per workweek from October 24, 1939, to October 24, 1940.

40 hours per workweek thereafter.

These are not absolute limitations upon the number of hours an employee may work. The Act merely re-

quires that work above these weekly limits shall be paid for at the rate of at least one and one-half times the employee's regular hourly rate of pay.

A *workweek* is seven consecutive 24-hour days. It may begin at any time of day, but no changes in the workweek may be made for the purpose of evading the overtime provisions of the Act. There is no limitation on the number of hours that may be worked in any one day.

There may be no "averaging" over two or more workweeks. Time lost for any reason (sickness, et cetera) during one workweek may not be made up in any succeeding workweek without payment at overtime rates for all hours worked in the succeeding week over the statutory maximum.

Compensation for overtime must be paid in cash and at the time when the employee customarily receives his compensation. It must be at the rate of not less than one and one-half times the employee's regular hourly rate of pay.

**Records.**—Employers covered by any provisions of the Act must keep records, though no definite form is required. The only requirements are the following:

- (a) Records must be kept either at the place of employment or at any office of the employer located in the same state, unless otherwise authorized by the Administrator.
  - (b) They must be kept for at least 4 years and be open for inspection and transcription by representatives of the Wage and Hour Division.
- With regard to each employee, employers must keep the following information:
- (a) Name in full; (b) home address; (c) date of birth if under 19; (d) hours worked each workday and each workweek; (e) total wages paid each workweek; (f) date of

payment; and, in addition to the above, when hours over the statutory maximum are worked by the employee: (g) regular hourly rate of pay and basis upon which wages are paid; (h) earnings at regular hourly rate of pay for each workweek; and (i) extra earnings for overtime.

Where the actual cash wage paid is less than the minimum wage required by the Act and the employer is relying upon the furnishing of board, lodging, and other facilities to bring the wage up to the minimum, the records should show the cash wages actually paid and the amount claimed for board, lodging, and other facilities, which can in no case be greater than the cost to the employer.

There can be no substitute for an accurate daily record of the number of hours actually worked by each employee. The posting of a notice specifying the regular hours of work and forbidding overtime "without express official authority" does not release an employer from the obligation to keep a record of hours actually worked.

Waiting time constitutes time worked and must be recorded as such, whenever an employee is required to be on duty, on the employer's premises, or at a prescribed workplace, or when the time is too short for the employee to spend it for his own purpose.

(Part Three to Follow in Next Issue)

#### New Semolina Mill Running

The new semolina mill at Middleport, New York, started its production run early this month according to J. A. Lenhardt, president of Middleport Durum Mills, Inc. Before its purchase by its present owners, the mill was equipped for grinding spring wheat bread flour and had a production capacity of 75,000 barrels annually.

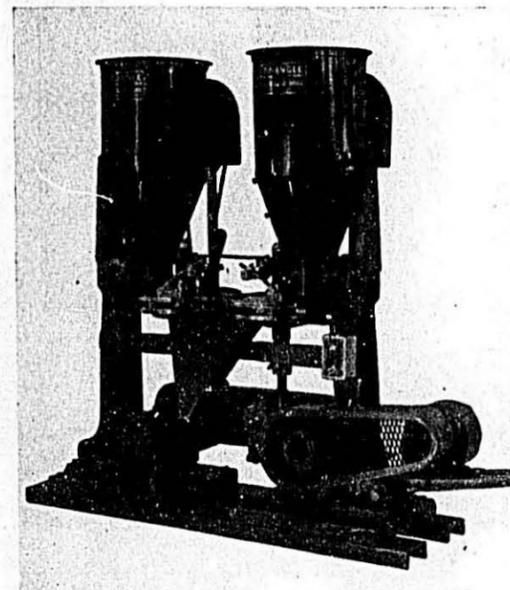
"We are reflowing the entire mill for Semolina and Durum flour" says the management, "and it will have a capacity of 100,000 barrels yearly when the remodeling is completed."

Mr. Harold M. Van Husan of New York City is Secretary-treasurer of the operating firm. The mill superintendent is Mr. A. D. McLean, whose experience in milling Durum goes back quite a number of years, having been associated with some of the largest durum mills.

The offices of the company are in Middleport, New York.

Too bad "new and improved models" doesn't apply to drivers as well as to automobiles.

# NOW-for Noodle Soup Mix-



Package  
Seasoning  
and Vegetables  
Simultaneously  
with one operator  
at 40 to 50  
per minute!

#### PROVED IN SERVICE

Already in use in many macaroni plants for packaging noodle soup mix. Table Model 46" high. Fully adjustable. Extremely accurate.

NEW PROFITS  
FOR YOU—

SEE NOODLE SOUP MIX  
Packaged on  
TRIANGLE MACHINES

For better, lower cost packaging, use flexible, dependable, Triangle Carton Sealers, Weighers and Fillers

## TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

New York: 50 Church St.  
San Francisco: 111 Main St.  
Denver: 1525 Wynkoop St.  
Cleveland: 5927 Euclid Ave.

Los Angeles: 1501 W. Jefferson Blvd.  
Birmingham: 702 South 28th St.  
Seattle: 3138 Elliott Ave.  
Foreign Office: 44 Whitehall St., New York City

**Author of "Accident Facts" Promoted**

R. L. Forney, assistant to the managing director of the National Safety Council, has been appointed director of the Council's Industrial Division, effective January 1, 1940.

Mr. Forney will replace W. Dean Keefer, who ended 21 years with the



R. L. Forney  
Newly appointed Director of the Industrial Division of the National Safety Council

Council to join the Lumbermen's Mutual Casualty Company as assistant to the Vice President in charge of safety engineering, with offices in Chicago.

Mr. Forney, in addition to his duties as assistant to the managing director, a responsibility he will retain, has directed the Council's Statistical Division for 12 years. In this period he brought the division to nationally recognized leadership on accident facts and figures in every field of safety. He directed and edited the annual publication of "Accident Facts," a statistical yearbook which is used and quoted generally as an authoritative reference volume on accident totals, causes and costs.

In the industrial field, Mr. Forney has become widely known for his understanding of industrial safety problems.

He is a graduate of Washburn College, Topeka, Kan., and took his Master's degree in economics at Northwestern University. He lives in Oak Park, Ill.

Mr. Keefer is one of the nation's authorities in the field of industrial safety engineering and accident prevention work. He joined the National Safety Council as a safety engineer, later served two and a half years as business manager and for the last 16 years has been chief engineer and director of the Industrial Division.

Mr. Keefer was graduated from Syracuse University with the degree



W. Dean Keefer  
Enters private business after 21 years of service in National Safety Council

of Electrical Engineer. His home is in Winnetka, Ill.

William Johnson, for three years a statistician for the Council, succeeds Mr. Forney as head of the statistical division.

**Macaroni Imports and Exports—October, 1939**

According to the Monthly Summary of Foreign Commerce issued by the Bureau of Foreign and Domestic Commerce for the month of October, 1939, macaroni products were exported in greater increased quantities during the month, and the imports showed a decided increase.

**Imports**  
During October, 1939, the imports amounted to 148,379 pounds worth \$13,914 as compared with the September imports amounting to only 41,803 pounds valued at \$10,907.

For the first ten months of 1939, the imports totaled 909,938 pounds worth \$87,567.

**Exports**  
The October exports continued the increase over the September exports. The total exported in October was 634,787 pounds worth \$42,653 while the September figures were 477,767 pounds worth \$33,107.

The first ten months of 1939 showed 3,010,915 pounds valued at \$219,787.

Listed below are the countries to which American products were shipped during September and the quantities shipped to each:

Countries	Pounds
Norway	5,690
United Kingdom	341,287
Canada	62,531
British Honduras	134
Costa Rica	212
Guatemala	444
Honduras	254
Nicaragua	813
Panama, Republic of	2,526
Panama, Canal Zone	37,388
Salvador	665
Mexico	39,059
Newfoundland & Lab.	16,775
Bermuda	6,525
Barbados	360
Jamaica	26
Trinidad & Tobago	29
Other Br. W. Indies	975
Cuba	21,326
Dominican Rep.	10,247
Neth. W. Indies	7,639
Haiti	9,206
Colombia	746
Ecuador	332
British Guiana	112
Peru	375
Venezuela	1,748
Yemen, Etc.	208
British India	24
British Malaya	192
China	942
Neth. Indies	2,736
Hong Kong	3,005
Philippine Islands	58,355
Australia	48
British Oceania	260
French Oceania	272
New Zealand	84
U. of S. Africa	960
Liberia	247
Total	634,787
Insular Possessions	
Alaska	36,874
Hawaii	77,007
Puerto Rico	167,497
Virgin Islands	3,901
Total	285,279

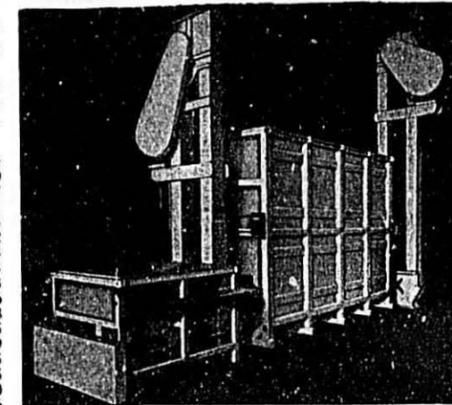
**Thieves and Water**

Two unwelcome visitors presented themselves at the plant of the Gioia Macaroni Company at 71 Parkway, Rochester, N. Y., during the month of December, 1939. The thieves were frustrated but the water took its toll.

On the night of December 5, thieves entered the building with a duplicate key, knocked off the dial from the company's safe but fled when they found that the door held.

On Christmas Eve an overheated motor in a machine on the third floor caused a small fire damage but a heavier water loss. The small fire caused the sprinkling system to function with the result that water flowed from the third floor through to the basement, damaging stock and machinery en route. The damage is estimated as in excess of \$7,500. Immediate repairs were made with the result that production was but slightly impaired and the firm was able to fill its orders on time.

**MAKE 1940 A PROFITABLE YEAR!**  
YOU CAN DO SO WITH CHAMPION EQUIPMENT



CHAMPION ENGINEERS WILL GLADLY MAKE SUGGESTIONS FOR PLANT IMPROVEMENTS

CHAMPION EQUIPMENT IS PRICED LOW

SOLD ON EASY TIME PAYMENTS

**THIS CHAMPION SEMOLINA BLENDER**

AUTOMATICALLY aerates, blends and sifts the flour to a uniform fineness, and removes all foreign substances, assuring a cleaner and much improved product.

SAVES valuable time, hard back-breaking labor, scorching and frequent replacements of expensive dies—a money-saver in every respect.

INCREASES PROFITS and REDUCES COSTS

MAIL COUPON FOR BULLETIN AND ALL DETAILS

**CHAMPION MACHINERY COMPANY JOLIET, ILLINOIS**

Other accurate, automatic equipment made by Champion for the Macaroni and Noodle Industry, includes:

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

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Send me complete information regarding your Champion Automatic Semolina Blender, with prices and terms. Also, tell me about your Easy Installation Payment Plan.  
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COMPANY .....  
ADDRESS .....  
CITY ..... STATE.....

**Now Available . . .**

**A New Booklet on Macaroni Products — Their Origin, American Introduction and Development**

Size 7" x 10", with illustrated cover and back cover page blank for imprinting name and message of distributor.

It's brimful of historical information, explanations of the manufacturing process, authoritative statements on the food value of Macaroni Products, pertinent Facts and useful Hints.

It contains 26 fine illustrations, 23 Kitchen-Tested Recipes, 18 of them beautifully illustrated, and 2 pages of suitable sauces.

An invaluable and authoritative Booklet of 24 pages with a cover in striking colors is now available for general distribution to—

- Buyers and Distributors
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- Teachers of Classes Studying Foods
- Food Directors of Radio Stations
- Every Homemaker in America

If interested, send for sample copy and prices.

**THE NATIONAL MACARONI INSTITUTE**  
BRAIDWOOD ILLINOIS



- Home Demonstration Agents
- Hotel and Restaurant Chefs

## NEW PRODUCTS

### Two Fillers in One

Many manufacturers of egg noodles have gone into the "soup mix" business in a big way and some of the firms report excellent consumer reaction and a profitable business in egg noodles for soups. Therefore, many will be interested in the following that solves one of the many packaging problems:



Triangle Package Machinery Co., 915 No. Spaulding Ave., Chicago, announces the development of a new machine designed to fill two separate ingredients of different characteristics and volume into one container. On the market only a couple of months, these machines are already being widely used by producers of such products as noodle soup mix, wherein seasoning powder and dehydrated vegetables are packaged in a small envelope and put in a carton with the noodles.

The new machine is a combination of two Triangle volumetric fillers, both driven by one motor. The machines are synchronized so that discharges from each filler are simultaneous. Each unit has an agitator in the hopper with four-cup measuring plates and a common discharge spout. The amount of the discharge of each unit can be varied by a simple adjustment, and adjustments on each unit are independent of each other.

The filler is very compact—53" overall—and can be placed on a table. Requiring one operator, it will run at a speed up to 50 or more discharges per minute. The unit is designed particularly for handling two different products of different specific gravity as well as items that have a tendency to separate from each other, such as are found in the chemical and food fields.

### A Moisture Register

The Moisture Register Co., 1029 North Sycamore St., Los Angeles, has announced the production of a new unit called the Granular Moisture Register. This unit adapts the principles of their Lumber Moisture Register . . . which has become the standard of lumber moisture testing . . . to all granular, powdered, pelleted, and loose pulp materials, as well as vegetable products, tobacco, dried fruit, et cetera.

The machine is a self-contained, completely portable unit. It weighs forty pounds, is 11 inches high by 11 inches deep by 7 inches wide, and is finished in crackled lacquer and chrome. It is powered by low-cost batteries which the manufacturer claims will give at least one year of ordinary service.

Material to be tested is placed in cup at top of machine and operation of crank lever produces hydraulic pressure to squeeze air from sample, after which, measurement is made by operating small switch lever. The same lever, thrown to upward position releases hydraulic pressure and returns plunger to open. Readings are independent of room temperature, humidity, or temperature of sample in normal ranges.

"This new Moisture Register for Granular materials is practically unaffected by the dielectric constant of the material under test. Complete test is made in less than one minute without the necessity of a skilled operator. It is sold under one year guarantee against defects or failure of materials or workmanship, including change of accuracy."

Instrument is supplied with meter dial reading in direct moisture percentages or with arbitrary numerical scale from which user determines calibrations.

### Air Conditioned Electrically

Air as clean as an ocean breeze, free of smoke, dust particles and other impurities, will circulate in Savannah, Georgia's, newly opened and completely air conditioned Remler's Night Club. This is the first restaurant anywhere in the nation to be equipped with a Westinghouse Precipitron, a newly-developed electrostatic air cleaning device.

The latest type Westinghouse air conditioning equipment, and the Precipitron that will electrically purify 15,000 cubic feet of air per minute,

were supplied and installed by Kuhr Brothers. In addition to assuring a smoke-free atmosphere, it removes particles down to sub-microscopic size, invisible, but ordinarily remaining suspended in the air. A 40-horsepower compressor is used in the larger room and a compressor of 15-horsepower rating in the smaller room. The air-conditioning unit has a capacity of 4,000 feet per minute. A boiler, with gun-type oil burner, will supply heat during the winter months.

The Precipitron electrically precipitates dust, instead of filtering these particles like a mechanical device. The device removes about 99 per cent of all solid matter in the atmosphere—dust, soot and pollen. Savings effected in "spring cleaning" costs will be substantial, according to engineers, who estimate that six bushels of dust a year accumulate in unprotected rooms.

In New York, Pittsburgh, Cleveland, and other cities the Precipitron is being introduced in department stores, hospitals, schools, offices and specialty shops. It is also designed for home installations, where its effectiveness provides comfort for pollen allergy victims.

### Mission Macaroni Tenders Christmas Dinner

To celebrate the completion of six successful years of operation since its founding in 1932, the Mission Macaroni Manufacturing Co., Inc., of Seattle, Washington, the executives of the firm tendered a Christmas dinner to its employees, their husbands, wives and sweethearts, on the evening of December 21, 1939. The scene of the festivities was the famous La Tosca Cafe, which was appropriately decorated in the Yule-tide trimmings and colors for the occasion.

Michele Pesce, President and Guido Merlino, secretary of the firm, took personal charge of the celebration. John Lucurella was a witty and thoroughly enjoyable toastmaster. In a short after-dinner talk, President Pesce told of the establishment of the company in 1932 with but one employee in addition to its executive, and the rapid growth that followed to establish the Mission company as the largest in the State of Washington, with a payroll of twenty-seven.

Secretary Merlino then extended the season's greetings to the guests and distributed Christmas favors. Miss Olivia Forte responded in behalf of the employees, who were individually called upon for a bow and a few words. Group singing of Christmas carols brought the festivities to a fitting close.

The firm's plant is located at 1727 First Avenue South, Seattle, Wash.

### B. J. Stockman Dies

Former Head of Duluth-Superior Milling Company

Benjamin J. Stockman, prominent in the flour and semolina trade for more than a half century, died in the Duluth, Minn., hospital on December 10, 1939. He has not been in the best of health for some time and death was attributed to infirmities of age. He was 76 years old.



Mr. Stockman was well known to the macaroni trade of America, having frequently attended the conventions of the National Macaroni Manufacturers Association and regional meetings of macaroni men. He was particularly active in the semolina business after becoming manager of the durum mills of the Duluth-Superior Milling Company in 1911. He was elected president of that firm in 1928, retiring in 1932.

He was born in Leith, Scotland in 1863 and came to America in 1892. His first connection with the flour industry was in association with his father in the flour importing trade. After his arrival in America he completed over fifty years of business in the flour industry.

He traveled extensively, visiting all the important places in America under his chosen policy of "Seeing America First" and also made one world tour. After the death of Mrs. Stockman in 1935, he spent a quiet life in his home city. Funeral services were conducted December 12, with burial at Forest Hill cemetery, Duluth, Minnesota.

Plan now to attend the winter meeting of the Macaroni trade at the Morrison Hotel, Chicago, January 22, 1940. Meeting opens at 10:00 A. M. and will continue throughout the day.

### 34,360,000 Bushels Of Durum

Durum wheat production in 1939 accounted for 34,360,000 bushels of the total spring wheat crop amounting to 191,540,000 bushels. This compares with a production of 40,697,000 bushels in 1938 and the average of 35,076,000 bushels for the last ten years.

The estimated yield per harvested acre in 1939, according to the Federal Crop Reporting Board was 11.2 bushels per acre, compared with 11.4 bush-

els in 1938 and the 10-year average of 9.4 bushels.

The acreage of durum wheat harvested in 1939 was 3,006,000 acres, which is 16 per cent less than the 3,569,000 acres harvested in 1938 and 10 per cent below the 10-year average acreage of 3,355,000 acres.

Of the total 3,220,000 acres seeded in 1939, 10.7 per cent was abandoned. This compared with 10.5 per cent last year and the 10-year average of 19.7.

The other fellow may be wrong, but he is less so than we in telling him so.

## LONG LIFE AT FULL CAPACITY

With the Elmes equipment illustrated here you can mix large quantities of dough . . . thoroughly and easily . . . over a period of many years.

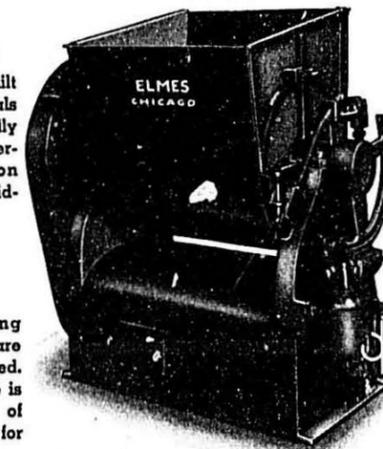
The motor and drive of the arm shaft are enclosed in the base and thereby protected against flour and dust. This eliminates wear and cleaning.

### Sturdy Construction

All parts are built of rugged materials with an unusually high factor of over-strength. Precision engineered and rigidly inspected.

### Quiet Running

The slow-moving overwidth gears are completely enclosed. Consequently there is very little noise of operation. Send for details.



CHARLES F. ELMES ENGINEERING WORKS

213 N. MORGAN ST. Chicago SINCE 1851

### Death of Mr. George W. Howard

Salesmanager of Los Angeles Firm Dies Suddenly

Mr. George W. Howard, who was appointed Salesmanager of the L. A. Pacific Macaroni Company, Los Angeles, Calif., died suddenly early on the morning of December 17, 1939. He was apparently in the best of health when suddenly stricken. The funeral was held on December 19, with impressive services at the "Little Church of the Flowers" in Glendale. Burial was in Forest Lawn.

Though he had just recently become associated with the macaroni industry, Mr. A. Hieble, president of the L. A. Pacific Macaroni Company, is of the opinion that the industry lost a man that had a bright future and who would have made his influences felt in the trade. Mr. Howard was perhaps one of the best known men in California in the Grain Trade, having been elected President of the Los Angeles Grain Exchange when only 32 years of age. He was the youngest man ever to hold that important position.

He took a leading part in the successful organization of the Cooperative Poultry Association of California. In October, 1938, he was selected

to handle the difficult problem of rehabilitating the disrupted membership of the Southern California Macaroni Industry. As Secretary-Manager of the Southern California Group of the Macaroni Industry Board, he devoted all his energy and efforts to its problems, probably with more success than any of his predecessors, until October 1, 1939. On the latter date, the State Marketing Agreement for the Macaroni Industry was tentatively terminated due to the evident lack of possible state enforcement.

Following this Mr. Howard joined the staff of the L. A. Pacific Macaroni Company as Salesmanager. With untiring efforts and his natural ability to make friends, he helped in no small way to put the macaroni firm once more on its feet, according to President Hieble.

### Fontana Puts On a Magical Radio Program

One of radio's most novel and popular programs is the new Fontana show, "This is Magic," on KFERC every Monday and Wednesday evening 7:15 to 7:30. The listening audience hears famous illusions dramatized and explained in a revealing, thrilling and amusing

style. "This is Magic" appears to be another radio "natural."

In addition to such "inside stories" about magic as "The Secret of the Magic Mango Tree" and "How to Saw a Woman in Half," home tricks are explained so listeners can learn how to do magic tricks themselves. These home tricks are also available in the form of printed explanation slips which are distributed free through Fontana dealers, as inserts in packages of Fontana's macaroni, spaghetti and egg noodles, and also they are sent by mail to those listeners writing Fontana's care KFERC.

An interesting and profitable (to Fontana dealers) merchandising angle to this radio feature is the furnishing of special tricks of magic to listeners for only 10c plus (3) Fontana labels. These are tricks requiring special apparatus which Fontana supplies under the conditions mentioned above.

Dealers all over Northern and Central California are tying in with this program and featuring Fontana's macaroni products in various ways. A great many grocers find that "related-selling" displays of Fontana packages and other food that "go along" with macaroni products are especially effective. *Commercial Outlook*, Sacramento, Calif.

## THE BEST THAT CAN BE MADE Enough Said



## EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office: 80 Broad Street

New York, New York

### W. E. Derrick Heads Distributors

Wm. E. Derrick, manager of the New York office of Pillsbury Flour Mills Co., was re-elected president of the New York Association of Flour Distributors at the organization's annual election December 15, 1939. The meeting was held in the Produce Exchange and was attended by most of those who sell durum, semolina and bread flours in the metropolitan area.

Samuel Eckstein, well-known flour dealer, was named vice president. Wayne G. Martin, eastern manager of *The Northwestern Miller*, formerly treasurer of the club, was named Secretary. Fred W. Colquhoun was elected the Treasurer.

Mr. Derrick is well known to the macaroni trade, having frequently represented his firm at national conventions and in district meetings.

### Firm Plays Santa Claus

The employees of La Premiata Macaroni Corporation, Connellsville, Pa., received a very substantial cash bonus as a Christmas gift, representing the distribution of part of the profits created during 1939 by the faithful work of the workers. The bonus was paid to both the salary group and the employees on the hourly wage basis, and

was the first cash bonus ever paid by the firm.

The bonus came as a pleasant surprise to the 62 recipients, many of whom have worked for the firm since its organization. Joseph J. Cuneo, vice president of the National Macaroni Manufacturers Association, is the Treasurer and General Manager of this successful firm, whose 1939 business warrants its "Santa Claus" role.

### Macaroni Factory Damaged

Considerable damage to floor stocks of semolina and macaroni products and to machinery in the plant operated by the Methuen Macaroni Company, Ballardvale, Mass., was occasioned by the bursting of a water line that caused the sprinkling system to operate on Christmas eve.

The damage was first reported by the water works manager who sought a leak that was using an undue amount of water. When discovered, the automatic sprinkling system had worked so efficiently that water was shooting out of various openings in the building, and icicles had formed on the sides of the wooden building where the water was coursing down. The damage is estimated at several thousand dollars.

### Noodles and Spuds

The Goodies Spud Chip Company of Billings, Montana, is the largest factory in Montana producing potato chips, a delicacy which the manager, Mr. S. F. Madden, prefers to call Spud Chips. The business was started over 20 years ago by W. F. Good enough, who is still actively connected with it. He is known throughout the state as "the Spud Chip King of Montana."

The firm has just completed a new factory in Billings, the most modern in the state. A new addition is a model egg noodle factory, a new venture for an old established firm, which hopes to make a name for its noodles as it has for its spuds.

The judge had given the defendant a long lecture on the evils of drink. But in view of the fact that this was the first time the man had been drunk, the case was dismissed on payment of one dollar cost.

As the prisoner turned to go, the judge said sternly, "Now, don't let me ever see your face again!"

"I'm afraid I can't promise that, sir," said the man.

"And why not?"

"Because I'm still the bartender at the Courthouse Bar and Grill."

## John J. Cavagnaro

Engineers  
and Machinists

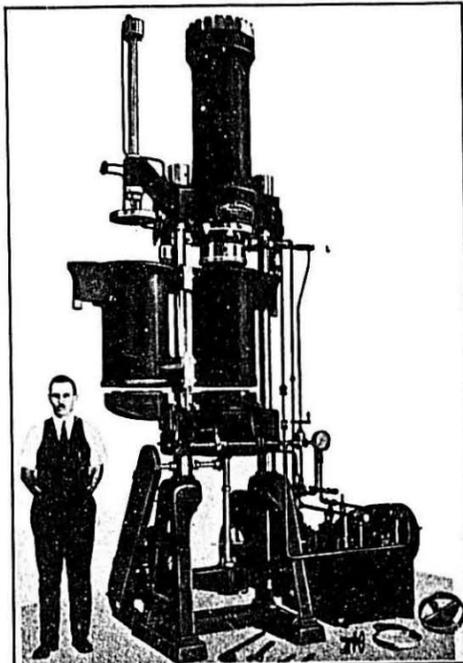
Harrison, N. J. - - U. S. A.

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Since 1881

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Kneaders  
Mixers  
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Brakes  
Mould Cleaners  
Moulds

All Sizes Up To Largest in Use

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



PRESS No. 222 (Special)



Accidents usually leave scars—different kinds of scars. There are physical scars, of course—the cuts, bruises, burns, or whatever they may be.

But the kinds of scars that hurt most are those that sear into our minds and leave unhappy memories. These scars seldom heal.

We can all think back to some tragedy in which someone we knew very well, or perhaps someone in our family, played the leading part. The vividness of such a memory depends on the seriousness of the accident.

Why take chances in driving an automobile carelessly or recklessly? Why try to cheat time? What do you gain?

It's Smart to Drive Carefully!

#### "Please Don't Hurt My Little Girl"

A plea for the protection of children, widely circulated among employees, is reprinted below:

Dear Driver:

Today my little girl is seven years old. She started to school as usual. She wore a blue dress with a white collar. She had on black shoes and wore blue gloves. Her cocker spaniel, whose name is "Scott," sat on the front porch and whined his belief in the folly of education as she waved "Goodby" and started off.

Tonight we talked about school. She told me about the girl who sits in front of her—the girl with yellow curls—and the boy across the aisle who makes funny faces. She told me about her teacher, who has eyes in the back of her head, and about the trees in the school yard, and about the big girl who does not believe in Santa Claus. We talked about a lot of things that were awfully important to us; and we studied spelling, reading and arithmetic. Then she went to bed.

She is back in the bedroom now, sound asleep, with "Princess Elizabeth" (that's a doll) cuddled in her right arm. You fellows wouldn't hurt her, would you? You see, I am her daddy. When her doll is broken or her finger is cut or her head gets bumped, I can fix it. But when she starts to school, when she walks across the street, then she is in your hands. She is a nice youngster. She can run like a deer and darts about like a chipmunk. She likes to go on picnics and swim and hike with me on Sunday afternoons. But I cannot be with her all the time; I have to work to pay for her clothes and her education. So please help me look out for her. Please drive carefully, please drive slowly past schools and intersections, and please remember that children run from behind parked cars.

Please don't hurt my little girl.

Sincerely,

A. Father

"The boy who gets this job must be fast," said the manager. "Mistuh," replied the Negro applicant, "Ah's so fast Ah can drink watah out of a sieve!"

#### Noodle Soup Mixes

Manufacturers are constantly experimenting with new ways and means for interesting consumers in giving preference to their particular brands. An idea may be long in the "making" stage, but as soon as it is adopted and found practical by some ingenious and enterprising manufacturer, the idea catches on very quickly.

Just now there seems to be more than ordinary interest in soup mixes for various macaroni products, especially egg noodles. The practice is to prepare a package containing all the essentials for a fine-flavored soup with egg noodles providing the "body." There is a concentrate of rich soup stock and dehydrated vegetables in powdered form, all contained in an envelope enclosed in a package of egg noodles sufficient to make quickly a tasty soup sufficient for six servings.

The idea was introduced by one of the leading manufacturers of egg noodles in the middle west and it "caught on" quickly, not only among consumers but with competing manufacturers with the result that many are now marketing Egg Noodle-Soup Mixes. Some brands enjoy nationwide distribution while others are most popular in restricted marketing areas where brands are better established.

One firm announced to the trade recently a soup mix with chicken flavor; another specializes in beef flavored noodle soup mix. Judging from the enthusiastic reports of sales managers, the consumption of egg noodles in soups has increased materially with the introduction of the very popular and most convenient Egg Noodle Soup Mix.

To further interest the housewife, a manufacturer is now attempting to market his mix in a glass jar with a re-use value. It is an 8-oz. glass top jar with a wide base for stability. Its closure opening is so designed as to provide easy access to the contents. It will not spill easily or become messy in appearance when used for sugar, jams, honey, spices or as a refrigerator storage container after its original contents have been used in accordance with specific directions.

#### War Is Hell

American industry's position on peace and war is defined in the following statement of the National Association of Manufacturers issued by its president, Howard Coonley:

American industry hates war. War destroys lives. War wrecks homes. Economic chaos and years of crushing depression are its inevitable aftermath. It imperils representative democracy. Free institutions are among its early victims. Ultimately no one can escape the ruin of war.

American industry wants peace. Peace is the life blood of progress. Peace must be the national objective.

Industry's position on this matter has been stated repeatedly and there must be no misunderstanding about it.

The United States can stay out of war.

Emotionalism can betray us into war.

A public will to peace, coupled with wise public policies and affirmative action to this end by our government will keep us out of war. A fatalistic attitude that war is inevitable for us is absurd. It presupposes that America cannot conduct itself intelligently to preserve peace and its own interests.

*Europe's problems do affect us, but our domestic problems still must come first.*

If yesterday industry was the only source of prosperity and reemployment, today it is as well the keystone of preparedness and peace. Under any conditions, America must depend on a smoothly functioning, efficient industrial system.

Manufacturers will not relax their efforts to achieve and maintain sound improvement in our domestic economy.

Industry opposes profiteering—the utilization of war psychology to boost prices for the purpose of making excessive profits.

As manufacturers we recognize it to be our responsibility and moral obligation to conduct our businesses so that the prices of the products we produce and sell are related equitably to production costs.

We pledge our energetic support to this policy.

The N.A.M. calls upon all its members to exercise vigilance against any price or profit policies not justified by actual cost and anticipated cost of replacement.

Months ago this Association said: "No sensible person believes that profit can come out of the wreckage of human life and economic dislocation."

The use of this crisis as an excuse either to extort unjustifiable profits or to pursue partisan political objectives is not only indefensible and dangerous, but reprehensible morally. Nor should pleas of "emergency" be utilized as an excuse for reaching objectives which the American people would not otherwise sanction.

The present situation calls for agreement on common objectives, but the democratic process of consultation and criticism must never be abandoned. Otherwise, we shall be following in the footsteps of those who believe in government by coercion.

In a world distraught by force the best way to preserve representative democracy is to practice it.

Quality — Uniformity — Service  
You Can Depend On These When You Use

CAPITAL A /A No. 1 SEMOLINA  
CAPITAL FANCY DURUM PATENT FLOUR  
CAPITAL DURUM GRANULAR  
CAPITAL STANDARD DURUM FLOUR

Each One a Quality Product

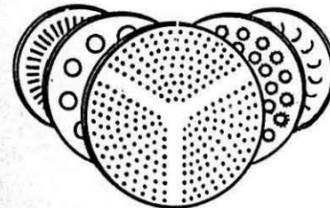
CAPITAL FLOUR MILLS  
INC.

OFFICES  
CORN EXCHANGE BLDG.  
MINNEAPOLIS, MINN.

MILLS  
ST. PAUL, MINN.

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

Send us a sample of each size carton you are interested in setting up and closing on equipment and ask for recommendations. No obligation.

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

### 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 December, 1939, the following were reported by the U. S. Patent Office:

Patents granted—none.

#### TRADE MARKS REGISTERED

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

#### Quickettes

The trade mark of Minnesota Macaroni Company, Saint Paul, Minn., was registered for use on alimentary pastes. Application was filed April 10, 1939, published September 26, 1939, by the Patent Office and in the October 15, 1939, issue of THE MACARONI JOURNAL. Owner claims use since March 1, 1939. The trade name is written in large type.

#### Bravo

The trade mark of Alfonso Gioia & Sons, Rochester, N. Y., was registered for use on alimentary pastes. Application was filed August 3, 1939, published September 26, 1939, by the Patent Office and in the October 15, 1939, issue of THE MACARONI JOURNAL. Owner claims use since October 31, 1938. The trade name is in very heavy type.

### Marathon

The trade mark of Minnesota Macaroni Company, Saint Paul, Minn., was registered for use on macaroni and egg noodles. Application was filed April 18, 1938, published October 3, 1939, by the Patent Office and in the November 15, 1939, issue of THE MACARONI JOURNAL. Owner claims use since April 14, 1934. The trade name is in black type.

### Why Non-members Are Excluded from Restaurant Discussion Periods

The limitation of attendance at certain convention sessions to members of the National Restaurant Association or to their authorized representatives, first inaugurated last year, were applied on a broader scale at its meetings in Chicago last month, according to the association's bulletin. Among the sessions closed to non-members were those devoted largely to discussion.

"The directors attend such meetings," the publication explained, "and it has been brought forcibly to their attention that the audience always includes a large number of non-members. Their presence has been noted because many of them are not a bit bashful about asking questions and accepting valuable advice. Some of these non-members have become fairly well known through their attendance year after year. They come, they learn and they enjoy themselves, but they won't make the small contribution of dues.

"The association's attitude toward non-members at the convention has always been one of most gracious hospitality, and it will continue to be. The officers of the association hold nothing against the restaurateur who attends his first convention as a non-member. They welcome him most heartily. They don't blame him for wanting to sample some of the association's benefits before he decides to join.

"But some operators have been abusing the privilege and, as a result, it has been necessary to impose restrictions.

"In all organization activity, many of the benefits are shared by non-members even though they may be entirely unaware of what the trade association is doing. That is something which is accepted philosophically by those who devote time, money and effort to organization endeavors.

"But it is a different thing when a business man will go to the association, secure its help in every conceivable way and then refuse to participate in its work. It is at such a person that the 'For Members Only' policy is directed."—National Food Distributors' Journal, November, 1939.

### Mushroom and Spaghetti

(Continued from Page 12)

mato paste and seasonings. Cover and simmer from 20 to 30 minutes to blend the flavors.

Put a generous portion of spaghetti on each plate, pour sauce over it and sprinkle with Parmesan cheese if desired.

#### Spanish Sauce for Spaghetti

4 slices bacon  
1 8-oz can sliced mushrooms  
1 onion  
1 qt. tomatoes, fresh or canned  
1 bay leaf  
Chopped green pepper.

Cut bacon in small pieces and fry until brown; add mushrooms, drained from broth; add onion, chopped fine. Brown. Add remaining ingredients and simmer slowly about one hour. Add chopped green pepper and serve hot on spaghetti.

#### Mushroom Almond Sauce

2 tbsps butter  
1/2 slice onion  
1 cup meat stock  
1 4-oz. can sliced mushrooms  
1/4 cup almonds, toasted  
4 tbsps. flour  
1/2 teasp. salt

Cook onion in butter until brown; remove onion, add flour and salt and cook until brown. Add meat stock and boil for 2 minutes. Saute mushrooms in butter about 5 minutes. Mix in toasted almonds, and serve hot over spaghetti or noodles.

### "Biddy" to Feed Explorers

When Admiral Richard E. Byrd "parks" his good ship "North Star" and takes off across the barren wastes of Antarctica in his Snow Cruiser, "Biddy," the all-American hen, will be right with him . . . in the form of Armour's Powdered Whole Eggs. Several hundred pounds of Powdered Whole Eggs from Armour's

Springfield, Missouri, processing plant were loaded recently for Navy Yard, South Boston, Massachusetts, and are now headed south with Admiral Byrd. They'll be used for general cooking purposes by members of his party.

This news should make the American farmer feel good, too, for he knows that Armour will pour this "Egg Money" right back into his pocket to buy more of the 100 per cent American Farm products—FRESH EGGS.



Destination—the South Pole. Armour's powdered whole eggs for use for general cooking purposes by the members of the Byrd's Antarctic Expedition.

### Swelled by Northwest Figures, December Flour Output Gains Sharply Over November

Mills on The Northwestern Miller's reporting list, representing about 64% of the nation's flour production, manufactured 6,227,960 bbls of flour during December, 1939, compared with 5,300,689 bbls the previous month. The gain over November, 1939, is 927,271 bbls, but the December, 1938, figure was 6,473,289 bbls, somewhat larger than the 1939 monthly production.

Two and three years ago in December, these mills produced 5,231,096 and 5,025,976 bbls, respectively. Mills of the Northwest figured strongly in the month's gain over November. They recorded an increase of 906,304 bbls, almost equal to the total monthly gain. Another large share in the gain, 61,651 bbls, is attributable to the mills of the Pacific Coast.

Mills of the Southwest and Buffalo, which are major producing sections, were alone in registering monthly decreases. The southwestern loss was the larger—59,158 bbls, while Buffalo mills dropped behind 31,390 bbls during the month.

Below is a table which shows the status of the various producing sections in detail, as compared with several years back:

#### TOTAL MONTHLY FLOUR PRODUCTION

Output reported to The Northwestern Miller, in barrels, by mills representing 64% of the total flour production of the United States:

	December, 1939	Previous month	December		
			1938	1937	1936
Northwest	2,095,933	1,189,629	1,161,889	1,075,746	1,005,307
Southwest	1,954,873	2,014,031	2,083,441	2,020,029	2,130,700
Buffalo	683,904	715,294	819,301	820,285	827,213
Central West—Eastern Div.	543,740	527,853	514,639	304,791	297,952
Western Division	281,014	254,695	290,441	307,119	278,873
Southeast	132,457	124,799	141,598	293,392	287,732
Pacific Coast	536,039	474,388	461,980	409,734	198,199
Totals	6,227,960	5,300,689	6,473,289	5,231,096	5,025,976

Macaroni-Noodle manufacturers who attend the Mid-Year meeting of their Industry at the Morrison Hotel, Chicago, January 22, 1940, will find it convenient to contact distributors of their products who will be in that city that week attending the Grocery Trade Conferences.

### PRICE and QUALITY PRINTING

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Trade Mark Registered U. S. Patent Office  
Founded in 1903  
A Publication to Advance the American Macaroni Industry  
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
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COMMUNICATIONS—The Editor solicits news and articles of interest to the Macaroni industry. All matters intended for publication must reach the Editorial Office, Braidwood, Ill., no later than Fifth Day of Month.

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

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

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

**ADVERTISING RATES**

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Vol. XXI JANUARY 15, 1940 No. 9

**Tele-foni Macaroni(?)**

The query of the year, in so far as the macaroni industry is concerned, is—"What is "Tele-foni" macaroni?"

Frequent reference was made to "Tele-foni Macaroni" by J. Harry Diamond, President of the National Macaroni Manufacturers Association, at a recent meeting of the Central States manufacturers in Chicago, with no explanations or showing of samples. Thus the mystery remains unsolved.

The entire industry is asked to help in solving the question, What is Tele-foni Macaroni? How many make this size or shape? How many have ever heard of it? What do the die-makers know about it?

Write your comments for publication in this magazine as a means of enlightening scores of anxious manufacturers who are desirous of knowing whether or not they are missing a good bet in not producing "TELE-FONI MACARONI."

**Food and Home Service**

Esther Kimmel, formerly Food and Home Management Editor of *Pictorial Review*, has established a new type of service for advertising agencies, and food and home equipment manufacturers known as **FOOD AND HOME SERVICES**. The service will include production of recipe and equipment material for booklets, labels, advertising copy and promotional literature, ideas and information regarding consumer approach to housekeeping subjects, and photographic setups of food and home equipment. Miss Kimmel was also Director of Home Economics for the *New York Herald Tribune* Home Institute, was at one time with the Priscilla Proving Plant of *Modern Priscilla*, and with public utility and manufacturers in home service work.

**Welcomes Institute's Booklet**

Commenting on the new booklet now being released by the National Macaroni Institute, this nationally recognized authority on foods, says:

"Thanks for the copy of the booklet, *Americanized Macaroni Products* sent for a preview. It is very interesting, and I am extremely glad to see it. As a matter of fact, I did not know that such a booklet was in existence."

Miss Kimmel's kitchen, office and laboratory is at 112 East 57th Street, New York, N. Y., telephone Plaza 8-0122.

**Spokane Plant Damaged**

The macaroni factory operated by Scarpelli Brothers at 2014 East Sprague St., Spokane, Washington, has undergone repairs made necessary by a fire on November 30, 1939, that destroyed some of the drying rooms in the basement and badly damaged the floor and ceiling. An over-heated motor caused the blaze. Luckily the fire was confined to the basement. However, much damage was done to the stocks of raw materials and finished products by the smoke and water. The loss was covered by insurance.

According to G. Scarpelli, one of the proprietors, the factory resumes operations on January first, with all repairs completed and the entire section repainted. This firm makes several brands that are popular in the Northwest. Among them are "Golden West," "La Pantera," "Miss Spokane," "Gragnano" and "Red Bar."

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**Warm Weather Cuts Sales**

The unseasonably warm weather that prevailed during the month of December is given as one contributory cause of the slow sales in macaroni in the New York Trading Area by the *Journal of Commerce* of that city, although the general lack of demand for all food products from jobbers was the really important factor.

"Prices rest on a very firm base, and in the light of wheat costs should be higher," says this same authority.

Macaroni products, Italian style, in 20 pound boxes, ranged in price from \$1.15 to \$1.20, for the better semolina grades. For the flour grades, prices were from 85 to 90 cents. Fancy egg noodles in bulk sold for from 8¼ to 9 cents a pound. No quotations were given on the packaged macaroni products market.

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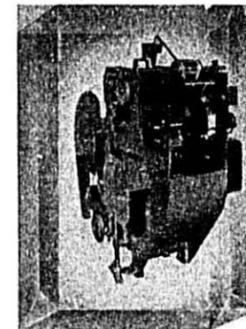
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### The Secretary's Message

## Organize To Fight Proposed Processing Tax

"Preparedness" is a word that appears quite frequently in the news of the day. A nation that is prepared will not be attacked wantonly; neither will an industry that is properly organized and fully prepared.

Is the Macaroni Industry as fully prepared as it should be to fight against the proposal now before the Congress of the United States to raise money to meet an increasing government deficit by an indirect but most obnoxious tax on bread, macaroni and other wheat products?

In cooperation with the Millers National Federation, the National Macaroni Manufacturers Association is endeavoring to organize all processors of semolina and flour in a preventive war on the proposal to reestablish the processing tax as proposed by several government officials that usually have the ear of the president and those of Congressional leaders.

"Taxes on flour, which may run as high as \$1.99 a barrel, confront the milling trades, the macaroni industry and other processors in the wheat-certificate allotment plan now before Congress," says a recent bulletin of the National Association of the Flour Milling Industry.

"When processing taxes were in effect under the AAA Act in 1933-36, a levy of 30 cents a bushel was imposed on wheat. Prior to the Supreme Court decision outlawing this form of taxation, processors of wheat and other commodities paid into the Federal Treasury a total of \$900,720,398.00. Wheat processors alone were taxed \$250,628,890. (Macaroni-Noodle Manufacturers paid a goodly share of this enormous tax.)

Market-basket taxes are most unpopular and will be strongly opposed by the consumers if they can be made aware of the fact that the proposed processing tax will mean higher prices for bread, macaroni, etc. Macaroni manufacturers are practically unanimous against this new taxation because they realize that added taxes will mean lessened consumption of the higher priced foods that bear the added tax burden.

With macaroni consumption at low ebb and prospects of decreasing further if additional taxes are imposed, the macaroni-noodle manufacturers should organize to combat the proposal. "This is no time to be looking for a free ride," says one of the leading manufacturers. The National Association is ready to lead the fight, but it must have the support of the better class of manufacturers to win.

The support of the firms that are not now members of the National Association is needed. They are asked to join their trade organization and by doing so give the National Association the financial support and the moral backing which is needed in this Industry fight against further taxation and other impediments against better business.

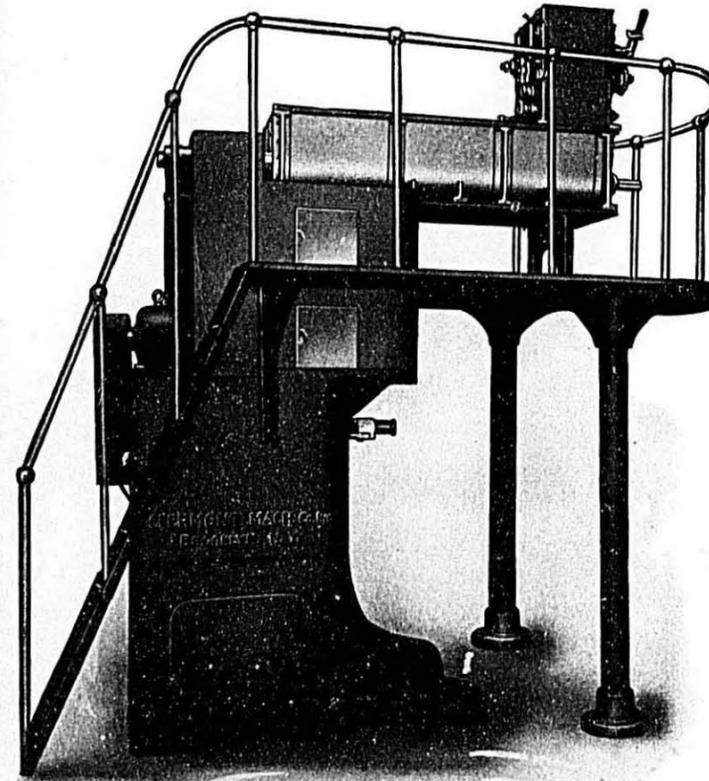
M. J. DONNA, Secretary, N.M.M.A.

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