

**THE  
MACARONI  
JOURNAL**

**Volume XX  
Number 10**

**February 15,  
1939**



# The Macaroni Journal



Braidwood, Illinois

FEBRUARY 15, 1939

Vol. XX No. 10

## *Charting the Course*

The Ancient Mariner, as described by Webster, who had been tossed for many days in thick weather on an unknown sea, "naturally availed himself of the first pause in the storm, the earliest glance of the sun, to take his latitude and ascertain how far the elements had driven him from his true course."

Whether or not there arises a lull in the storm that has been devastating the Macaroni Business, the time is most opportune for ascertaining how far individuals and groups therein have wandered from the ethical and profitable business course.

By a check of the sun of clear understanding, and the latitude of what is helpful and harmful, the true course can be laid that should bring business improvements from which all may benefit.

A MONTHLY PUBLICATION DEVOTED TO THE INTERESTS OF MANUFACTURERS OF MACARONI





*Quality* PRODUCTS IN *Quality* PACKAGES

Housewives greatly prefer to buy Egg Noodles and Macaroni Products in sturdy Rossotti cartons. That's why more and more manufacturers . . . large and small . . . from coast to coast, are re-packaging their products in these SALES-GETTING cartons. Here are some of the advantages they will give your products:

1. They show your quality;
2. They protect the product until

ALL consumed; 3. Lots of room for brand name, slogan, recipes and sales messages; 4. Easier to stack and display; 5. Less breakage and returned goods; 6. Sealed by money-saving machinery; 7. Full color lithography.

Decide now to join this fast growing group of manufacturers who are coming to us for the kind of package that consumers want! Suggestions, samples, cost estimates, or a trademark search, FREE! Write us today.

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ROSSOTTI LITHOGRAPHING COMPANY, INC.

Main Office and Plant • North Bergen, New Jersey

BRANCH SALES OFFICES IN PRINCIPAL CITIES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

## Food for Lent and Food for Thought

MACARONI, SPAGHETTI, EGG NOODLES—THE ENERGY TRIO—are but three of many shapes and sizes of a 100% wheat food that should be consumed in larger quantities in this country for health's sake, for its economy and because of its general goodness. Other popular shapes are elbows, sea shells, alphabets, vermicelli.

Because this food is not the only one that has many of the elements of nutrition and appetite that people look for in what they eat, only a small percentage of our population has a true appreciation of Macaroni Products and their value in any diet. Americans are funny in many ways. They like variety in food as in entertainment. If the macaroni-noodle manufacturers would only give more attention to a much needed campaign of consumer education, not an occasional, sporadic blast, followed by the listlessness which has overlong been prevailed, many of their current problems would be solved.

It is with this thought in mind that The National Macaroni Institute has proposed a continuous campaign of education aimed at making the American public just a little more conscious of the true food values of this Energy Trio. A sufficient number of the more aggressive and wideawake manufacturers and allies have recognized the need of the hour and volunteered their support to a drive to make Macaroni Products even more popular in Lent because of their fitness in meals that call for the presence or absence of meats. The food is versatile, it is economical and highly nutritious—facts that should no longer be withheld from the public.

Indicative of the present attitude of some of the conscientious manufacturers who recognize the need of more educational work and less bickering about standards and prices, are the statements made by contributors when sending in their checks to support the Lenten Campaign. One observed: "Wanting to show that we are desirous of playing-the-game, gladly enclose our small contribution to a fine cause." Another said: "List us among the few aggressive ones who are doing all they can to put over the thinking that the American people would be healthier, more generally satisfied and perhaps even more prosperous, if they would get the habit of eating more macaroni products more frequently."

Compared with the other countries of the world, the American standard of living is the highest, be it in food, clothing, housing, everyday necessities or in luxuries. Nowhere else in the world is food so plentiful and the variety available so great in all seasons of the year, as it is in the United States. Nowhere are prices so reasonable, all things considered.

Nor is there a people half so finicky about what they eat as is the cosmopolitan population that makes up this fine country of ours. A food may be popular today, almost a fad, only to become commonplace in a year or two. We have plenty of money and we crave change.

It is different in many other countries where for ages conditions have compelled people to give preferences to foods produced in plenty under prevailing soil, moisture and tempera-

ture conditions. In this way have been created the rice eaters of the Orient, the fruit eaters of Africa, the beef eaters of England, the potato eaters of Ireland, the kraut eaters of Central Europe, the spaghetti eaters of Italy, the fish eaters of Scandinavia and the blubber eaters of the Arctic. All these people have their favorite dishes that have become almost national, having enjoyed them from infancy.

These people with their national food preferences are often at a loss to understand why Americans do not consume their favorite foods in the same proportion that they eat them. Americans, for instance, will never learn to eat spaghetti as often as the Italian consumes it, nor in anything like the same quantities. To them, MACARONI is but another food, which he may eat or leave alone as his fancy elects.

On the other hand Americans welcome an occasional change and it is to this inclination that appeals must be made by those who would like the consumption of their particular products increased. But changing the food preferences of nationalities is a big task. At best it is a slow process that can be done only through education and suggestion.

In cosmopolitan America the difficulty is somewhat decreased by social conditions, the availability of a variety of foods, intermarriage of nationals and in other melting-pot factors not found in other countries. This encourages the manufacturers of Macaroni Products to sponsor activities aimed at educating the usually receptive American, recognizing the fact that Americans will eat more of these products when they know more about their caloric and economic values, and the ease in which they may be served in endless tasty combinations.

That is the thinking that encourages The National Macaroni Institute to carry on its fight to set up the machinery and the necessary means for a year-round consumer-education campaign aimed at doubling at least, the present per capita consumption of this fine, 100% wheat food. It is fully organized and more than willing to work toward that goal. But besides organization, money is needed to do the right kind of job of creating greater consumer preference for even such a naturally good food as Macaroni, Spaghetti and Egg Noodles.

The wideawake macaroni-noodle manufacturers and allies directly concerned in this grain food's greater popularity realize that we are only kidding ourselves in thinking that someone else is going to do this necessary job for us. Making Macaroni products more popular among Americans is solely and purely an industry job, or at least the job of the aggressive firms in the trade. The National Macaroni Institute stands ready to help them do a good job, but those who expect to profit must provide the means and not be niggardly about doing so.

The Lenten campaign is a test. It should be but the beginning of a continuous educational and promotional campaign to solve a crying need of an industry that is starving from a dearth of regular and heartier consumers of the world's best grain food. Think this over, and pledge yourselves to do your part in the promising promotion.







QUALITY  
IS  
SUPREME  
IN

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

# THE MACARONI JOURNAL

Volume XX

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## Stop Competing With Self

The outstanding action by the macaroni-noodle manufacturers at the midyear conference of the industry in Chicago last month was the decision by the officials of the National Macaroni Manufacturers Association that the organization was to stop being its own competitor.

The enlarged program of NMMA dedicated to the general improvement of the macaroni-noodle trade thus helping it keep step with the general progress of business in America, seems to be soundly conceived. Naturally its primary objective is to make available to its members all possible information and every possible service to enable them to operate more regularly, legally and profitably.

Of course the ideal setup would be to have every worthwhile manufacturer belong to and support the Association's program, thereby getting the full benefits of the full resources of the organization. But since it seems utterly impossible to get all to join any trade body irrespective of its aims and purposes, there seems to have arisen a need for drawing the line between members and non-members.

Up to the time of the midyear conference in Chicago this line seems more imaginary than real. Unless the Directors of the Association have reason to change their present attitude as strongly expressed in resolutions approved by the conference, there is every likelihood that the line of demarcation between supporters and "free riders" will be anything but imaginary in the future.

The Association was brought to this way of thinking by reports that many firms are withholding their Association memberships, reasoning, "Why should we pay Association dues when we get practically all your services, etc. without expense?" Then and there the Association officials realized that the organization was its own greatest competitor—that its very liberality was proving a dangerous boomerang—that the time had come when nonsupporters should be made to realize that they owe a duty to those who supply planned service and reliable information for their use.

Inspired chiefly by a desire to better serve its own members rather than to be selfish in the matter, the Association now favors a gradual withdrawal of services of all kinds to those who should but don't pay their share of the cost of maintaining and operating the association of their trade. This new policy will be put into effect in a way that nonmembers will soon realize that this dependable source of data, service and information is to be no longer theirs for the mere asking or taking.

Here are some of the ways in which the Association becomes its own competitor:

—It spends the members' money in setting up trade prac-

tice rules whose observance and enforcement will be generally beneficial.

—It compiles all possible information on proper and improper labeling, and prosecutes violators.

—It uses the ability of its executives in planning and promoting programs aimed at popularizing Macaroni Products thus bringing about their increased use in American menus.

—It maintains a laboratory at considerable expense for analyzing raw materials and finished products, besides serving in an advisory capacity in technical matters.

—It created a uniform cost and accounting system for macaroni-noodle plants that has become a model for other industries and keeps on hand a goodly supply of special forms that are available to all users of the system—quite an investment.

—It promotes public relations with millers and supply men, with Federal and State Bureaus, and with food laws enforcing officials.

—And many other smaller but equally important services at the cost of not one penny to those who choose to use them without supporting the creators thereof.

The current trend toward more and more radio advertising by macaroni-noodle manufacturers revealed the truth that the Association was competing with itself. The NMMA through its 35 years of service to the macaroni trade has accumulated a wealth of facts and data that agencies relish. There are agencies that specialize in radio publicity. They know little or nothing about macaroni products and after exhausting the meagre information in the files of most of their clients, they look elsewhere for it. Those servicing a nonmember are directed by the latter to get it from the Association, but to be sure and not mention their name as they are not members and for that reason the service may be denied.

Under the impression that all favorable publicity given Macaroni Products will benefit the trade, directly or indirectly, the association executives have heretofore freely filled all such requests. It thus defeated its own objective by becoming its own competitor.

The new policy will be condemned by some as unfair and selfish, but no nonmember will dare make that accusation. If the data compiled, the information gathered and the service set up the Association is worthwhile, it should be worthy of support by all who wish to make use of such service and data. The moral then is "Join and support your trade association." Only the most unscrupulous members of any trade want to be classified as "free riders."





# MACARONI PUBLICITY

Place the Macaroni Family in the Spotlight

## Industry to Sponsor Special Lenten Campaign

With many manufacturers and allies pledging financial support The National Macaroni Institute was instructed to proceed with its plans for a campaign to publicize Macaroni, Spaghetti and Egg Noodles as the ideal Lenten Food.

A fund to finance the expense of such a campaign is to be created through voluntary contributions which Director M. J. Donna of The National Macaroni Institute has appealed for and which has progressed far enough to order the preliminary steps to be taken by the agency that has heretofore so successfully handled promotions of this kind.

With the expense of the national publicity thus provided for there will be no sales of promotional material in connection with the proposed campaign. Each firm will be allowed to take the fullest advantage of the promotions according to its own ideas and its financial means.

During February there will be released illustrated stories of our products and suggested ways of preparing them into healthful, pleasing and satisfying meals for any day in Lent, either with or without meat in accordance with the consumers' desires.

If this promotion is as successful as have been others of its kind, the manufacturers and allies sponsoring the Lenten campaign will favor a year-round drive to make macaroni-noodle products more popular in American homes. A permanent fund will be contributed for that purpose.

Though the appeal for contributions to the Lenten Campaign fund was confined to most of those firms whose representatives have expressed interest either at the Chicago conference last month or in correspondence on the subject, The National Macaroni Institute will welcome contributions from all who feel the campaign worthy of their support. There is still time to send in your check for any reasonable sum. Make checks payable to The National Macaroni Institute, and mail them to Braidwood, Illinois.

This is an activity that all progressive manufacturers should willingly support. It's a job that the Industry must do for itself. No others can be depended upon to do it for you. Act now.

## Retail Campaigns Help Move

### 'Surplus' Foods

National selling campaigns conducted by organized groups of chain and independent food retailers are a recent and generally successful innovation in food marketing, reports the Bureau of Agricultural Economics.

About 25 such campaigns have been carried on during the past 3 years—to push sales of beef, lamb, grapefruit, eggs, apples, oranges, and other farm products during periods of temporary surpluses.

In a study of several of these campaigns, the Bureau found that sales of food products can be sharply stepped up by special merchandising efforts in the retail store. One of the important elements in the success of such campaigns in moving food products into consumption has been the narrowing of marketing spreads which has accompanied them. Proper timing of the campaigns and effective merchandising methods in the retail store also were cited as important factors.

In the early months of 1937, chain and independent food retailers joined in organized promotion of grapefruit sales to assist producers dispose of a record crop. Sales of several retail groups which featured grapefruit at this time more than doubled the volume reported for the same period a year earlier—a much greater increase than was expected from the general supply situation.

Consumers welcome suggestions for more economical purchases and for different ways of serving foods to whet jaded appetites, whether they be predicated on the use of surplus foods or regular stocks.

The Macaroni-Noodle Manufacturers will always have surplus stocks as long as they try to produce beyond their ability to sell profitably and beyond the readiness of consumers to accept their products.

Price of macaroni, spaghetti and egg noodles is no great factor insofar as the consumer is concerned. A cent or two a pound more or less will neither encourage nor discourage a purchase. It's the desire for this tasty wheat food that finally decides the question.

Create a greater desire among consumers for quality Macaroni Products and you will increase sales. Without this consumer desire, any food will get but nominal and occasional consumer acceptance. THE EDITOR.

A similar campaign to step up beef sales in the summer of 1936 brought "productive results." A drive to promote egg sales in the fall of 1937 was relatively less productive however, inasmuch as it was conducted during a period when eggs were seasonally high in price, and "the low-price appeal made to consumers in the beef and grapefruit campaigns was lacking."

Most of the grocery chains and many independent grocers and wholesalers

have taken part in the more important drives.

The Bureau pointed out that "the gains to be made for agriculture as a whole merely by diverting consumer purchases from one food product to another are questionable. But there can be little doubt of the value of any program which helps to relieve groups of producers who are in especially unfavorable circumstance, especially if the program results in a narrowing of marketing spreads."

Too-frequent repetition of producer-consumer campaigns were advised against, because of the possibility of losing novelty and appeal to consumers.

### Ladies' Home Journal announces

#### 'Parade of Progress' Promotion

A program in which \$50,000 worth of newspaper and magazine advertising space will be used in supporting the "Parade of Progress of Nationally Known Grocery Products," which is sponsored by the Associated Grocery Manufacturers of America, is being sponsored by the Ladies' Home Journal.

The "Parade of Progress" will probably be one of the biggest promotions in the history of grocery manufacturing. Through advertising, point-of-sale displays, newspaper articles, speeches, contests and other media, the grocery industry plans to symbolize for the American people the advance of large-scale grocery manufacturing from 1900 to 1939, and the superiority of nationally-

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known brands. The promotion is for concentration from February 1 to May 1, with point-of-sale demonstrations to begin April 6. The Ladies' Home Journal program is designed to help in selling the American public on the "Parade of Progress" by dramatizing for consumers and dealers the recent progress of the industry.

In order to coincide with the climax

of the "Parade of Progress"—the week beginning April 6—the Journal's advertising will be released the first week in April.

This advertising will reach a total circulation of over 10,000,000. It consists of: 1. A 2-page advertisement in the Journal itself directed to its more than 3,000,000 purchasers; 2. A 2-page, 2-color spread in The Saturday Evening

Post, with a message directed to both the consumer and the trade; 3. Full page advertisement in 15 newspapers in 13 large food-buying centers directed to the general public.

The Ladies' Home Journal is also supporting the drive through field work in the trade and through special bulletins to the food industry and department stores.

## Betty Crocker Lauds Spaghetti

The macaroni-noodle industry has been invited to make the most of the nationwide broadcast by "the greatest home economist on the air," Betty Crocker, radio spokesman for Washburn Crosby Company and General Mills, Inc. on February 24. She will feature "Spaghetti Italian Style" in her broadcast over 57 radio stations from coast to coast, as part of her regular Friday Cooking School.

Grover C. Minter, manager of the Durum Department of the sponsoring firm addressed the midyear meeting of the macaroni makers in Chicago last month, urging all to take every reasonable advantage of the broadcast offered as a voluntary contribution to the industry's national movement to make macaroni products even more popular as Lenten and year-round foods.

"Paste this date in your hat," advised Mr. Minter in his short talk, "because the greatest home economist on the air, when she addresses her radio audience of 6,000,000 listeners obtains a ready and quick response to her suggestions. Her objective will be to whet the appetites of this large army of housewives for a fine dinner, 'Spaghetti Italian Style.'"

"Indirectly she will refer to Spaghetti and Egg Noodles, the other two members of 'The Energy Trio' in her talk on February 24. It will cover a trip over the world-famous Amalfi Drive

in Southern Italy to the old town of Amalfi where is located the old inn, formerly a monastery of the Cappucin Monks, who invented the famous dish called SPAGHETTI DEI CAPPUCINI.

"Betty Crocker will tell her audience how it is made, then she carries them with her up to Rome and to Alfredo's restaurant where she asks Alfredo himself how he makes his famous noodles. Then on to Bologna where Betty Crocker finds out how natives of this famous old university city prepare Macaroni."

The sponsors of this nationwide radio feature invite all macaroni-noodle manufacturers to "Set your merchandising program in tune with this broadcast. Invite your jobbers and salesmen to join in your promotional effort to stimulate sales of SPAGHETTI, MACARONI, EGG NOODLES, SEA SHELLS, ELBOWS, etc., tied in with Betty Crocker's broadcast."

According to Mr. Minter his firm has sent broadsides blowing up the program and samples of store posters portraying a delicious plateful of Betty Crocker's Famous Spaghetti Italian Style, with the timely suggestion, "Serve It Tonight," to all the worthwhile manufacturers in the macaroni industry. "Set your stage now for a real Spaghetti Sale on February 24," said Mr. Minter. "This means the active enthusiastic participa-

tion of every member of every firm's merchandising organization, PLUS the extra stimulated efforts of your wholesale grocers and jobber salesmen, because we invite all manufacturers and distributors of macaroni-spaghetti and egg noodles to use Betty Crocker's broadcast as the means of bringing about increased sales of Quality Macaroni Products, not only on February 24, but throughout the Lenten Season and in every season of the year."

Mr. Minter spoke in a very complimentary way on the publicity work being done by The National Macaroni Institute in its unselfish efforts to educate American consumers and to obtain increased respect for this renowned wheat food. He said that the very helpful promotion was being done by the Institute "on a shoe string." He stressed the need of continued Consumer Education and urged all manufacturers to get solidly behind the fine work being done by the Institute at such small expense.

Representatives of other allied firms spoke very highly of the work of The National Macaroni Institute and pledged their support to the education program as announced at the midyear meeting of the Industry.

The first broadside will be the Lenten Campaign elsewhere discussed in this issue and which is now assured of the support of the publicity-minded operators.

## Old Dad Mac Noodle Says:

### Some Lincoln Business Principles

It was not because of a few oft told incidents in his youth that Abraham Lincoln was called "Honest Abe." It was because honesty and truth were of the very fibre of his being. He declared and his life exemplified the declaration, that:

"Truth is your truest friend."

"You must remember some things legally right are morally wrong."

Lincoln's relations with others were on his part marked by regard for their rights; on their part by recognition of his sincerity, whether or not they were in agreement with him:

"Suspicion or jealousy never did help any man in any situation."

"I am slow to listen to crimination among friends and I never expose their quarrel on either side."

Lincoln was never one to weaken in any cause or endeavor, once his mind was made up. He knew that to fail to keep one resolution meant to fail the more easily another time:

"If you falter and give up, you will lose the power of keeping any resolution and will regret it all your life."

It was his sublime faith in the right as he saw it, and his confidence in his judgment, that carried him ahead de-

spite the adverse opinions of his critics: "Let us have faith that right makes might; and in that faith, let us to the end dare to do our duty as we understand it."

Note what he had to say to an improvident relative, a man whose shiftlessness was proverbial in the family:

"You are destitute because you have idled away all your time. Your thousand pretensions for not getting on are all nonsense; they deceive nobody but yourself. To go to work is the only cure for your case."





## Report of Director of Research Read at Chicago Convention January 23

### Association's New Policy

Research Director Jacobs' convention report was replete with proven facts, invaluable suggestions and informative tables, deleted from this printed report in keeping with the decision of the National Association to restrict hereafter, much of the factual information resulting from this research work for the personal use of the Members of the Association.

This same policy is being placed into effect with reference to services of all the executives of the organization.—THE EDITOR.

At our last convention in June I presented to you the work which your laboratory had done on law enforcement and research on egg solids in egg macaroni products and on standards for macaroni products.

This work has been continued during the second half of 1938 except that no research has been done on the egg solids in macaroni products but more attention has been given to the research on standards.

The following table shows a comparison between the number of samples examined the first half and those examined the second half of the year. There is also a comparison between the relative composition of samples analyzed for the same periods.

It will be noted that of the samples of egg macaroni products analyzed the first half of the year only 18.6% complied with the standards and that there was none that contained 7% or more of egg solids. Contrasted with this, 32.5% of the samples examined in the second half of the year complied with the standards and a small percentage of these contained considerably more egg solids than are required under the Federal Standards.

It will also be noted that 44.4% of the samples of macaroni products examined contained 1% of ash or more during the first half of the year while all those examined in the second half only 25.9% contained 1% or more of ash. This table also shows that 21.4% of the samples examined in the first half of the year were artificially colored while only 4.6% of the total number examined in the second half of the year were so colored.

It must be remembered that samples received at the laboratory are those sent by manufacturers because they are suspected of being in violation of the law in one way or another, and therefore these analyses do not reflect the general condition of the industry but they do show a great improvement in the egg content of egg noodles, the grade of farinaceous ingredients used and considerable reduction in the use of artificial color in macaroni products.

Our work on standards for macaroni

### By Benjamin R. Jacobs

products has been carried on largely with semolinas, granulars and flours. We have encountered some difficulty in getting the manufacturers to cooperate with us in sending us samples of macaroni products and the corresponding farinaceous ingredients particularly those products made from inferior grades of flour. The only way in which our work can continue is to get a larger degree of cooperation so we can accumulate data which we can use for the establishment of standards.

We have examined a large number of samples of these farinaceous ingredients and only a relatively small number of macaroni products. However our results indicate that there is a very definite color relation between the macaroni products and the grade of farinaceous ingredients used in their manufacture. This is particularly true of the absolute amount of yellow found in macaroni products made from various classes of wheat as well as the increasing amount of red and black color found as the grade of the farinaceous ingredient decreases.

It is not possible to burden the JOURNAL at this time with any large number of the results obtained. This will be submitted for publication periodically as space permits. However a summary of the data obtained on semolinas and granulars is submitted showing the relative color of these products.

Nineteen samples of semolina were examined as received. The average of these is shown in Table II.

These semolinas were sifted through a series of sieves and the portions passing through a 30 and remaining on a 40 mesh sieve were examined as were also the portions passing through a 40 and remaining on a 60 mesh sieve. These two portions represented approximately 90% of the total. It will be noted that the portions remaining on a 40 mesh sieve showed a higher percentage of yellow, red and black than did the portions passing through the 40 and remaining on the 60 mesh sieve. It will also be noted that the percentage of red and black is about equal for all the three sets of semolinas. On the other hand when we consider the "Granulars" the amount of red is considerably higher than the amount of black. This would appear to indicate that inferior grades of durum wheats are used for milling granulars.

In the next issue of the JOURNAL I will present as much of our available data as space will permit showing more in detail the composition and color

analyses of a larger number of farinaceous ingredients and available data on macaroni products. This will be restricted in accordance with the association's new policy of reserve. The more factual information for the special use of its members.

Table No. 1

#### Number of Samples Examined

Jan. 15 to June 15, 1938	June 15, 1938 to Jan. 15, 1939
173 Egg Noodles for Law Enforcement	233
37 Macaroni Products Law Enforcement	63
0 Other Products Law Enforcement	19
190 Research on Macaroni Standards	146
54 Research on Egg Solids	0
454	461

Table showing comparative composition of macaroni products examined for law enforcement for periods January 15 to June 15, 1938, and June 16, 1938 to January 15, 1939.

Jan. 15 to June 15, 1938		June 15, 1938 to Jan. 15, 1939	
No.	%	No.	%
5	2.9	0	0.0
5	2.9	3	1.3
16	9.3	4	1.7
33	19.1	14	6.1
53	30.6	69	29.6
29	16.6	67	28.8
16	9.3	43	18.4
16	9.3	27	11.6
0	0	2	0.8
0	0	3	1.3
0	0	1	0.4
173	100.0	233	100.0

No. of Ash		TOTAL	
No.	%	No.	%
7	3.3	2	0.7
10	4.7	8	2.8
16	7.6	41	14.4
22	10.5	58	20.3
37	17.6	66	23.0
25	11.9	37	12.9
93	44.4	74	25.9
210 samples		286 samples	
45 or 21.4% artificially colored		13 or 4.6% artificially colored	

Table No. 2

#### Averages of Semolinas and Granulars and Sifted Portions of Same

	No. of Samples	No. of Ash			
		Yellow	Red	Black	White
Semolina as received	19	0.623	47.6	4.7	4.0
30-40 Mesh	13		49.6	5.8	5.9
40-60 Mesh	13		44.5	3.7	3.7
Granulars as received	12	0.651	41.5	6.1	2.5
30-40 Mesh	12		48.3	7.4	4.4
40-60 Mesh	12		40.4	5.3	3.1

The deepest part of the ocean yet discovered is off the island of Mindanao in the Philippine group—35,400 feet. There is a difference of 74,541 feet or nearly 12 miles between the deepest part of the ocean and the highest point of land.

**AGAIN!**  
Betty Crocker, AND HER FAMOUS STAFF, GO TO BAT FOR YOU ON . . .  
**FEBRUARY 24th.!**



Again—on February 24th, Betty Crocker, world-famous cooking authority will tell her radio audience of more than 6,000,000 women how good spaghetti can be!

This time, Betty Crocker features SPAGHETTI ITALIAN STYLE and urges her listeners to bake it soon.

Don't miss this broadcast . . . coast to coast on 57 Radio Stations . . . February 24th. Consult your local station for correct time of broadcast, or refer to the broadside recently issued by General Mills announcing the broadcast.



## GOLD MEDAL SEMOLINA

**WASHBURN CROSBY COMPANY**  
(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC.  
CHICAGO, ILLINOIS



## 100% A-1 Durum Semolina Coil Ribbons (?)

"Notices of Judgment" under the Food and Drugs Act, given pursuant to Section 4 of the Food and Drugs Act and announced by the Food and Drug Administration, United States Department of Agriculture, are thereafter public property. Such judgments, when reprinted or commented upon, serve the prime purpose of publicizing the administration's policy and clarifying the rules on which the actions are based.

In the December 1938 issue of such "Notices of Judgment" references are made to the use of terms that are descriptive and which must be borne out by the contents when used on the label.

When a product is labeled—"Spaghetti \*\*\* 100% Semolina," it must contain no other ingredient than Semolina. The terms "Superior," "Finest," "Pure Egg Noodles" are likewise restricted to their specific meaning.

Two cases, Judgment No. 28775 and Judgment No. 28934 makes the attitude of the Federal officials very clear. They are reproduced here solely as a matter of advice to the trade:

### 100% Semolina (?)

28775. Adulteration and misbranding of spaghetti. U. S. v. Favro Macaroni Manufacturing Co. Plea of guilty. Fine, \$11 and costs. (F. & D. No. 39842. Sample No. 36616-C.)

This product was made from flour and semolina and was artificially colored so as to simulate the appearance of spaghetti made wholly from semolina.

On March 4, 1938, the United States attorney for the Western District of Washington, acting upon a report by the Secretary of Agriculture, filed in the district court an information against Favro Macaroni Manufacturing Co., a corporation, Seattle, Wash., alleging that on or about June 8, 1937, the defendant had shipped from the State of Washington into the State of Oregon, a quantity of spaghetti which was adulterated and misbranded in violation of the Food and Drugs Act. The article was labeled in part: (Case) "Spaghetti \*\*\* 100% Semolina \*\*\* Favro Macaroni Mfg. Co., Seattle, Portland."

It was alleged to be adulterated in that a substance, namely, spaghetti made from flour and semolina, had been substituted wholly for spaghetti made wholly from semolina, which it purported to be; and in that it had been colored with tartrazine and orange I, in a manner whereby its inferiority to spaghetti made wholly from semolina was concealed.

It was alleged to be misbranded in that the statement "100% Semolina," borne on the case, was false and misleading and was applied thereto so as to deceive and mislead the purchaser in that the said statement represented that the article had been made wholly from semolina; whereas it had been made from flour and semolina and was artificially colored so as to simulate the color of spaghetti made wholly from semolina.

On March 28, 1938, a plea of guilty was entered on behalf of the defendant and the court imposed a fine of \$11 and costs.

M. L. WILSON,  
Acting Secretary of Agriculture.

### Inferior Ingredients Used

28934. Adulteration and misbranding of macaroni products. U. S. v. 99 Cases of Spaghetti (and 7 similar seizure actions). Default decrees of condemna-

tion and destruction. (F. & D. Nos. 41862 to 41865, incl., 41924, 41925, 42027, 42028. Sample Nos. 14263-D to 14867-D, incl., 14869-D, 14870-D.)

Certain lots of these products were labeled to indicate that they were made entirely of semolina, whereas they consisted in part of flour. A portion of the same lots and the remaining lots contained artificial color. In addition, one lot was deficient in egg solids.

On March 10, 11 and 23, 1938, the United States attorney for the District of Idaho, acting upon reports by the Secretary of Agriculture, filed in the district court eight libels praying seizure and condemnation of 273 cases and 13 boxes of macaroni products at Wallace, Idaho, alleging that the articles had been shipped in interstate commerce on various dates between July 6, 1936, and January 25, 1938, from Seattle, Wash., by Favro Macaroni Manufacturing Co., and charging adulteration and misbranding in violation of the Food and Drugs Act. The articles were labeled in part, variously: "Handy Pack Superior Quality"; "Favro Finest Quality"; "Favro Macaroni Mfg. Co., Seattle"; "Cragano Style"; "Mfg. by Favro Macaroni Co., Seattle, Portland."

Certain lots of the articles were alleged to be adulterated in that flour had been substituted in whole or in part for semolina, which the articles purported to be. A portion of the same lots and the remaining lots were alleged to be adulterated in that they were colored in a manner whereby inferiority was concealed. One lot was alleged to be adulterated further in that an artificially colored article deficient in eggs had been substituted in whole or in part for egg noodles, which the article purported to be.

Misbranding was alleged in that the following statements appearing on the labels of the various lots were false and misleading and tended to deceive and mislead the purchaser: The statement "Pure Egg Noodles" when applied to an article that was artificially colored and was deficient in egg solids; the statement "Egg Noodles" when applied to an article that was artificially colored; the statements "Superior Quality Hard Wheat Flour Elbow Spaghetti" or other macaroni product," when applied to articles containing artificial coal-tar color; the statements, "100% A-1 Durum Semolina Coil Ribbons" or other macaroni product," when applied to articles that were mixtures of semolina and flour; the statements, "100% A-1 Semolina Coil Vermicelli" or other macaroni product," and "Macaroni Natural Color 100% A-1 Semolina" or "100% A-1 Semolina Perciatelli" or "Mezzani" when applied to articles that contained artificial color and were mixtures of semolina and flour.

On April 4 and May 23, 1938, no claimant having appeared, judgments of condemnation were entered and the products were ordered destroyed.

M. L. WILSON,  
Acting Secretary of Agriculture.

### Mixed and Colored to Hide Inferiority

In two cases reported in the January 1939 "Notices of Judgment," the government's stand against artificial coloring and adulterations of egg noodles and short weights is emphasized. The term "Pasta Di Semola Superiore Qualita" must never be used to imply to the purchaser that the product is made of quality semolina when such is not a true fact. These judgments, No. 29,356 and 29,272, should be a general warning to the trade that the consumer will be protected.

### Short Weight and Painted

29356. Adulteration and misbranding of macaroni products. U. S. v. 37 1/2 Cases, et al., of Macaroni (and 1 similar seizure action). Default decree of condemnation. Product delivered to welfare organizations. (F. & D. Nos. 42912, 42943. Sample Nos. 13561-D, 13562-D, 24833-D, 24834-D, 29037-D, 29038-D, 29039-D, 29042-D, 29043-D, 29044-D.)

These products were made of wheat flour but were artificially colored to simulate the appearance of semolina products. Portions were also short weight.

On June 20, 1938, the United States attorney for the Northern District of Georgia, acting upon a report by the Secretary of Agriculture, filed in the district court two libels praying seizure and condemnation of 176 cases of macaroni products at Atlanta, Ga.; alleging that the articles had been shipped in interstate commerce on or about April 7, 13, and 22 and May 16, 1938, from Tampa, Fla., by Ferlita Macaroni Co., Inc.; and charging adulteration and misbranding in violation of the Food and Drugs Act. The articles were labeled in part: "Tampa-Maid Brand Macaroni" or "Spaghetti" or "Pasta Di Semola"; "Ferlita Macaroni Co., Inc., Tampa, Florida."

They were alleged to be adulterated in that they had been mixed and colored in a manner whereby inferiority was concealed.

Misbranding was alleged with respect to certain lots in that the statement "6 Ozs. Net When Packed," appearing on the labels, was false and misleading and tended to deceive and mislead the purchaser when applied to an article that was short weight; and in that they were food in package form and the quantity of the contents was not plainly and conspicuously marked on the outside of the package since the quantity stated was not correct. The remaining lots were alleged to be misbranded in that the Italian phrase "Pasta Di Semola Superiore Qualita" was misleading since it might imply to the purchaser that the article was made of semolina.

On August 1, 1938, no claimant having appeared, judgments of condemnation were entered and the products were ordered delivered to welfare organizations.

HARRY L. BROWN,  
Acting Secretary of Agriculture.

### Imitation Noodles

29372. Adulteration and misbranding of noodles. U. S. v. 200 Pounds of Noodles. Default decree of condemnation and destruction. (F. & D. No. 43049. Sample No. 29769-D.)

This product was deficient in egg solids and was artificially colored to simulate the appearance of noodles containing more egg than was the case.

On July 11, 1938, the United States attorney for the Eastern District of Pennsylvania, acting upon a report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of 200 pounds of noodles at Philadelphia, Pa.; alleging that the article had been shipped in interstate commerce on or about June 13, 1938, by Quong Chow Co. from Baltimore, Md.; and charging adulteration and misbranding in violation of the Food and Drugs Act. The article was labeled: "From Quong Chow Noodle Co. \*\*\* Baltimore, Md."

It was alleged to be adulterated in that an artificially colored substance deficient in eggs had been substituted in whole or in part therefor; and in that it was mixed and colored in a manner whereby inferiority was concealed.

It was alleged to be misbranded in that it was an imitation of and was offered for sale under the distinctive name of another article, noodles.

On August 2, 1938, no claimant having appeared, judgment of condemnation was entered and the product was ordered destroyed.

HARRY L. BROWN,  
Acting Secretary of Agriculture.

# 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

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Brakes, Cutters, Dies, Die Cleaners, Folders, Kneaders, Mixers, Presses and Pumps

Champion Machinery Co.  
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Clermont Machine Co.  
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ing Machines



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

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Creditors Service Trust Co.  
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Eastern Semolina Mills, Inc.  
Semolina

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

Kansas City Shook & Mfg. Co.  
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Lombardi  
Macaroni Dies

F. Maldari & Bros. Inc.  
Dies

Minneapolis Milling Co.  
Flour and Semolina

National Carton Co.  
Cartons

National Cereal Products Laboratories  
Consulting and Analytical Chemists

Peters Machinery Co.  
Packaging Machines

Pillsbury Flour Mills Co.  
Flour and Semolina

Rossotti Lithographing Co. Inc.  
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The Star Macaroni Dies Mfg. Co.  
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Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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# Industry's Promotional Program Wins Approval

*Trend of Quality Violations Is from Major to Minor — Losses on Products Returns Still Abnormally High—Increased Support of Consumer-Education Shown by Mid-Year Conferees*

The various conferences of manufacturers and distributors of food products held in Chicago during the week of Jan. 22, 1939 attracted an estimated attendance of more than 16,000. What started out to be a Canners Convention some years ago has recently become the nation's outstanding Grocery Conference with meetings of almost every organized food producing and distributing group.

More than three scores of macaroni-noodle manufacturers and representatives directly concerned in the macaroni trade made up a small, but proportionally representative number of the conferees. The meeting of the macaroni makers was held at the Palmer House on January 23. All who attended remained in Chicago throughout most of the week contacting wholesalers, chain organizations and independents whose help is so essential in profitable macaroni distribution.

### Food Men Have Common Problems

Like the Macaroni-Noodle Industry, practically every other food trade is facing common problems with the various food groups vying with each other in attempts to capture a greater share of the consumers' dollars for their particular products.

Recognizing the need of keeping step with other food trades, the midyear conference of the macaroni trade voted unanimously to sponsor a national macaroni products merchandising campaign preceding and during Lent on a most ambitious scale. Those who will be either directly or indirectly benefited by the promotion are being asked to make voluntary contribution to finance it. The immediate response was most encouraging.

The Lenten Campaign will be largely educational in nature and will be handled by The National Macaroni Institute in the same satisfactory manner in which it has conducted previous campaigns of this nature. The public will be told why Macaroni-Spaghetti-Egg Noodles are ideal Lenten foods and taught different ways in which to serve these tasty, economical and nutritious 100% wheat foods.

### Violations Are Decreasing

President Lester S. Dame reported that he was pleased to note appreciable gains in observance of the food laws

during the past year, and an encouraging dropping off in the number of deliberate violations by the larger firms in the trade. Also that there was a general compliance with the trade practice rules set up by the industry last summer with the approval of the Federal Trade Commission.

He reported that the policy of his administration was to settle as far as possible all violations by understanding and agreement, rather than to immediately report them to the Federal Trade Commission. As a result there exists a much friendlier feeling in the trade and a higher regard for objectives of the National Association. However, he said several flagrant cases have been reported to the Commission and that when these are finally disposed of they will have an even more salutary effect on the trade.

President Dame asked for a wider support of the Association's program by the more important firms in the business that are not now affiliated with the organization. The more representative the Association can be made of the industry it represents, the more certain it will be to obtain favorable action from all regulatory bodies and bureaus.

Macaroni standards are being gradually raised he finds, a point in which he is fully supported by the many analyses of products and raw materials examined by Benjamin R. Jacobs, Director of Research, with laboratories in Brooklyn, N. Y. and Washington, D. C.

Research Director Jacobs presented exhaustive figures compiled from his findings during the last half of 1938. They substantiate the prevailing opinion that the trend is specifically toward better standards and fewer violations. This doubtless arises from the fact that the U. S. Department of Agriculture is studying the macaroni field for the purpose of setting up appropriate standards, definitions and regulations under the new Food and Drugs Act, announcements of which are eagerly awaited by the industry.

### Convention Dates Set

Because of the interest manifested in the convention of the industry this year by so many of the leading firms in the eastern section of the country, it was decided to hold the 1939 convention of the trade in New York city. The 1939 World Fair in that city was also a deciding factor. Many operators of maca-

roni factories will plan to see the fair and should do so during the week set for the Macaroni-noodle convention, June 26-27, thus killing two birds with one stone. The Central Park hotel in uptown New York has been chosen as the headquarters.

President Dame recommended a greater support of the statistical service he is offering manufacturers who are willing to report their production every week. All figures are held in strict confidence and individual reports immediately destroyed after their compilation into composite reports showing totals only. Figures of this kind are invaluable in indicating trends and often stay ruthless acts by firms that might be inclined to act otherwise without the knowledge divulged by this free service.

Philip R. Winebrenner of Philadelphia, Chairman of the Board of Directors, presided at the open meeting and at the three separate meetings of the Board held before and following the Mid-Year conference. Among those who registered with the Secretary were the following representatives of firms reaching from the Atlantic Seaboard to the Rocky mountains:

A. Irving Grass, I. J. Grass Noodle Co., Chicago.

John P. Zerega, Jr., A. Zerega's Sons, Inc., Brooklyn.

Albert S. Weiss, Quality Noodle Co., Cleveland.

G. G. Hoskins, The Foulds Milling Co., Libertyville, Ill.

R. B. Brown, The Foulds Milling Co., Libertyville, Ill.

Frank Traficanti, Traficanti Bros., Chicago.

Joseph J. Cuneo, La Premiata Macaroni Corp., Connellsville, Pa.

Thomas L. Brown, Commander-Larabee Corp., Minneapolis.

A. G. Ravarino, Ravarino & Freschi, Inc., St. Louis.

Joseph Freschi, Mound City Macaroni Co., St. Louis.

C. B. Schmidt, Crescent Macaroni & Cracker Co., Davenport.

Charles Rossotti, Rossotti Lithographing Co., New York.

Charles Elmes, Charles F. Elmes Engineering Works, Chicago.

C. R. Bayer, Charles F. Elmes Engineering Works, Chicago.

J. H. Diamond, Gooch Food Products Co., Lincoln.

(Continued on Page 14)

## Consolidated Macaroni Machine Corporation

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(Continued from Page 12)

Arthur W. Quiggle, The Creamette Co., Minneapolis.  
 John F. Diefenbach, Amber Milling Co., Minneapolis.  
 E. J. Thomas, Amber Milling Co., Minneapolis.  
 J. G. Luehring, Tharinger Macaroni Co., Milwaukee.  
 O. Tardella, Elmes & Capital Flour, Chicago.  
 Peter J. Rossi, The Fortune Co., Chicago.  
 John "Pat" Crangle, Quality Milling Co., Chicago.  
 Martin Luther, Quality Milling Co., Minneapolis.  
 Louis S. Vagnino, Faust Macaroni Co., St. Louis.  
 Alex G. Graif, King Midas Flour Mills, Minneapolis.  
 Wm. M. Steinke, King Midas Flour Mills, Minneapolis.  
 George L. Fabre, King Midas Flour Mills, Chicago.  
 Frank A. Motta, Champion Machinery Co., Joliet.  
 C. Surico, Clermont Machinery Co., Brooklyn.  
 Martin E. Newell, Northwestern Miller, Minneapolis.  
 Conrad Ambrette, Consolidated Macaroni Machinery Corp., Brooklyn.  
 Louis C. Ambrette, Consolidated Macaroni Machinery Corp., Brooklyn.  
 C. W. Wolfe, The Megs Co., Harrisburgh.  
 A. S. Vagnino, American Beauty Macaroni Co., Denver.  
 J. M. Quilty, H. H. King Flour Mills Co., Minneapolis.  
 Wm. S. Culman, The Atlantic Macaroni Co., Long Island City.  
 Benjamin R. Jacobs, Director of Research, Brooklyn.  
 Lester S. Dame, Association President, New York.  
 Peter J. Viviano, Kentucky Macaroni Co., Louisville.  
 Thomas Viviano, Kentucky Macaroni Co., Louisville.  
 Mario Tanzi, Mario Tanzi Co., Chicago.  
 Clarence J. Copeland, Food Field Reporter, Chicago.  
 Philip R. Winebrenner, A. C. Krumm & Son Macaroni Co., Philadelphia.  
 Gaetano Viviano, V. Viviano & Bros. Mac. Mfg. Co., St. Louis.  
 Peter Ross Viviano, V. Viviano & Bros. Mac. Mfg. Co., St. Louis.  
 Henry D. Rossi, Peter Rossi & Sons, Braidwood, Ill.  
 Frank T. Herbert, Johnson Herbert Co., Chicago.  
 R. L. Silas, The Pfaffman Co., Cleveland.  
 C. P. Walton, Capital Flour Mills, Minneapolis.  
 C. W. Kutz, Capital Flour Mills, Minneapolis.  
 H. J. Brunneke, Brunneke Co., Cincinnati.  
 John T. Jeffrey, Skinner Mfg. Co., Omaha.  
 Grover C. Minter, Washburn Crosby Co., Chicago.  
 Howard P. Mitchell, Washburn Crosby Co., Buffalo.

A. E. Schuele, Washburn Crosby Co., Chicago.  
 H. E. Burgess, Washburn Crosby Co., Chicago.  
 W. M. Tinkham, Washburn Crosby Co., Chicago.  
 H. J. Patterson, Pillsbury Flour Mills, Minneapolis.  
 R. C. Benson, Pillsbury Flour Mills, Minneapolis.  
 Paul V. Baer, Pillsbury Flour Mills, Chicago.  
 L. B. Steele, DuPont Cellophane Co., Wilmington.  
 M. J. Donna, Secretary-Treasurer, Braidwood, Ill.

**Same Minimum Wage For All Labor**

Interpretations of provisions of the new Hour and Wage law as they will be applied in different industries are being made almost daily as the cases present themselves. Macaroni-noodle manufacturers throughout the country will be interested in the following announcement taken from the Washington, D. C. *Capital Daily* of Jan. 19, 1939:

A macaroni manufacturing company of Louisiana asked about the applicability of various phases of the Fair Labor Standards Act. Arthur L. Fletcher, assistant administrator in charge of Cooperation and Enforcement, replied:

"(1) I can advise you that the Office of the General Counsel has said that it may well be a violation of law for an employer to spread the weekly salary of an employe which is greater than the minimum to take care of the overtime. For your further information on this subject, I am enclosing a copy of Interpretative Bulletin No. 4 and I direct your particular attention to page 6, example 2.

"(2) I can advise you that the girls packing macaroni in your plant may be paid either on a time basis or on a piece-work basis, but in either case each employe must be paid at a rate of not less than 25c per hour. This is true even though some workers may be slower than others.

"(3) I can advise you that where your employes do not work under supervision in your own establishment, you will have to trust them as to the time reports which they turn in upon which you base your records. Your experience should be able to tell you whether these reports are accurate.

"(4) I can advise you that the Fair Labor Standards Act does not provide a different minimum wage for skilled and unskilled labor. It merely provides that each employe engaged in the production of goods or engaged in commerce shall receive a wage of not less than 25c per hour for a workweek of 44 hours or less."

**Macaroni Products in International Exchange**

According to the Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce for November 1938, macaroni products in foreign exchange continue to increase.

**Imports**

The increase in this foodstuff imported during November 1938 is shown by comparing the November figures (150,884 lbs. valued at \$14,104) with the imports of the previous month—106,289 lbs. worth \$9,561.

For the first 11 months of 1938 macaroni products imported totaled 1,014,085 lbs. worth \$94,981.

**Exports**

Macaroni products exported by American exporters amounted to 440,964 lbs. worth \$31,449 and showed a large increase over October 1938 as the exports for that month totaled 363,800 lbs with a value of \$26,655.

The first 11 months of 1938 showed a total of 2,875,081 lbs. of this foodstuff exported by American exports for a total value of \$222,017.

Below is the list of foreign countries of which American-Made Macaroni Products were exported during November 1938 and the quantities shipped to each:

Countries	Pounds
Sweden	26
United Kingdom	32,497
Canada	33,256
British Honduras	1,501
Costa Rica	102,149
Guatemala	266
Honduras	236
Nicaragua	3,765
Panama	9,421
Panama Canal Zone	57,911
Salvador	925
Mexico	49,285
Newf. and Labrador	5,623
Bermuda	11
Barbados	91
Trinidad and Tobago	27
Other Br. W. Indies	1,613
Cuba	33,027
Dominican Republic	93
Netherland W. Indies	37,988
Haiti	4,488
Chile	2
Colombia	761
Surinam	20
Peru	76
Venezuela	1,400
British India	11
Ceylon	24
China	12,221
Netherlands Indies	2,081
Hong Kong	2,462
Philippine Islands	44,007
British Oceania	48
French Oceania	1,197
New Zealand	288
Union of S. Africa	861
Total	440,964

**Insular Possessions**

Alaska	27,148
Hawaii	89,356
Puerto Rico	107,159
Virgin Islands	5,231
Total	226,894

**'Cup' and 'Trophy' Are Registered**

The "Search Service" offered free to members of the National Macaroni Manufacturers Association and for a very nominal fee to nonmembers of the organization has disclosed one fact that many proposers of trade marks for registration seem to overlook. It is the decision of the United States Patent Office "to consider all foods of the descriptive properties."

This ruling means that a trade mark that has been registered for almost any other food product is not available for registration for macaroni products. However trade marks that are thus rendered ineligible for national registration may be registered in certain states where this interpretation of the U. S. Patent Office is not recognized. Of course, if a manufacturer can positively prove use of a trade mark antedating the registrations made, or show that it is no longer in use, he would have a good chance to get registration rights thereto.

Here's a record of a search recently conducted by the attorneys representing the Macaroni-Noodle Trade Mark Bureau, emphasizing the difficulties confronting firms that seek to register the more common trade names that seem to be so popular in food trades:

**Gold Cup**

GOLD CUP, and picture of a cup, for tea and coffee, No. 106,733, October 26, 1915, used since June 1892 on tea, and Mar. 30, 1915, on coffee, by John Blaul's Sons Co., Fifth & Valley sts., Burlington, Iowa.

GOLD CUP, for wheat flour, No. 116,195, Apr. 10, 1917, used since Sept. 18, 1916, by the Gulfport Grocery Co., Gulfport, Miss.

GOLD CUP, and picture of a loving cup, for canned salmon, by Alaska Pacific Herring Co., Seattle, Wash. (815 3rd ave.), No. 120,312, Feb. 5, 1918, used since Aug. 10, 1917.

GOLD CUP, for bread, No. 127,344, Nov. 11, 1919, used since Mar. 1918 by Cable Draper Baking Co., 1451 Vermont ave., Detroit, Mich.

GOLD CUP, fresh citrus fruits, No. 197,728, Apr. 21, 1925, used since Oct. 4, 1924 by Redlands Heights Groves, Inc., Redlands, Calif.

GOLD CUP, for canned cat and dog food, No. 303904, used since June 1, 1933.

**Silver Cup**

SILVER CUP, for macaroni, No. 120,547, Feb. 19, 1918, used since Sept. 19, 1917 by Cable Draper Baking Co.

SILVER CUP, for bread, No. 179,870, Feb. 19, 1924, used since Sept. 1, 1921 by Gordon Baking Co., Chicago (5324 Federal st.), and No. 216,160, with picture of a loving cup, for bread.

SILVER CUP, is also registered by

others for canned fruits and vegetables, and fresh fruits.

**Bronze Cup**

BRONZE, for fresh citrus fruits, No. 323,268, Apr. 9, 1935, used since Nov. 2, 1934 by The S. A. Gerard Co., 240 W. 6th st., Cincinnati, Ohio.

**Trophy**

TROPHY BRAND, (Brand disclaimed), No. 168,377, May 22, 1923,

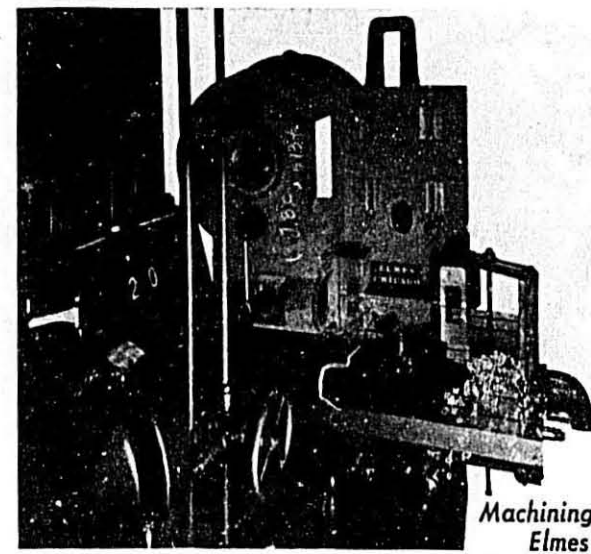
used since Aug. 7, 1922 by Sierra Vista Vineyard Corp., 430 California st., San Francisco, Calif., for fresh grapes.

TROPHY, No. 204,332, Oct. 13, 1925, used since 1905 by Norfolk Storage Co., 601 Water st., Norfolk, for unshelled peanuts.

TROPHY, No. 273,860, Aug. 12, 1930, used since June 19, 1929 for canned fish, by S. Isenberg, Inc. 100 Hudson st., New York city.

TROPHY, and design of loving cup, No. 330,693, Dec. 10, 1935, used since April 1928 by Mutual Packing Co., El

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Centro, Calif., for fresh vegetables and melons.

**TROPHY**, No. 322,943, Mar. 26, 1935, used since Oct. 3, 1934 by Adolph Coors Co., Golden, Colo. for food drink, principal ingredient malted milk and cocoa.

## 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  
Trailwood, Illinois

## Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to macaroni products. In January 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:

#### San Martin

The private brand trade mark of Musolino Lo Conte Co., doing business as Lion Brand Products Co., Boston, Mass. was registered for use on macaroni. Application was filed July 2, 1938, published Oct. 25, 1938 and in the Nov. 15, 1938 issue of THE MACARONI JOURNAL. Owner claims use since 1919. The trade name is in very heavy type.

#### Mac-Spag

The trade mark of A. Russo & Co., Chicago, Ill. was registered for use on alimentary products. Application was filed Sept. 19, 1938, published Nov. 8, 1938 by the Patent Office and in the Dec. 15, 1938 issue of THE MACARONI JOURNAL. Owner claims use since Aug. 29, 1938. The trade name is in large black lettering.

### TRADE MARKS APPLIED FOR

Four applications for registration of macaroni trade marks were made in January 1939 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

#### Maggi

The private brand trade mark of Maggi Co., Inc. New York, N. Y. for use on alimentary pastes and other groceries. Application was filed Aug. 7, 1937 and published Jan. 24, 1939. Owner claims use since Oct. 25, 1895. The trade name is in very heavy type.

#### Kaiser's

The private brand trade mark of Kaiser's Kaffeegeschäft Gesellschaft Mit Beschränkter

Haftung, Viersen, Germany for use on macaroni and several other groceries. Application was filed Oct. 19, 1938 and published Jan. 24, 1939. Owner claims use since 1925. The trade mark is a circular design with the trade name in black letters.

S S S

The private brand trade mark of Capri Food Products, Inc. Brooklyn, N. Y. for use on egg spaghetti, egg noodles and other groceries. Application was filed Dec. 1, 1938 and published Jan. 24, 1939. Owner claims use since February 1937. The trade mark consists of three black-outlined figures of the numerical "five."

#### Red Cross

The three trade marks of the John B. Canepa Co., Chicago, Ill. for use on composite package of spaghetti and cheese. Application was filed Oct. 13, 1938 and published Jan. 31, 1939. The owner claims use since about July 23, 1938. The name is in heavy type, also a large red cross.

#### LABELS

##### Barzi 100%

The title "Barzi 100% Semolina" was registered Jan. 17, 1939 by Antonio Frank Barzizza, doing business as Barzizza Bros., Memphis, Tenn. for use on alimentary products. Application was published Dec. 10, 1938 and given serial number 52360.

##### Michigan

The title "Michigan" was registered Jan. 17, 1939 by Victor Cavataio and Julian Cavataio administrators of Estate of Pietro Cavataio, doing business as Michigan Macaroni Mfg. Co., Detroit, Mich. for use on macaroni products. Application was published Oct. 8, 1938 and given serial number 52361.



Here are some suggestions for driving that should help to prevent accidents and bring you safely to your destination:

1. Before starting on a trip, check the condition of tires, mirror, brakes, horn, lights, and windshield wiper. Make this a habit.
2. Have any mechanical trouble fixed. Do not drive with makeshift repairs.
3. Abide by all signs and signals.
4. Never pass another vehicle on a blind curve or when approaching the crest of a hill and especially not at an intersection.
5. Even if you have the right of way, give the other driver plenty of room at intersections. He may need it!
6. When there is a choice between speed and safety, choose safety every time.

"There's something wrong with this spaghetti," said the young husband, "it doesn't taste right."

"That's your imagination," said the bride, "it says right in the cook book that it's delicious."

## Death of C. J. Padgett

Following an illness of about three years death came to C. J. Padgett of 4524 Polaris st., Jacksonville, Florida on January 14, 1939.

The deceased was long associated with the sales department of the C. F. Mueller Company, Jersey City, N. J. For several years before his death he was district manager of Florida for that firm.

In announcing his death, the widow says: Mr. Padgett was ill for three years and found great pleasure in reading THE MACARONI JOURNAL, as he felt that it kept him in touch with the industry. I also found interesting reading and enjoyed your recipes."

In his death the macaroni industry lost a staunch promoter and his firm an able salesman. Sympathies are extended the firm and Mrs. Padgett.

## Named New York Representative

The Eastern Semolina Mills, Inc., of Baldwinville and New York city, N. Y., announce that Raphael Mastrogianni, since the first of the year, has become associated with them as their Greater New York representative.

Mr. Mastrogianni is an outstanding figure in the semolina and flour industry. Some years ago he organized a very successful enterprise known as Sunshine Macaroni Co. and also introduced into the market Admiration Semolina.

Since which time he has been a representative of the King Midas Milling Co. and the Capitol Milling Co., and until recently has been associated with the H. H. King Milling Co. and Coleman, Inc. purveyor of flour.

His many friends in the industry will be pleased to learn of his new association.

## New Milling Firm Employs 30

The Quality Milling company, Inc., which has leased the south end of the Northern Milling company plant on Sherman st. is now employing about 30 men in the manufacture of a granular product of durum wheat used in the macaroni trade. The company is also manufacturing mill feed, says the Wausau, Wis. Record-Herald of Jan. 14, 1939.

L. E. Hammond, New York city, is president of the firm, M. L. Luther, Minneapolis, vice president and manager, and M. E. Curcio, New York city, secretary-treasurer. The firm started major operations this week after spending several months installing necessary machinery.

## THINGS YOU SHOULD NOT KEEP

Ugly dogs, late hours, grudges, bad company, borrowed books.

## Firm Buys Adjoining Plot

Records of Hudson county, New Jersey, show the following transfer made in January, affecting Campanella-Lavaro-Glaviano Macaroni Corporation, 40 Brook st., Jersey City:

Salvatore and Rosemary Lino sold the one-story brick building at 182-186 Bright st. to the macaroni firm. It occupies a plot 100 by 114 feet. The property is assessed at \$24,400 of which \$6,700 is on the land. The land was secured in anticipation of future plant enlargement to meet the needs of increased factory space.

## Corporation Dissolved

Announcement was made last month to the effect that as of January 1, 1939 the I. J. Grass Noodle Company, a corporation with plant and office at 6021-27, Wentworth ave., Chicago, Ill., has been dissolved and that it will henceforth be operated as a copartnership.

The copartners of the firm as now constituted consist of Sophia Grass, A. Irving Grass and Sidney J. Grass. The business will be conducted as heretofore, taking fullest advantage of the pleasant relations established with the trade under the former corporate name.

## Undertaker's Recipe

Speaking of recipes, of which macaroni-noodle makers are more than ordinarily conscious, here's an Undertaker's Recipe that aroused the interest of the food editor of the National Safety Council:

1 natural born fool 5 slugs of liquor  
1 motor car

Mix well and turn loose. After crash, remove from the wreckage, place in black satin-lined box and garnish with flowers.

## Creditors' Benefit Suit Fails

After three days of trial, an action in the United States District Court of New York instituted by Louis Leibowitz, as trustee of the bankrupt firm of Peter Cassinelli Macaroni Co., Inc. 40 Brook st., Jersey City, N. J. was dismissed by Judge Samuel Mandelbaum who did not allow the case to go to the jury of his court.

The trustee attempted to recover \$6000 from Frank Voiello of New York on the grounds that Voiello had received that sum during the Cassinelli insolvency, prior to the bankruptcy of February 15, 1937; that the money was not a preferred obligation, and that it rightfully belonged to the creditors.

## Children Like Alphabet Soup

Mothers concerned in the health and wellbeing of their children, and no one deserves the title of "mother" who has not the welfare of their offspring at heart, will be interested in the following

suggestion by food authorities "who know their Macaroni":

Egg noodle alphabets add health value as well as interest to soups for children. Cook the alphabets right in homemade soups, adding them the last nine minutes of cooking. Or boil for nine minutes—then drain off the water and add to prepared consommé or bouillon.

## Isn't This Something?

The following, by a nameless author in the Commentator Magazine, is probably the brain child of one of those

mathematical geniuses who get much maniacal pleasure by using the lineal measurements instead of the avoirdupois table in figuring macaroni production:

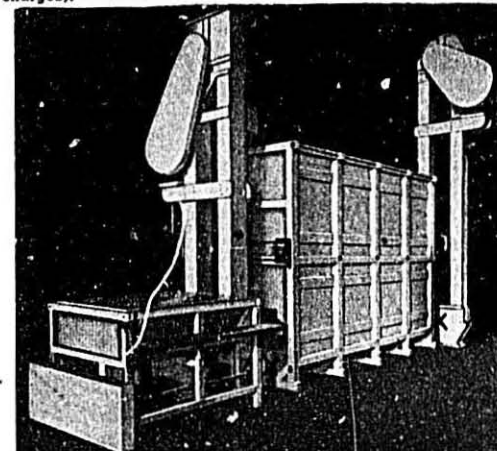
### Spaghetti by the Mile

In Italy today there are almost 3000 spaghetti factories whose annual output is close to one billion, one million pounds. Less than one per cent of these elongated dumplings are exported. If a line were to be made by tying end to end the spaghetti eaten each year in Italy, it would circle the earth at the equator 4000 times and give Mussolini a strangle hold on the world.

# You Can CUT COSTS, SAVE TIME AND SPEED-UP PRODUCTION WITH CHAMPION EQUIPMENT

## — AND IMPROVE PRODUCTS, TOO!

For years Champion has served Macaroni and Noodle Manufacturers by developing sturdy, highly efficient, time-saving equipment—Semolina Blenders and Sifters, Dough Mixers, Noodle Brakes, Weighing Hoppers, Water Scales and other accurate, automatic units—that keep costs down and profits up. Modern Champion machinery is priced low and will quickly pay for itself out of savings on our easy installment payment plan (with no carrying charges).



## This CHAMPION SEMOLINA BLENDER

automatically sifts, blends and aerates the flour, insuring better products as well as cleanliness of the die. Built for lifetime service.

MAIL COUPON FOR COMPLETE DETAILS ON CHAMPION PROFIT-MAKING EQUIPMENT

## CHAMPION MACHINERY CO. JOLIET, ILL.

READ WHAT THIS USER SAYS: "We have found Champion machinery satisfactory in every way. The Semolina blending and sifting outfit and the dough mixer have been in constant use since installation without giving us any trouble whatsoever."  
—SCHMIDT NOODLE CO., Detroit, Michigan

CHAMPION MACHINERY CO., Joliet, Ill.  
Please send full details regarding the Champion Semolina Blender and Sifter; price, terms and tell me about your installment payment plan. I am also interested in a.....  
NAME.....  
COMPANY.....  
ADDRESS.....  
CITY..... STATE.....



## How Income Affects Diet

By Hazel K. Stiebeling, Senior Food Economist,

U. S. Bureau of Home Economics, Washington, D. C.

Many countries study the food consumption of their people in order to learn how adequately they are fed, and something of the factors which determine food choices. These investigations usually show that the total sums families spend for food increase with rising income. With more money for food, they tend to buy larger quantities of all kinds of food. But because the greatest increases are likely to occur in the purchases of milk, eggs, meats, fruits, and vegetables, the higher-cost diets usually are of better quality from the standpoint of nutritive value.

Among low income families, a large share of the total earnings is claimed by food. In this country in 1935-36 most families were found to be spending for food between 25 and 40 per cent of their income. While this range is lower than that observed in most European countries, it does not imply the purchase of less food; rather it reflects the higher income levels in the United States.

The size of the income is not the only factor influencing a family's food budget, however. Recent studies in Germany, Sweden and Czechoslovakia bring out that wage earners spend somewhat more for food than do families of "officials" or middle class families having a corresponding income. Then there is also the size and composition of the family, and food preferences, associated with habit or standards of living.

The Bureau of Home Economics of the U. S. Department of Agriculture is making a special analysis of the relation of income to diet—what kinds of food and how much. American families of different types procure and how satisfactorily these combinations meet the estimated nutritional needs of the family.

As a first step in this analysis the dietary records obtained in the study were sorted into classes according to

the amount the family spent per person for food, or in the case of farm families by the money value of food per person. (By money-value of food is meant the monetary value of all food consumed, whether that food was home-produced or purchased. If the food was home-produced, an estimated value was assigned to it. This value was based on prices which would have been paid to neighbors or at other likely place of purchase, for goods bought in similar quantity and of similar quality.)

Next, there was computed the energy value of the diets in each class and their content of protein, calcium, phosphorus, iron and vitamins A, B, C and G (flavin). How much of each of these nutrients the diet of a family should furnish, depends on the age, size and activity of different family members. By way of a yardstick for evaluating the diets in relation to need, the Bureau used following allowances for a moderately active man: 3000 calories, 68 grams of protein, 0.67 gram of calcium, 1.32 grams of phosphorus, 12 milligrams of iron, 3000 International units of vitamin A, 500 International units of vitamin B, 1000 International units of vitamin C, and 600 Sherman units of vitamin G (flavin). The relative allowances for other persons were based on our best estimate of relative needs.

This list does not, of course, cover all of the required nutrients. It includes only those about which enough is known to secure agreement as to provisional quantitative allowances, and those which at the present time appear to require special consideration in diet planning. So far as experience goes, mixed diets of natural food products providing these quantities of specified nutrients usually are also otherwise adequate for a normal adult man living un-

der good hygienic conditions.

The proportion of the various required nutrients, as well as the total quantities, differ from one period of a person's life to another, and throughout life are more or less affected by circumstances. In proportion to body weight, for instance, growing children need much more food than do adults. Children have particular need for proteins of high biological value for calcium, phosphorus, iron, and for each of the several vitamins. Pregnant and nursing women likewise need diets rich in minerals and vitamins to insure adequate physical endowment for the child at birth and its optimum nutrition during infancy. Dietary requirements may be greatly increased by strain and worry. And unless the body has plenty of sunshine, special attention must be given to food sources of vitamin D.

Also the form in which food is eaten, its digestibility, and the composition of the diet as a whole may affect apparent requirements. For example, the utilization of calcium and hence the quantity which the diet should supply, is influenced by the quantities of phosphorus, vitamin D, and fat appearing in the diet along with the calcium.

(Concluded in March Issue)

### Ohlandt Made President

B. C. Ohlandt has been appointed president and general manager of Grocery Store Products Co., 480 Lexington ave., New York, N. Y. maker of Kitchen Bouquet, Foulds' and Golden Age Macaroni, Spaghetti and Egg Noodles, Cream of Rice, and other products. The firm operates the Foulds Milling Company macaroni-spaghetti-egg noodle plant at Libertyville, Ill., one of the largest factories of its kind in the middle west.

### MACARONI ATTRACTIVENESS LEADS TO GREATER SALES

Attractive macaroni can only be extruded from good dies . . . Guaranteed INSUPERABLE MACARONI! DIES are made for the Discriminating

Macaroni Manufacturer by

## F. MALDARI & BROS., INC.

178-180 Grand Street

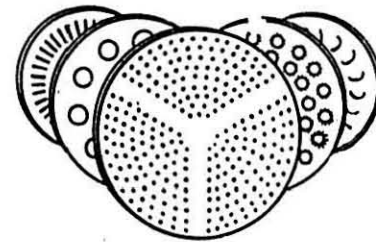


New York, New York

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

## 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.

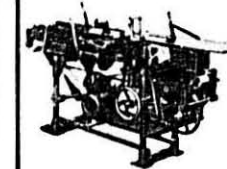
### WHY PETERS

CARTON PACKAGING MACHINES  
ARE WORTH INVESTIGATING!



- Reduce packaging costs
- Increase efficiency
- Save floor space
- Increase production
- Assure uniform package

These machines are built in both SENIOR and JUNIOR Models to set up and close macaroni and spaghetti cartons at speeds ranging from 28 to 60 per minute. JUNIOR Model machines adjustable for a wide range of carton sizes.



Send us samples of your cartons or advise us of their sizes. We will be pleased to recommend the most economical and efficient machines to handle your requirements.

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

## John J. Cavagnaro

Engineers  
and Machinists

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

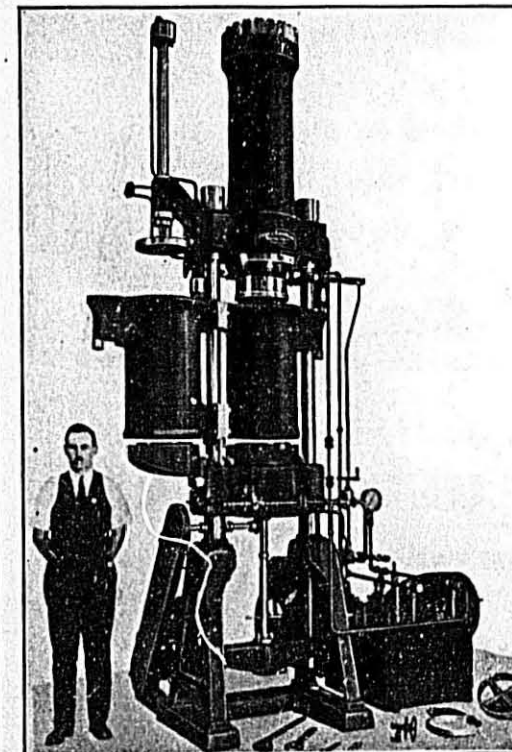
Specialty of  
Macaroni Machinery  
Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
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All Sizes Up To Largest in Use

N. Y. Office and Shop

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PRESS No. 222 (Special)



"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



**QUALITY SEMOLINA**

**DURAMBER**

NO. 1 SEMOLINA

...

**SPECIAL**

GRANULAR

**AMBER MILLING CO.**

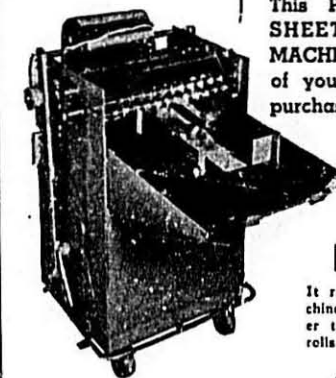
Exclusive Durum Millers

J. F. DIEFENBACH President Minneapolis E. J. THOMAS Vice Pres. & Gen'l Mgr.

FOR MACARONI PLANTS . . .

USING "CELLOPHANE"

IN SHEETS



This PETERS "CELLOPHANE" SHEETING AND STACKING MACHINE will save you 10-25% of your material cost . . . by purchasing it in rolls and cutting it into the desired size sheets, ranging from 2" to 24" wide by 3" to 28" long.

**Fully Automatic**

It requires no operator since the machine automatically stops when the stacker table is filled. Either one or two rolls are handled at the same time.

**Other Features**

It is quickly adjusted from one size sheet to another . . . portable . . . requires floor space of only 3' x 4' . . . operates from electric light socket . . . Electric Eye furnished for handling printed material . . . Slitter and Predetermining Counter available.

Ask us to send you full information on this economical machine for your plant and see for yourself how rapidly your material cost can be reduced.

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

**An Old Adage—  
What You Pay For You Get**

We pay the highest premiums for carefully selected Amber Durum Wheat



Result: We give you an unsurpassed quality in our Colburn No. 1 Semolina

**EASTERN SEMOLINA MILLS, INC.**

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street

New York, New York



## FACTORY SERVICE

### New Uses of Light in Industry

By Samuel G. Hibben, Director of Applied Lighting,  
Westinghouse Electric & Manufacturing Company

The manufacturing industries today are deeply concerned with all possible economies and with the use of all new tools and devices intended to improve labor conditions, output, safety, and similar functions of manufacturing. Methods of lighting are rapidly changing; new light sources have recently been made available and many approved lighting fixtures and methods of usage have recently appeared.

Some 20 years ago the general formula for industrial lighting suggested open metal reflectors mounted perhaps 10 feet high and spaced 10 to 15 feet apart, these being of 200 or 300 watt size of filament lamp. With 1½ to 2 watts of lighting power per square foot of floor area, the result was distributed general lighting with an intensity of some 4 to 8 foot-candles and where necessary supplemented by local lighting at the machines. A decade later the wattages and the intensities were raised or at least the standards for general space lighting increased and intensities of 10 to 20 foot-candles were often found useful. Then followed a period of diffusing units or low brightness sources to soften the glare, and the development of very excellent shielded local lighting units carefully placed with regard to the work. All such progress was based primarily upon the best utilization of the light and upon greater quantities of light with little regard to color quality and with insufficient knowledge of the importance of the direction of the light.

Within the last five years the advent of the high intensity mercury vapor lamps has made it possible to employ overhead units say of 400 watt or 16,000 lumen size hung 20 or 30 feet above the floor and flooding large areas with a quality of illumination that was satisfactory where color discrimination was not a factor. The high intensity mercury vapor lamps have expanded into sizes of 100, 250, 400 and 1000 watts with output efficiencies almost double that of the tungsten filament lamp and although the installation costs thereof have been higher, yet the operating economies have been usually better.

Concurrently the sodium vapor lamp in the 6000 and 10,000 lumen sizes has been growing in favor for the exterior floodlighting of buildings and for parking spaces, storage yards, and outdoor areas. In general the sodium lamp is not considered suitable for interior light-

ing on account of its monochromatic yellow color.

The most interesting recent lighting tool is the fluorescent Mazda tubular lamp now available in three or four sizes and in seven different tints or colors. These have an efficiency of from 30 to 60 lumens per watt and in general consume roughly 10 watts per foot of tubing. The most important advantage is their ability to reproduce the color of daylight at an efficiency at least equal to that of the regular tungsten filament lamp. Consequently they are favored for all color matching and color grading operations generally of the local lighting class and for spaces where the very slight heat from the lamps is advantageous for reducing air conditioning costs.

The new science of factory lighting now involves a careful selection of illuminants as regards quality or color in addition to the previous criterion of intensity or quantity. Coupled with these new sources is a growing appreciation of the importance of carefully regulated voltage and an adequate wiring plan; also the renewed interest in periodic cleaning.

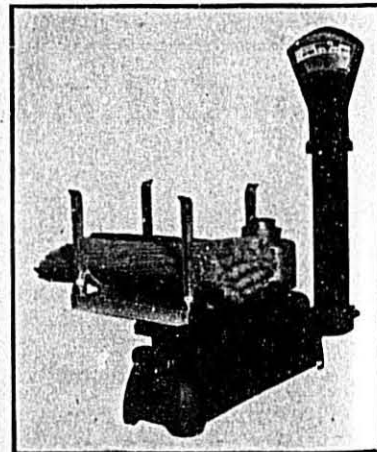
The Mazda tungsten filament lamp still continues as the best illuminant for the general background and for small local lighting sources. Improvement in the uniformity and efficiency of this particular lamp has enabled New England manufacturers to secure three times the amount of light for the same expenditure as compared to that of ten years ago. Better diffusion of the light is increasingly important and many ultra-modern industrial lighting fixtures consist of indirect troughs or large area, low brightness sources similar to a diffusing skylight hung above the workbench or the inspector's table. An analysis of the best methods for lighting in the textile industry has been published by the Illuminating Engineering Society which discloses the primary importance of placing the light sources at quite definite positions with respect to the observer's eyes.

Standards of lighting in the New England Mills are several times higher than in those of other nations but with more efficient new lamps and with the availability of the new colored sources, the progress will carry on for several years. In general probably the lighting intensities for general work areas will be doubled before attaining to those stand-

ards of quantity lighting which are needed for the achievement of optimum conditions and safety.

#### New Spaghetti Scale

In macaroni-noodle plants the difference between a dependable scale and an erratic one may be the deciding factor between profitable and non-profitable operations. A difference of only a small fraction of a pound, even ounces, especially when packages or boxes are thus made overweight means a heavy loss to the manufacturer. On the other hand, if the scale errs on the other size



and gives short weights the consumers lose, not only in the quantity of the commodity purchased but in faith. The manufacturer is the ultimate loser.

The Detecto-Gram Division of The Jacobs Bros. Co. Inc. manufacturer of special scales for weighing macaroni products, has made a special study of the needs of macaroni-noodle plants. The firm recently announced the perfection of a scale that apparently meets the needs of one department of a macaroni plant. The announcement reads:

#### A Two-Purpose Scale

Detecto-Gram presents a new macaroni packaging scale. It is a heavy duty

February 15, 1939

THE MACARONI JOURNAL

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unit that embodies over and under features. (See illustration.)

It has the accuracy and sensitivity previously confined to smaller model scales. The tower can be adjusted to face any one of four directions. This practical arrangement allows the scale to be used without altering present production set-ups.

The twin-fork holder was especially designed for weighing long macaroni, spaghetti, etc. by J. E. Woodland of The Jacobs Bros. Co. Inc. This new commodity rack is easily detached when the macaroni products being weighed require a scoop. A two-purpose scale is thus made available.

tube. Besides that, spaghetti was something the Italians wash down in prodigious quantities with good red Chianti. And macaroni was something which in the south is mixed with cheese and served as a normal part of Sunday dinner. And that was about all there was to know about spaghetti and macaroni.

But it turns out that we were incredibly ignorant. Mr. M. J. Donna, of the National Macaroni Manufacturers, addresses us politely but still with definite reproach. Spaghetti, it turns out, can have a hole in it just as well as macaroni. Spaghetti forati does have a tiny hole right down its length. Which seems to leave a great hole in our own cocksureness. Ah well, we were right

about two things, anyhow. The common species of macaroni is larger than spaghetti. And the Italians do seem to eat a lot of spaghetti. So much of it, in fact, that the stuff is put up in 157 shapes and varieties, whereas the American market only affords room for about twelve!

#### CLASSIFIED ADVERTISEMENT

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

FOR SALE—Several hundred Macaroni and Noodle Trays. Address "T.J." c/o Macaroni Journal, Braidwood, Illinois.

#### 1938 Earnings Higher Than 1937

The *New York Times* of January 19, 1939, gave out this piece of interesting information:

The Atlantic Macaroni Company, Inc. Long Island City, N. Y. for 1938: Net income, \$66,146, equal to \$7.40 on each share of outstanding capital stock, against \$58,236, or \$6.52 a share, earned the year before.

#### The Hole in Spaghetti

Macaroni products with or without holes are still very fine foods, when properly made out of the high grade raw materials they should spring from and when served with any of the appetizing sauces which the real lovers of this fine grain food know how to concoct. On this subject, the following editorial from the pen of the editor of the *Charlotte, North Carolina, News* is very interesting:

We thought we knew about spaghetti and macaroni when we picked up Billy Arthur's little squib about the bet he was called on to settle as to what the difference between them may be. At least we thought that the combination of ourselves and the Messrs. G.&C. Merriam's *New International Dictionary* knew. Webster had it that spaghetti was a solid strand of dough and that macaroni was a bigger strand rolled into a

#### National Cereal Products Laboratories

Benjamin R. Jacobs, Director

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

Laboratory—No. 30 Front St., Brooklyn, N. Y.  
Offices—No. 2 Grace Court, Brooklyn, N. Y.  
No. 2026 Eye St. N.W., Washington, D. C.

Brooklyn 'Phones Washington, D. C.  
CUmberland 6-2549 REpublic 3031  
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#### "CHEESE"

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

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

Quality and price will meet your requirements.

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

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OFFICIAL REPRESENTATIVES FOR N. M. M. A.

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For Bulletins of Claims Placed by the Industry.

For Pad of Service Forms and Information about our Procedures.

#### CREDITORS SERVICE TRUST CO.

Tyler Building  
LOUISVILLE KENTUCKY

### STREAMLINED MACARONI DIES

Good Raw Materials and Dependable Dies Insure Quality Macaroni Products

Prompt and Dependable Service. Work Fully Guaranteed. Write for Information.  
1862 GLENDALE BOULEVARD LOS ANGELES, CALIFORNIA

### LOMBARDI'S MACARONI DIES

— Macaroni Boxes of Wood Our Specialty —

#### KANSAS CITY SHOOK & MANUFACTURING CO.

A. R. Shearop, Sales Agent

Marked Tree and Wilson, Arkansas



## The MACARONI JOURNAL

Successor to the Old Journal—Founded by Fred Becker of Cleveland, Ohio, in 1901

Trade Mark Registered U. S. Patent Office  
Founded in 1903

A Publication to Advance the American Macaroni Industry

Published Monthly by the National Macaroni Manufacturers Association as its Official Organ

Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

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### SPECIAL NOTICE

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

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

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

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

### ADVERTISING RATES

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

Vol. XX FEBRUARY 15, 1939 No. 10

## U. S. Wheat Prices Continue Sensitive to European Buying

Changes in domestic wheat prices during the next few months will depend largely upon the total quantity of wheat taken by European buyers and upon importers' purchases of United States wheat, the Bureau of Agricultural Economics said in its current wheat situation report.

If European demand remains about as now indicated, it is expected that the newly harvested Southern Hemisphere wheat crops may depress prices in importing countries. The extent to which domestic prices hold above world levels, the Bureau pointed out, will continue to depend largely upon Government purchases for export and changing prospects for the 1939 domestic crop. Beneficial moisture has been received recently in the domestic winter wheat belt, but more moisture is needed in western Iowa and in parts of Missouri, Kansas and Oklahoma.

Wheat exports from January through June this year are expected to be about as follows: Canada 25 to 35 million bushels; Argentina and Australia combined, 100 to 125 million; the United States 50 million; Danubian countries 40 to 50 million; and Soviet Russia 5 million bushels.

During the last half of 1938 wheat exports from Canada are reported to have totaled 99 million bushels, those from Argentina 27 million, Australia 35 million, the Danubian countries about 33 million and from Soviet Russia approximately 33 million bushels. From July 1

to January 15 about 53 million bushels were exported from the United States, although sales for export totaled about 78 million bushels in this period.

Estimates of world wheat supplies and disappearance for the 1938-39 season were changed but little during the past month. On the basis of a carryover last July of 595,000,000 bushels, an estimated world production (not including Soviet Russia and China) of 4,455,000,000 bushels and net exports from Soviet Russia of 40,000,000 bushels, world supplies during the current season total 5,090,000,000 bushels.

If world disappearance increases because of lower prices this year to about 3,860,000,000 bushels, total carryover on July 1, 1939, it was stated, may be about 1,230,000,000 bushels. Stocks of this size would be the largest on record, and slightly larger than the 1933 high carryover of 1,193,000,000 bushels.

## Study Problems of Food Distribution

Practical problems of distribution, particularly in their relation to the food business, will be studied in a new course opened in New York city on Feb. 7 at the New School for Social Research, an adult educational project designed to help the intelligent man gain an understanding of a rapidly changing world.

The course will be under the direction of Dr. Rudolf Treuenfels, formerly the head of one of the leading wholesale grocery concerns and president of the Gross-Peterwitz Sugar Refinery in Germany. At present Dr. Treuenfels is associated with the American Institute of Food Distribution, Inc. New York city.

Subjects to be studied in the course cover such widely varying fields as "The wholesaler: can we get along without

him?" which includes buying, stock control and specialization; "The retailer: can the small man withstand large-scale competition?" which covers different types of independents; "Pricing dilemmas in relation to costs and markets," which covers budgeting and lessening costs by concentration; "Salesmen create jobs" which covers the selection and training of salesmen, participation and advancement; "How foreign is foreign trade?" which tells how international relations affect American business, covers exchange and currency problems and the reciprocal trade agreements.

## Savings Accounts as Noodle Contest Prizes

A. Goodman & Sons, Inc. New York city, manufacturers of quality noodles and kindred products, has just launched a consumer contest, the prizes to be 503 savings bank accounts totaling \$900. To the 503 customers who send in the best slogan describing the excellence of Goodman products, there will be given a savings account. The first prize, \$250; second prize, \$100; third prize, \$50, and 500 prizes of \$1 each, will be deposited in any bank the winner chooses.

In advertising the contest publicity will be given the idea of thrift and savings bank accounts. Newspapers and radio will be used and window streamers, counter cards, and "bank book" entry blanks will be distributed throughout Greater New York.

The area of the United States is 3,738,400 square miles or about 6 per cent of the earth's surface. This 6 per cent contains approximately 7 per cent of the world's population.

## First Month of 1939 Brings Decrease In Flour Production

Flour production for the month of January totaled 5,383,484 bbls. compared with 5,479,357 bbls. in December 1938, according to reports received by *The Northwestern Miller* from mills representing 60% of the nation's total flour industry.

January production this year was an increase over the January 1938 figure of 5,116,460 bbls. but nevertheless under the 1937 and 1936 January productions of 5,424,882 and 5,637,297 bbls., respectively.

The western division of the central west, the southeast and the Pacific coast sections all showed slight increases over the previous month; all other sections decreased in production sufficiently however, to depress the total monthly output.

The western division reports 311,009 bbls., compared with 290,441 the previous month, while the southeast shows an increase, an approximate 11,000-bbl. increase. The largest increase was on the Pacific coast, from 461,980 bbls. in December to 544,798 bbls. this past month. A 57,000-bbl. decrease is shown in the northwest.

Following is a detailed table:

### TOTAL MONTHLY FLOUR PRODUCTION

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

	Previous month		January		
	January, 1939	1938	1937	1936	1935
Northwest .....	1,110,144	1,167,957	1,180,477	1,234,769	1,406,727
Southwest .....	1,967,695	2,083,441	1,875,614	2,144,494	1,937,302
Buffalo .....	816,150	819,301	759,127	885,911	897,115
Central West—Eastern Div. ....	481,287	514,639	272,039	303,437	326,432
Western Div. ....	311,009	290,441	295,723	288,189	331,387
Southeast .....	152,401	141,598	322,699	348,401	316,557
Pacific Coast .....	544,798	461,980	410,751	219,681	421,777
Totals .....	5,383,484	5,479,357	5,116,460	5,424,882	5,637,297

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## Improve Industry-Labor Relations Through Understanding

"If we could strip away the mystery we would find that running a business is a great deal like running a home."

That was the analogy of Charles R. Hook, president of The American Rolling Mill Company, and chairman of the board of the National Association of Manufacturers, in a talk broadcast over a coast-to-coast network of 42 NBC stations.

The steel executive in an address designed to help promote better understanding between industry and labor, drew a parallel between the industrial plant and the home.

"Understanding," he said, "is the magic key to most of our human problems. Lack of understanding is the germ which creates them. Many people have been critical of business because there seemed to be a mystery about it which they did not understand. As a result of this lack of understanding, or misunderstanding, employment and payrolls were diminished and this has been the cause of much worry."

Mr. Hook then compared business to a home.

"Father's pay check," he declared, "is the income of what we'll call Home, Incorporated. Mother is the purchasing agent and general manager. She looks after the housekeeping and buys the raw materials for the family table.

These materials she converts on the kitchen range into appetizing meals, just like we in the steel industry convert iron ore into iron and steel sheets.

"Usually mother is also treasure of Home, Incorporated. Her greatest ambition, after paying the rent, the butcher, the merchant and the grocer, is to have something left over for a rainy day. That is the ambition of every business, too. If it doesn't realize that ambition, it will eventually go bankrupt.

"Father is the income producer for the Home. He sells his services . . . his labor . . . to an employer just as we sell iron and steel sheets. Father has the problem of improving himself so his services will be more valuable to his employer and his pay check larger. In business we have that same problem of constantly improving our products and our methods so we can make and sell more goods.

"Father and mother jointly have a personnel problem, too—of instilling in the children a spirit of honesty, consideration, responsibility and mutual helpfulness, and of adjusting those little spats which always arise in every family.

"The complex task of adjusting and handling the human relations of an industrial organization so there will be friendliness, harmony and cooperation requires the same tact and understanding.

"And finally, the way father and mother live—their character—the intelligence and good judgment they use in rearing the family—these determine whether they will enjoy the respect of the neighborhood.

"It is the same with business. The company that lives right—the company that deals fairly with its employees—its customers—stockholders—and the communities in which its plants are located—that company will have the confidence and respect of everyone.

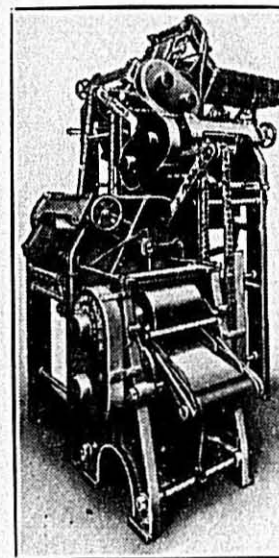
"After all, business isn't nearly as mysterious and complex as it appears on the surface. But it is strange that so many people have failed to recognize the self-evident fact that business is the work-creator and the payroll-meeter of the nation. The happiness of every American home depends upon sound business conditions.

"If all groups in our community life will try to understand and become better acquainted with the policies and purposes of the business institutions in our own communities—if business management makes the same effort to fulfill its obligations—a friendlier, more tolerant feeling will surely result, which will sweep America on to new accomplishments and new heights on the road of progress."

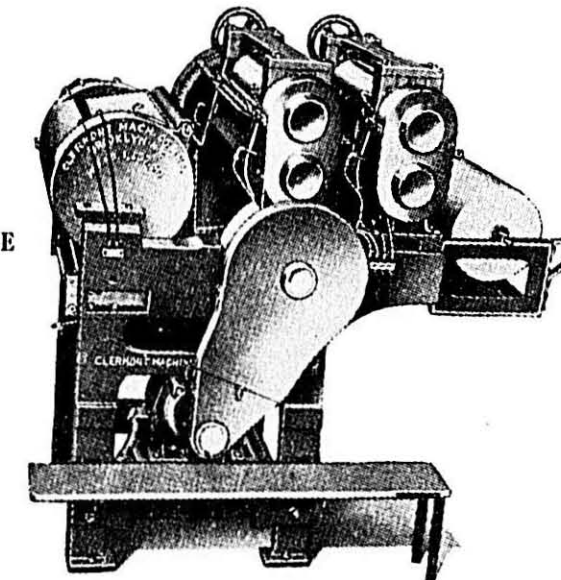
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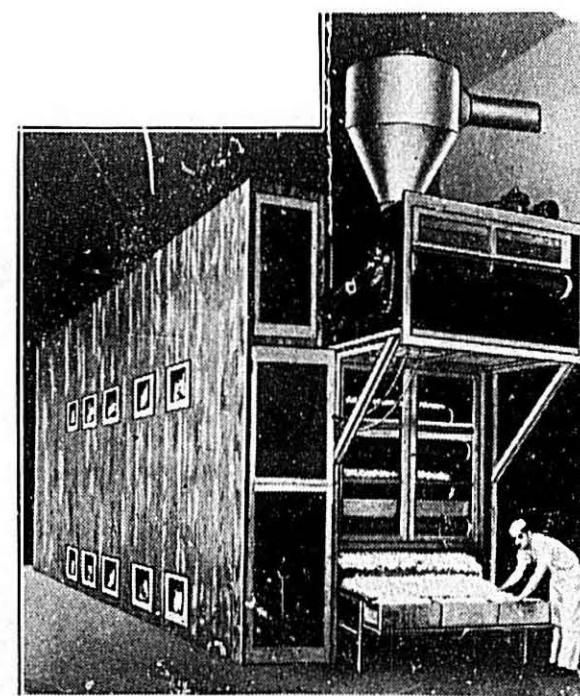
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