

**THE  
MACARONI  
JOURNAL**

**Volume XXI  
Number 1**

**May 15, 1939**

*The*  
**Macaroni Journal**



Braidwood, Illinois

MAY 15, 1939

Vol. XXI No. 1

*Convention Headquarters*



The Park Central, New York City where Macaroni-Noodle Manufacturers and Allies will meet June 26 and 27, 1939 for the Industry's Thirty-Sixth consecutive annual Conference.

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Only a 15-minute ride by automobile covers the distance between our plant and Times Square. Regular plane service is also available direct to the Fair Grounds. Our address is 1811 Bergen Turnpike, North Bergen, N. J. . . . Telephone number, Union 7-6540. Better put them in your notebook and tell your friends and business acquaintances that here's the place through which you can be reached at any time of the day. You'll also be interested in seeing this remarkable new plant . . . how your cartons and labels are produced by the most modern and economical methods. A cordial welcome awaits you.



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*Tentative Program*

## 1939 Macaroni Industry Conference

The Park Central Hotel, New York City, June 26 and 27

*(All Convention Sessions in the Tower Club)*

**MONDAY, JUNE 26**

**Morning Session**

9:00 A.M.—Registration (usual fee)  
10:00 A.M.—Convention's formal opening.  
—Board Chairman, P. R. Winebrener, presiding.  
—Welcome and Responses.

**—Reports:**

—Credential Committee.  
—Program Committee.

—Appointment of Convention and Special Committees.

**—Reports of Officers:**

—P. R. Winebrener, Chairman of the Board.  
—Lester S. Dame, President.  
—M. J. Donna, Secretary and Treasurer.  
—B. R. Jacobs, Director of Research.  
—Announcements and Luncheon Adjournment.

12:15 P.M.—Past Presidents Honorary Luncheon.

**Afternoon Session**

2:00 P.M.—Convention reconvenes.

—Reports on Association Activities:  
—Trade Practice Rules Enforcement under the Federal Trade Commission.  
—The National Macaroni Institute's Publicity and Promotional Work.  
—Our Official Organ,—The Macaroni Journal.  
—Committee Meetings and Round Table Conferences.

5:00 P.M.—Adjournment.

**TUESDAY, JUNE 27**

**Morning Session**

9:30 A.M.—Call to Order—Chairman Winebrener, presiding.

**—Committee Reports:**

—Auditing.  
—Resolutions.  
—Special.

—Open Forum for discussion of the Labeling and other provisions of the New Food and Drugs Law.

—Annual Election.

—Report of Auditing Committee.

—Election of Directors.

—Report of Future Activities Committee.

12:30 P.M.—Luncheon Adjournment.

**Afternoon Session**

2:00 P.M.—Consideration of recommendations of the Committee on Association's Future Activities.

—Action thereon.  
—New Business.  
—General Discussion.  
—Final adjournment.

4:00 P.M.—Organization Meeting of 1939-1940 Board of Directors.

**Evening**

7:30 P.M.—Annual Dinner, Entertainment and Dance.  
Cocoanut Grove—Park Central

**WEDNESDAY, JUNE 28**

Macaroni-Noodle Manufacturers' Day at New York World's Fair.

Note: This program is subject to such changes as developments may necessitate before the printing of the official program.

Plan a Two-In-One trip to New York the week of June 25. Attend the Macaroni Conference June 26 and 27 and take part in National Macaroni-Noodle Manufacturers' Day at the New York Fair, June 28, 1939.



QUALITY  
IS  
SUPREME  
IN

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MINNEAPOLIS MILLING CO.  
MINNEAPOLIS, MINN

# THE MACARONI JOURNAL

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## The Convention and the Fair

There is hardly a person in the United States who has reached the age of reason who does not have a longing to visit the New York World's Fair or the San Francisco Exposition this year.

He anticipates the pleasure of studying the latest inventions exhibited in these modern fairs, of seeing the latest thing in lighting, in communication, in transportation, in art, in home planning and in thousands of other things that can be seen there, all of which make for education and enjoyment—make life worth living.

He will plan and scheme, skimp and save, and practice unusual sacrifices to insure a trip to the fair before Fall.

Recognizing this national longing and believing that it exists also among the macaroni-noodle manufacturing fraternity, the sponsors of the 1939 conference of the Macaroni Industry selected New York City as the scene of the thirty-fifth annual convention of the National Macaroni Manufacturers Association. This was done in the hope that members of the Industry and their friends will so time their trip to the New York World's Fair as to coincide with the dates of this very important convention.

Every progressive macaroni-noodle manufacturer has a natural, personal interest in the plans for this year's conference of manufacturers, durum millers, purveyors of plant accessories and machine builders because they rightfully anticipate a convention program that will be helpful, educational and promotional. They more than ever hope that discussions will throw light on the many problems that confront the trade and which must be solved if the operator is to continue running his plant on a profitable basis under the rapidly and radically changing conditions that confront industry and business in this country.

By timing his inevitable trip to the New York World's Fair so as to take in the industry's convention at the same time, the manufacturer and allied will not only be practicing the necessary economy but will be showing good judgment for which there is equally a great need.

The Macaroni-Noodle Industry convention will be held in New York City, June 26 and 27, 1939. National Macaroni-Noodle Manufacturers' Day at the New York World's Fair will be observed on June 28, as officially designated by the fair officials. To commemorate both events, a special program of more than ordinary merit has been prepared. The convention itself will be directly beneficial to the manufacturers and friends who participate therein. Macaroni-Noodle Day at what is probably the biggest fair ever held, will be beneficial in publicizing our industry and its fine products that should become greater daily favorites in millions of new American homes where they are utter strangers or merely occasional visitors.

The business sessions of this year's convention will

deal with the most important of the many problems that have a bearing on the present and the future of the industry and of the individual manufacturer. Today's needs and tomorrow's requirements will be given equal consideration by the program builders.

For more than a generation the National Macaroni Manufacturers Association has been serving the trade effectively and constructively. Manufacturers have shown varying concern in the organization's welfare, depending on their current position and needs. All in all there has been a very friendly feeling towards the National Association among the leaders in the trade. It deserves even greater support because of the fine purpose to which it is dedicated.

The convention in New York City, June 26 and 27, will mark the thirty-fifth consecutive annual conference of the macaroni industry in this country. During its years of existence, the National Association has seen some great changes in manufacture and distribution. Manufacturers have enjoyed good times with all the consequential pleasures; also some lean years when it was a question of life or death. There were years when operators were generous in their support of the Association; other years when it was almost forgotten. But the National Association carried on!

The National Association has striven to occupy the position of leadership, particularly in times of emergencies. It has always served as a nucleus around which the industry might rally when conditions called for aggressive and coordinated action. Perhaps no manufacturer uses all of the Association's services to the extent possible, but practically all of the trade, even the non-members, find occasion to make a limited use of the services which the National Association is constantly providing.

The current problems of the Industry are of grave concern to every manufacturer, however large or small and wherever located. Also to every allied who sells or hopes to sell material, equipment or service in this trade. There is a common interest between manufacturers and between them and the allied that should encourage greater cooperative action. Around this thinking will be built the program for the business sessions of the 1939 convention.

On the social side, there will be the usual features with Macaroni-Noodle Manufacturers' Day at the Fair as an added attraction. The ladies and the entire family will be given every consideration in the entertainment plans now being developed.

It is highly recommended that members of this industry and their friends plan a business vacation the last week in June. The convention will be the business end of the vacation and the fair will provide necessary enlightenment and pleasure. The National Association carries on!

# What! Another Processing Tax?

By Lester S. Dame, President, N.M.M.A.

Representative Hope of Kansas introduced the following bill—H. R. 3586—which was referred to the Committee on Ways and Means, in the House of Representatives, to provide for tariff-equalization fees on the manufacturing of cotton, synthetic fibers, wheat, rice, cotton, and field corn. No action has yet been reported on the bill which provides for the following:

"There is hereby imposed on the manufacturing of wheat a tariff equalization fee at the following rates to be paid by the manufacturer.

	Cents per pound of article produced
(a) Where the manufacturing involves cracking or grinding of the wheat:	
Whole wheat and graham flour .....	0.4
All flour (except whole wheat and graham), including biscuit flour, self-rising flour, phosphated flour, and the products known as first clears, second clears, and low grades, regardless of ash content.....	0.5
Semolina and farina.....	0.5
Prepared flours:	
Doughnut .....	0.3
Pancake .....	0.3
Pie crust.....	0.3
All other prepared flours:	0.5
All ground or cracked wheat not in the form of flour and not for feed purposes.....	0.4
(b) Where the manufacturing does not involve cracking or grinding of the wheat (based on the manufacturer's purchase weight with no deduction for screenings) .....	0.3

In addition to any other tax or duty imposed by law, there is hereby imposed a tax upon articles wholly or in chief value of cotton, synthetic fibers, cotton and synthetic fibers, rough rice, wheat, tobacco, or field corn imported or brought into the United States. The tax shall be an amount equal to the amount of the tariff-equalization fee which would have been payable with respect to the commodity or commodities from which such articles are processed if the manufacturing of such commodity or commodities had occurred in the United States at the time of importation: Provided, That in the case of cotton products and articles the amount of compensating tax payable

shall be determined on the basis of the conversion factors and specific rates of tax contained in section 10 (b) of this title.

"Such tax shall be levied, assessed, collected, and paid in the same manner as a duty imposed by the Tariff Act of 1930, and shall be treated for the purpose of all provisions of law relating to the customs revenue as a duty imposed by such Act, except that for the purposes of sections 336 and 350 of such Act (the so-called flexible tariff and trade-agreements provisions) such tax shall not be considered a duty or import restriction, and except that no preference with respect to such tax shall be accorded any articles imported or brought into the United States. The Commissioner of Customs, with the approval of the Secretary of the Treasury, shall prescribe such regulations as may be necessary for the collection of the tax.

"All taxes collected under this section upon articles coming from the possessions of the United States to which this title does not apply shall

## This Year's Crop of Durum

What will the 1939 Durum Harvest be? The answer to that question is of vital interest to all manufacturers of quality macaroni products and to the millions of consumers that show preference for high grade macaroni, spaghetti and egg noodles.

Will the harvest be normal, above, or sub-normal? Will it be of the quality desired by the macaroni trade of this country or will it be a complete failure from every angle as was the case several years ago?

Realizing the interest on these points, the Capital Flour Mills, Inc., Minneapolis, Minn., has resumed its annual spring bulletins on the durum crop conditions as they affect planting and early growth. The first bulletin dated April 21 gave early moisture data and comments from government and private authorities as to the progress of the 1939 durum wheat crop which was then being planted.

"We are off to a later start this spring compared with last year, with cold freezing weather delaying field work, especially in the heavy durum producing districts in North Dakota," says the bulletin. "Seeding operations in South Dakota should be well along by the end of this week and upwards of 80 per cent completed.

not be covered into the general fund of the Treasury of the United States but shall be held as a separate fund and paid into the treasury of the said possessions, respectively, to be used and expended by the governments thereof for the benefit of agriculture.

"No tax under this section shall be levied or collected upon any article (except articles produced from wheat, corn, or rice) where the dutiable value of the importation is \$100 or less. No tax under this section shall be levied or collected on any articles contained in a single importation regardless of the dutiable value if the amount of such tax on such importation would be \$1 or less.

"The tariff-equalization fees imposed by this title shall be collected by the Bureau of Internal Revenue under the direction of the Secretary of the Treasury. The tariff-equalization fees shall be treated for the purposes of all provisions of law relating to internal revenue as internal revenue excise tax. All fees collected shall be paid into the Treasury of the United States."

"In North Dakota, seeding ranges from 50 per cent completed in southern districts down to 15 per cent completed in the northern counties. Favorable weather conditions during the next ten days should bring the seeding well along in all parts of the state.

"Surface moisture conditions are spotted, with some areas in central North Dakota needing moisture to start the crop, but as a whole, so far as durum is concerned, there is sufficient moisture to start the crop, and normal moisture during the growing period will bring the crop along."

The bulletin carries a map showing the principal durum areas, which are located in Northwestern Minnesota and in Eastern North and South Dakota. Also figures on acreage planted and yields in the past few years. For instance, there are figures showing "intentions to plant durum wheat" which indicate that North Dakota is planning to seed 2,879 acres, South Dakota 576 acres and Minnesota 90.

Later—The April 28 bulletin says in part: Another week of favorable weather should see seeding of durum practically completed which will get the crop off to an average start. From a few reports to date it appears that durum acreage should correspond with that planted last year.

# Rochester Selected as First Experimental Food Stamp City

Secretary of Agriculture Henry A. Wallace announced, April 18, 1939, that Rochester, New York, will be the first of a half-dozen cities in which the new food stamp plan for distributing surpluses through the normal channels of trade will be started. Actual operation of the plan is expected to begin in that City about the middle of May.

The plan, which was announced March 13 by the Department of Agriculture following unanimous endorsement by the National Food and Grocery Conference Committee, contemplates wider consumption of surplus farm products by increasing the purchasing power of low-income families. Distribution of surpluses will take place through wholesale and retail grocery outlets in Rochester during the experimental period of from two to four months. Grocers in Rochester (population 330,000) have indicated their willingness to push the sales of surplus products to all consumers under the plan. These increased purchases, together with those of the people eligible to use stamps, are expected to give the farmer a broader market for what he produces and to stimulate business generally.

The regular program of the Federal Surplus Commodities Corporation, under which the Government buys surpluses direct and donates them to state welfare agencies for distribution for relief purposes, will be continued for the present in all areas except Rochester and five other experimental cities yet to be named.

Two variations of the food stamp plan, both of which are voluntary, will be tried out in Rochester, it was announced. Under one, WPA workers may request that an amount equal of \$1 a week for each member of the family be deducted from their wages. Such workers will receive orange stamps good for the purchase of any food in an amount equal to that which they have asked to be deducted. While the \$1 a week for each member of the family would be the minimum amount which could be obtained, such workers will be eligible to obtain orange stamps of a value up to approximately \$1.50 a week for each member of the family if they wish. In addition, blue stamps, representing fifty per cent of the value of the orange stamps issued to each person, and good only for foods designated as surplus, will be given free.

The other plan makes the same minimum of \$1 in orange stamps and

maximum of about \$1.50 in orange stamps available for purchase by the person receiving general relief, old age assistance, aid to dependent children, and aid to the blind. With every one dollar purchase of orange stamps, these eligible persons will receive free fifty cents in blue stamps good for exchange for certain designated surplus foods at any grocery store.

Arrangements are now being worked out for redemption of the stamps locally by grocers who accept them for food. The stamps will be redeemed by the Government from funds already available to the Federal Surplus Commodities Corporation. These are the same funds now being used to purchase surplus commodities for donation to state welfare agencies.

Stamp books, similar to those used for postage stamps, and including both orange and blue stamps in a ratio of two to one, will be made available for purchase by eligible persons in Rochester at places yet to be designated. The value of the orange stamps in the book will range from \$2 to \$10. While the surplus food products, for which blue stamps will be used, have not yet been officially designated, some of those on the list are expected to be the same as those the Corporation has purchased and distributed in the past. Those probably will include such commodities as butter, grapefruit, oranges, dried fruits, beans, and eggs. Fresh vegetables might be added as they come into surplus later during the season.

## Mueller Co. Uses Newspapers

Newspapers will be used in carrying the C. F. Mueller Company's macaroni-spaghetti-egg noodle story this spring, reports the *New York Times* in its issue of April 20.

Dropping radio, which it used last year in conjunction with newspapers, the C. F. Mueller Company, Jersey City, N. J., makers of macaroni, spaghetti and noodles yesterday

Plan a Two-In-One trip to New York the week of June 25. Attend the Macaroni Conference June 26 and 27 and take part in National Macaroni-Noodle Manufacturers' Day at the New York Fair, June 28, 1939.

launched its spring advertising campaign, confining its advertising budget to newspapers. Copy will appear in more than sixty newspapers. The campaign will run for four months. Kenyon & Eckhardt, Inc., direct the account.

## The Scaife Fellowship at Mellon Institute

Wm. B. Scaife & Sons Company of Pittsburgh has established an industrial fellowship in Mellon Institute for the purpose of conducting scientific research on problems pertaining to processes of fabricating and to the use of metal tanks, pressure cylinders, and water-softening equipment, its principal products. This investigational work will be in accordance with the company's desire to keep closely informed regarding all technical progress in its own and related fields, with special attention to present and probable future trade requirements, and to effect through research and development all possible improvements in its production practice as well as its products. For many years the company has carried on technical studies in its own organization, but the fellowship at Mellon Institute will enable the Scaife scientific staff to benefit by the investigational and cooperative facilities of the Institute.

Dr. H. L. Anthony, III, who is the incumbent of this fellowship on metal-working, received his professional metallurgical education at Lafayette College (B.S., 1930), University of Alabama (M.S., 1931), and Harvard University (M.S., 1933; Sc.T. 1935). During 1930-1931 he held a U. S. Bureau of Mines fellowship at the University of Alabama, in 1931-1932 he was an instructor in mining and metallurgy at Lafayette College, and from 1933 to 1935 he was the Emily Jennings scholar in metallurgy at Harvard University. Following the completion of his graduate work he was first employed in the metallurgical department of the Carnegie Steel Company at Homestead, Pa., and then entered the research laboratory of the Midvale Company in Philadelphia. From 1936 until he joined Mellon Institute a short time ago he was in the Midvale melting department and also taught evening courses in metallurgy at Temple University. He is a member of the American Society for Metals and has published results of investigations on coal and on malleable castings. In his researches in Mellon Institute he will have the advisory collaboration of metallurgical and engineering specialists there and in the fellowship donor's organization.

## Report of Director of Research for April

By Benjamin R. Jacobs

In the April issue of the MACARONI JOURNAL I discussed the petition that was made to the Secretary of Agriculture for an interpretation of the application of section 403 (i) (2) of the Federal Food, Drugs and Cosmetics Act of June 25, 1938, as it applies to semolina, farina and flour. This section, among other things, provides that if a standard of identity has not been established for a food, and it is fabricated of two or more ingredients, the common or usual name of each ingredient shall appear on the label.

If semolina, farina and flour are different grades of one ingredient then plain macaroni products are exempt from the application of the above referred to provision of the new Food Law.

In an interview yesterday, May 3, with officials of the Food and Drugs Administration I was advised that for the present the Administration would be willing to agree with us in this interpretation and therefore plain macaroni products made from semolina, farina or flour or mixtures of these need not bear a statement on the label showing the name of any of these products. The Administration will wait until standards of identity for flour, semolina and farina are established before a definite decision is given. In the meantime the Macaroni Industry need not make any declarations concerning the raw materials used in the manufacture of plain macaroni products. It is my opinion that it will be some time before the Committee on Standards of the Department of Agriculture establishes standards and definitions of identity for semolina, farina and flour. So for the present, the Macaroni Industry may dismiss this problem from its mind.

The question is entirely different concerning egg macaroni products (egg noodles and similar products). In this case there is no question concerning the fact that the product is made of two or more ingredients and as such, manufacturers should, as soon as possible, begin labeling their products showing the ingredients used. The statement on the label should appear on each of the principle panels together with the net weight and name and address of the manufacturer or distributor.

The declaration may be made simply as follows: "Made from flour and egg yolks," "Made from flour and eggs," "Made from flour and dried eggs" and "Made from flour and dried

egg yolks." If other ingredients are used they should be declared in order of their predominance by weight. If salt is used it should be declared on the label.

A number of manufacturers seem to be considerably concerned regarding the status of egg noodles after the present law is replaced by the new Food and Drugs Act, which becomes effective June 25, 1939. The fear seems to prevail among some of them that when the new law goes into effect the present standards for egg macaroni products are discarded and therefore manufacturers may use small quantities of eggs or egg yolks with artificial color and label these products as noodles or egg noodles.

THIS IS ABSOLUTELY NOT THE CASE. The present standards will have exactly the same position they hold today, until new definitions and standards are promulgated by the Secretary of Agriculture. It must be remembered that the present standards for macaroni products have never been adjudicated by any court and that therefore they stand to-day as they always have, as the Department's definition of these products and will continue to hold as such and as a guide to the officials of the Department in the enforcement of the new Food and Drugs Act. I am assured by the Food and Drugs Administration that it will continue to prosecute cases where there is a deficiency of eggs and also where artificial color is used and will leave it up to the court to decide if anyone believes that the present requirements are not to be observed. The burden of proof will be placed on him.

It must also be remembered that under the new Food Law the discretion of the Food and Drugs Administration is considerably broadened in many respects. For example, under Section 402(b) a food is deemed to be adulterated, among other things, if any valuable constituent has been, in whole or in part, omitted or abstracted therefrom; or if any substance has been substituted wholly or in part therefor. Under these provisions any deficiency in egg solids from the accepted standards, may be prosecuted just as at present. The same section also provides that a food is deemed

to be adulterated if damage or inferiority has been concealed in any manner; or if any substance has been added thereto or mixed or packed therewith so as to increase its bulk or weight; or reduce its quality or strength or make it appear better or of greater value than it is. These two additional provisions would certainly prohibit the use of artificial color or the substitution of eggs by any other ingredient. It must be noted that the phrase "or make it appear better or of greater value than it is" does not appear in the present food law and that it strengthens the enforcement of the new Food Law considerably.

But in addition to these provisions, under Section 201(a) the Administration has a weapon which permits it considerable latitude in determining whether or not a product is misbranded. This section reads as follows:

"If an article is alleged to be misbranded because the labeling is misleading, then in determining whether the labeling is misleading there shall be taken into account (among other things) not only representations made or suggested by statement, word design, device or any combination thereof, but also the extent to which the labeling fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the article to which the labeling related under the conditions of use prescribed in the labeling thereof or under such conditions of use as are customary or usual."

Under this section a macaroni product could not be labeled as "Egg Noodles" or "Egg Macaroni Products" if it did not conform to the accepted standards for these products. The Administration could, without any difficulty, get any number of responsible manufacturers or others to testify to the effect that an egg noodle or egg macaroni product is understood to be one containing not less than 5.5% egg solids and one being free from added artificial color.

Recently there appeared in a circular of a food manufacturers' association the statement that the Secretary of Agriculture could be compelled to establish a definition and standard of identity for food products under the



## The Biggest Job in Milling is a VITAL job to You

Do YOU know that there are, roughly, over two hundred different varieties of WHEAT\* grown yearly in the United States?

... 200 different kinds of wheat—spring and winter, red and white, hard and soft?

... that, of these, Golden Durum is endowed by nature with just the right characteristics for the manufacture of Macaroni, Spaghetti and Noodles?

... and that the selection and blending of the proper Durum wheat for a specific type of product is the biggest job in milling Semolina ... and a VITAL job to you?

Because this job is so all-important, General Mills is eminently well equipped and geared to examine all of this nation's yearly wheat crop ... from samples taken in every important harvesting section!

Because this job is VITAL to you, General Mills makes a systematic, intensive study of the total U.S. wheat crop right during the harvesting period.

Thus General Mills knows the facts about the new Durum wheat crop, before that wheat moves to market. For the

fer you stake your reputation on the miller's skill in DURUM WHEAT Selection. Semolina performance -- and the quality of your products ... begins with the WHEAT!

General Mills Wheat Survey is the most extensive and thorough wheat research of its kind!

Therefore it follows that General Mills is able to do this vital job of Durum wheat selection for the discriminating macaroni and noodle manufacturer with complete assurance to the customer that the wheat selected for GOLD MEDAL SEMOLINA and other Durum products, has been thoroughly tested and checked for his commercial use.

And after all, wouldn't you expect the General Mills organization to do the biggest job in milling surpassingly well? Protect the quality and competitive strength of your products by relying upon the resources that set the standard for wheat selection! Remember ... Semolina performance, and the quality of your products, begins with the WHEAT.



\*The U.S. Dept. of Agriculture's last Varietal Survey (1934) listed 213 different wheat varieties grown in the U.S.

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

**WASHBURN CROSBY COMPANY**  
(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC.

OFFICES: CHICAGO, ILLINOIS

REMEMBER, YOU are invited to the Convention of your profession. Consult with fellow manufacturers on the problems of the trade.

new food law. This is theoretically only half true. Under one section of the Act, Section 701(c), the Secretary of Agriculture is required to hold a public hearing for this purpose if a substantial branch of the food industry requests it, but in another section of the Act, Section 401, the Secretary is given wide discretion as to when and how this hearing shall be held and when and how standards of identity may be established. However, in this matter it is my opinion that it is in the best interest of the Macaroni Industry to allow nature to take its course and to not get over-exercised about the value of standards of identity for macaroni products. Their main value lies in the fact that when standards of identity are established the ingredients used will not have to be declared on the label.

However, the case is different when it comes to a consideration of standards of quality. These will materially improve the quality of our products, resulting in improved competitive conditions as well as putting a floor on the quality below which we can not go.

It is my considered judgment that the new food law contains all the necessary protection to macaroni manufacturers to prevent any adulteration or misbranding of their products or any tampering with the present standards for egg noodles. The new law has given the Food and Drug Administration many new weapons with which it can combat adulteration and misbranding of our products and it has also given the courts considerably greater authority in applying heavy penalties for infractions. It has also provided the Administration with authority to make examinations in plants and of records, which it does not now possess, and I am assured that any attempt to break down the present standards will be met with all the authority of the Administration and proper remedial action will be taken in any case where it may be found that violations occur.

The House of Representatives recently passed (H.R. 5762) a bill amending the new food law and extending the time to January 1, 1940 when the labeling provisions of the Act will become effective. Under certain circumstances the Secretary of Agriculture has been given authority to make a further extension to July 1, 1940. This amendment to the food law has been referred to the Committee on Commerce of the Senate and on May 3 was approved by that Committee. This practically assures its approval by the Senate and practically insures postponement of the labeling requirements until those dates. The amendment provides, however that all food products shall comply with the provisions of the present food law.

## Spaghetti and the Circus

Millions of Americans annually await the coming of the circus. Millions enjoy their spaghetti with greatest of pleasure and with unusual gusto.

Just what is the relation of the circus to spaghetti eating? The relation is there whether one readily detects it or not. Prudence Penny, famed food authority of the *Hearst Newspapers*, in the April 21st, 1939, issue of the *New York Mirror* not only discovered the close relationship, but wrote a very interesting article on the circus stars and their natural preference for energy foods like spaghetti.

Speaking of the thrill she always gets from a circus, her one favorite excitement since her childhood days, she marvels at the courage displayed by the actors. She shivers when watching Antoinetta Concello accomplish her two and one-half revolution somersault to a hand catch (the only girl ever to do it), and marvels at the magnificent acrobatic act of the Christiana family. They are not faked; they represent genuine bravery to her. She writes:

### Vital Energy Foods

No one could see the circus without being impressed with the superb physical condition of the performers. Steady nerves, radiant health and streamlined figures are more essential to the success of a circus star than any other qualities. I realized that the right diet with plenty of vital-energy foods would be supremely important and I was eager to know what dishes they considered necessary in order to keep in top flight condition.

So after the circus I talked with the noted Christiana family—a family of 17, most of whom are circus stars, even to little Coracaita Christiana, a pretty girl of twelve. Her famous sister, Cosetta Christiana, responded to my question about the family's favorite food by giving me a gay invitation to their apartment, where she quickly and skillfully prepared a dish of the most savory spaghetti that I had ever tasted.

### Favorite Dish

"It is a disappointing day when we don't have spaghetti," she explained as she did magic things to an aromatic meat sauce. It is my family's favorite dish and we can eat it with keen relish every day of the year—and generally do! But it must be cooked freshly and briefly (al dente). We generally prefer a meat sauce

with our spaghetti and frequently make it with onion instead of garlic, though most Italian recipes include garlic. Spaghetti is also quite delicious with plain cheese sauce or white sauce."

Two of Cosetta's brothers had come in and heard us discussing spaghetti and immediately got into a gay argument over whether or not the best spaghetti was prepared in the Naples style or the Palermo (Sicily) style. I realized as I heard them expound the virtues of each dish that Italians had probably fought more battles over the right method of cooking spaghetti than had ever been fought to save the Roman empire. Certainly Italians inherited a fine appreciation of savory foods, for they had acquainted themselves with Oriental culinary lore through Venice, the great trade port and home of that famous traveler to the Orient, Marco Polo, who discovered spaghetti for the European world.

Here's the favorite dish of the Christiana family—a fine culinary treasure:

### Spaghetti Napolitaine

1 teaspoon olive oil  
1 onion, minced fine  
1 clove garlic, minced fine  
1 bay leaf, broken in pieces  
1 pound ground steak  
½ cup dried mushrooms  
3 cups hot water  
1-6 oz. can tomato paste  
9 oz. package spaghetti  
1 cup grated Parmesan cheese

Wash mushrooms. Soak in two cups hot water for 10 minutes. Cook in the same water until tender (about 20 minutes). Then chop mushrooms fine. Heat olive oil in saucepan. Add onion, garlic and bay leaf; cook for three minutes. Add the ground steak and cook until browned, stirring with a fork while browning. Add the mushrooms, one cup of hot water, and tomato paste, which have been mixed together, and cook for five minutes.

Cook spaghetti in boiling salted water for ten minutes, then drain well. Place the spaghetti on hot platter, pour sauce over the spaghetti and sprinkle with grated Parmesan cheese. (Serves four to six.)

Meet leaders of the trade at the Conference in New York City the last week in June.

WHO SELLS IT

# BUYER'S GUIDE

WHERE TO BUY IT



**Amber Milling Co.**  
Flour and Semolina  
**Armour & Co.**  
Frozen Eggs

**Barozzi Drying Machine Co.**  
Macaroni Noodle Dryers  
**Breuer Electric Co.**  
Industrial Vacuum Cleaners  
**Buhler Brothers**  
Presses

**Capital Flour Mills, Inc.**  
Flour and Semolina

**John J. Cavagnaro**  
Brakes, Cutters, Dies, Die Cleaners,  
Folders, Kneaders, Mixers, Presses  
and Pumps

**Champion Machinery Co.**  
Brakes, Flour Blenders, Sifters and  
Weighers, Mixers



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

**Clermont Machine Co.**  
Brakes, Cutters, Driers, Folders,  
Stamping Machines

**Commander Milling Co.**  
Flour and Semolina

**Consolidated Macaroni Machinery**  
Corp.

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

**Creditors Service Trust Co.**  
Mercantile Collections

**Eastern Semolina Mills, Inc.**  
Semolina

**Charles F. Elmes Engineering Works**  
Die Cleaners, Kneaders, Mixers,  
Presses, Pumps, Valves, and Ac-  
cumulators

**Kansas City Shook & Mfg. Co.**  
Box Shooks

**King Midas Mill Co.**  
Flour and Semolina

**Lombardi**  
Macaroni Dies

**F. Maldari & Bros. Inc.**  
Dies

**Minneapolis Milling Co.**  
Flour and Semolina

**National Carton Co.**  
Cartons



**National Cereal Products Labora-  
tories**  
Consulting and Analytical Chemists

**Peters Machinery Co.**  
Packaging Machines

**Pillsbury Flour Mills Co.**  
Flour and Semolina

**Rossotti Lithographing Co. Inc.**  
Cartons, Labels, Wrappers  
**The Star Macaroni Dies Mfg. Co.**  
Dies

**Stella Cheese Co.**  
Grated Cheese

**Triangle Package Machinery Co.**  
Packaging Machinery

**Washburn Crosby Co. Inc.**  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

**COMMANDER MILLING CO.**  
Minneapolis, Minnesota

You  
**COMMAND**  
the Best  
When You  
**DEMAND**



# MACARONI PUBLICITY

Place the Macaroni Family in the Spotlight

## Launch Spring and Summer Campaign

Twenty-four of the country's outstanding manufacturers of macaroni products were interviewed by letter during the month of April to ascertain their personal views on the suitability of their products in warm weather menus and the practicability of advertising the merits of this fine wheat food for meals in the "R-less" months of the year.

Twenty-three of those to whom the questionnaire was sent, gave evidence of their keen interest in the subject and the proposal. Twenty-two of those who expressed themselves, ardently believe that macaroni, spaghetti and egg noodles are just as suited for all-season meals as are bread, (also a wheat product) meats, (also protein foods) or potatoes (which are very starchy)—all natural and national favorites. Since macaroni is a bland food, it blends easily with vegetables and other foods to make ideal dishes for any season of the year.

With the help of a number of generous manufacturers and allies who willingly contributed to a campaign to pioneer the idea of popularizing macaroni products as all-weather, all-season foods, a test campaign of publicity will be launched late in May, featuring recipes for tasty seasonal dishes wherein macaroni, spaghetti and egg noodles will be properly combined with the vegetables and fruits of the summer season. The supporters are unselfish pioneers. They appreciate the need of acquainting the consumer with facts about macaroni that have been known and appreciated for centuries by sturdy nationals of other countries.

The time saving, and ease of preparation features will be played up and the natural goodness of the recommended dishes as well as their economy will be stressed. Those who have refused or neglected to help sponsor the publicity campaign should be thankful that there are in the industry a group brave enough to venture where others have feared to tread.

More light will be thrown on the plans of the campaign in the May issue of THE MACARONI JOURNAL. Details of the whole scheme will be explained at the June convention of the Macaroni Industry in New York

City. In the meantime, the subscription list remains open. There is money enough on hand for launching the publicity campaign. Additional contributions will be used in expanding it to include other lines of publicity that could profitably be used, if funds are made available.

The campaign is being handled by The National Macaroni Institute—a non-profit, promotional organization, dedicated to the promotion of the Macaroni-Noodle trade in America. Contributions should be mailed to the Institute at Braidwood, Illinois.

Manufacturers and distributors, whether they have contributed to the undertaking or not, are invited to make the fullest possible use of the favorable consumer attitude towards macaroni products that the campaign will undoubtedly create. With only slight effort and the expenditure of just a few dollars, macaroni consumption will be placed on a more even plane throughout the year by raising the summer low more nearly to the winter high.

Let's all get behind the Institute's Spring & Summer Campaign.

### Premiums for "Fril-lets"

To encourage the increased purchase and more frequent serving of macaroni products during the warm weather months, Porter-Scarpelli Macaroni Company, Portland, Oregon, is sponsoring an advertising and publicity campaign directed to its many customers in the Northwest. Generous offers of premiums are made to increase consumer acceptance of an already popular Oregon product—Fril-lets—a food that has won wide favor with housewives as a delicious, time-saving dish.

"Fril-lets" are macaroni products made from Durum semolina and fresh eggs, according to the producing firm.

Your friends wish to confer with you at the convention in New York, June 26 and 27.

"Porter's Fril-lets are both economical and quick to prepare."

Current advertising offers a stain-resisting aluminum noodle ring mold in exchange for twelve of Porter's labels from the moisture-proof cellophane bags in which the Fril-lets are marketed.

### "Dairy Month" Offers Promotional Opportunities

Macaroni-Noodle manufacturers who take the fullest possible advantage of promotional campaigns to make consumers more directly interested in familiar products and new uses or combinations thereof, will note with pleasurable anticipation the announcement of the National Dairy Council and other milk and milk products organizations to sponsor the month of JUNE as DAIRY MONTH.

There is no more wholesome and delicious dish than one combining macaroni, spaghetti or egg noodles with good milk, or with a simple butter sauce. Furthermore, macaroni products are delicious with cheese. For these and other reasons, DAIRY MONTH, JUNE, 1939, will mean much or little to manufacturers of macaroni-noodle products, depending on how fully they take advantage of the campaign planned by the milk interests.

The announcement issued by the DAIRY MONTH Committee states that a campaign to promote increased consumption of milk and dairy products, which is expected to be one of the most extensive drives ever carried on by the milk industry, will center on a June DAIRY MONTH to spotlight milk, butter, cheese and ice cream.

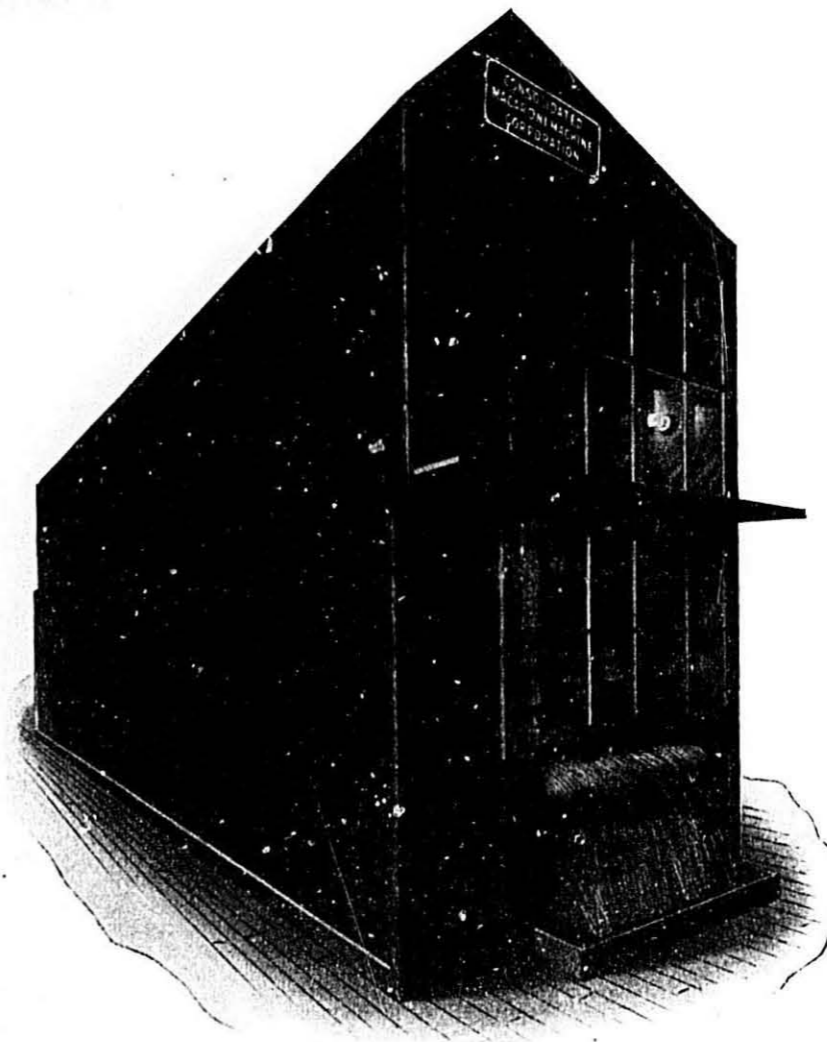
This promotional event will be somewhat similar in operation to National Milk Month held a year ago, except that emphasis will be placed this year on all dairy products. Dairy industry leaders agree that the nation-wide sales drive is sorely needed because of the serious condition of the dairy industry due to the prevailing

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## Consolidated Macaroni Machine Corp.



**ANNOUNCING! A Continuous Drying Unit for Noodles and Short Cut Pastes. It is Automatic, Positive and Sanitary. From Machine to Package without Handling. This Dryer is the result of years of experience and many experiments in this field; and is offered to the industry as the only continuous dryer on the market which will automatically dry paste better than any other dryer and with a great saving in labor and time. Fully protected by United States Patents.**

**SPECIAL ANNOUNCEMENT.** Referring to our recent announcement, which has appeared in the Journal recently, regarding a new type of macaroni press, would say that in keeping with the policy of this firm, the press will not be placed on the market until positive results can be guaranteed. Experiments are progressing favorably, and in a very short time we expect to offer this machine to the industry.

Specialists For Thirty Years

**MIXERS - KNEADERS - PRESSES - DIE CLEANERS  
DRYING MACHINES - MACARONI CUTTERS**

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

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

Address all communications to 156 Sixth Street



surplus storage stocks and increasing milk production.

DAIRY MONTH is sponsored by the following organizations: National Coöperative Milk Producers' Federation, National Dairy Council, Milk Industry Foundation, American Butter Institute, National Cheese Institute, International Association of Milk Dealers and International Association of Ice Cream Manufacturers.

Food, drug and variety stores, both chain and independent, restaurants, railroads, bus and airplane lines will join hands with the dairy industry in this nation-wide push to merchandise dairy products. All have signified their willingness to make this June a month of aggressive dairy products promotion.

A national committee representing the dairy group sponsoring DAIRY MONTH is expediting plans. Widely known organizations aiding the dairy industry program include the Institute of Distribution, National Association of Chain Drug Stores, National Association of Food Chains, Independent Food Distributors' Council and National Association of Retail Druggists. All of these store groups have rendered valuable service before to the dairy industry and will put on even more aggressive programs during the June drive.

Nation-wide radio hook-ups are expected to feature the drive, colorful community showmanship, front page news, united point-of-sale displays and advertising tie-ins of all kinds will be used to make the nation conscious of the advantages of using more dairy products.

A wide assortment of display material is being prepared under the supervision of the National Dairy Council to enable fountains, restaurants and food stores to effectively tie in with the campaign. This material printed in the national colors—red, white and blue—will make it possible for every outlet to create a national atmosphere in and outside the store in every community.

Wide-awake macaroni-noodle manufacturers will plan their June publicity to tie-in as nicely as possible with the promotion of Dairy Products. It's easy to drift along with a favorable current.

A Business and Vacation trip will prove most profitable if taken this year to enable you to attend the N.M.M.A. convention June 26 and 27 and our Industry's Day at the New York Fair, June 28.

## FOOD FOR CHILDREN

### Macaroni Products Are Recommended

May Day, since time immemorial, has been a day of youthful celebration—of dancing, playing games, decorating with spring blossoms. May Day, since 1928, by presidential proclamation, has also been Child Health Day—time for taking inventory of the well-being of the nation's children.

This year, those in charge of May Day programs gave special attention to the nutritional angle of child health. For it's an established fact that to be healthy in every way children must be well-nourished. Although well-nourished children may get sick, they ordinarily have more resistance to many kinds of disease than undernourished children. And usually, once they are sick, they have a good chance of getting well quickly.

Important to the good nutrition of the child are his habits of eating, sleeping, and exercising—and his food.

To be adequate, the food children eat must provide materials for building strong bodies—muscle, blood, sound bones and teeth. It must supply enough energy materials to take care of the vigorous activity that is normally expected of healthy children. And it must keep their bodies in good running condition.

To simplify the planning of children's diets, nutritionists of the Bureau of Home Economics have outlined the following list of foods as a guide. A mother who sees to it that the food her child gets checks with this each day may be pretty sure he is well fed. This guide applies to growing children over one year old.

**MILK.** Every child needs from one and one-half pints to one quart of whole milk a day. Fresh milk must be clean and free from disease germs. Proper pasteurization or boiling will make it safe.

For children over 2, cheese may take the place of some milk. Cottage cheese and mild American cheese combined with other foods are suitable for older children, and are low-cost foods.

**BUTTER.** There should be some at every meal—or oleomargarine with added vitamin A. Some fat at each meal makes it "stay by" and gives a feeling of satisfaction. Butter and some brands of oleomargarine are good choices of fats for children because, in addition to providing energy materials, they also supply some vitamin A.

**FRUITS AND VEGETABLES.** At least 4 servings daily.

One of these should be of a fruit or vegetable rich in vitamin C, such as oranges, grapefruit, tomatoes, greens,

or cabbage. Children under 4 should have oranges, grapefruit, tomatoes, or the juice of one of these each day.

One serving should be of a food rich in vitamin A and in iron, such as a green leafy vegetable, one of the best of all sources. Other green vegetables, yellow vegetables and yellow fruits, and ripe tomatoes also contribute to the vitamin A needs of the day.

A third serving should be of potatoes or sweetpotatoes. These vegetables can be used to advantage more than once a day because they give good returns in food value for their cost.

The fourth serving may be either another helping of one of the fruits or vegetables already listed. Or it may be any other fruit or vegetable.

**EGGS.** Once a day if possible. At least 4 or 5 a week.

When eggs are plentiful and cheap, one egg or more a day may well be served. This includes eggs used for cooking. Eggs are a good building food and may sometimes be the main dish for dinner. They are especially rich in iron and supply some vitamin A.

**MEAT OR FISH.** Once a day if possible. At least four times a week. Meats in general provide iron, some of the vitamins, and other building materials. Fish and shellfish have about the same food value as meat.

**CEREALS AND BREAD.** There needs to be at least one serving of cereal a day, more if food money is very limited, or appetites are large. For those who need plenty of energy food, such as children in their teens, bread should be served at every meal. In counting servings of cereals include rice, grits, macaroni, spaghetti, and noodles as well as breakfast foods.

**SWEETS.** One or two a day—provided they do not take away the appetite for more important foods such as milk, vegetables, fruits, whole-grain cereals. As a rule, children should have sweets only at the end of the meal.

Children should not have their food highly seasoned, or be allowed beverages that contain the stimulant caffeine. And vegetables prepared by steaming, baking, or boiling are more suitable than those that are fried.

As long as children are growing, they need more food in proportion to their size than grown-ups need. If parents eat many highly seasoned sauces, rich gravies, and pastries, these should be omitted from the diets of children. But as for such minor and easily adjusted differences, one meal should suit both children and parents.



**CLOVERBLOOM FROZEN EGGS GUARANTEE UNIFORM RESULTS!**

*... and here are the reasons!*

**1 UNIFORM SOLIDS CONTENT**—There's the exact solids content you want—either 43% or 45%—in every can of Cloverbloom Frozen Eggs that you buy. The solids content is predetermined in the Armour laboratories. And it means good-bye forever to guesswork and non-uniform results.

**2 UNIFORM HIGH COLOR**—Here's a real break for noodle makers! Armour's "Special Color" yolks are especially packed for noodles. They give your noodles the natural, uniform color that helps boost sales. And you don't have to use artificial coloring.

**3 UNIFORM HIGH QUALITY**—Only fresh table-quality eggs go to make up Cloverbloom Frozen Eggs. They are packed only in the spring when egg quality is highest. Furthermore, Armour's fast-freeze methods guarantee that the same high quality is always delivered to you.

**4 UNIFORM PURITY**—You get clean eggs when you buy Cloverbloom. Every trace of grit and shell and fibre is removed by Armour's exclusive Clarification process. There's never a bit of waste—there's never an ounce to strain in a can of Cloverbloom Frozen Eggs.

• Available in 10- and 30-pound cans . . . whole eggs, whites, yolks, (regular and special color for noodles) and sugared yolks.

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



**ARMOUR'S CLOVERBLOOM CLARIFIED FRESH-FROZEN EGGS**

For information, write to

The Frozen Egg Department, Armour and Company, Union Stock Yards, Chicago

## Recent Developments in Corrugated Containers and Their Relation to Freight Claim Reduction

Statistics make evident the need for studying methods of making shipments safe for transportation and to discuss means of reducing freight claim payments. The 1938 loss and damage figures have not yet been analyzed but the 1937 claims showed an increase of 16.5 per cent over 1936 as against an increased traffic of only 6 per cent. Even worse was the fact that the ratio of claims to gross earnings in 1937 was the highest since 1932.

The fibreboard container industry is deeply interested in reducing these claims. Although we accept our full share of the responsibility, there have been instances in the past where it has been necessary for us to break down some of these figures in order to keep the record straight as to just what our share involves.

Thus, out of the total claims of 24.4 million dollars in 1937, 60 per cent may be set aside as covering such commodities as grain, cotton, livestock, and other items which do not move in containers. Of the remaining 14.5 million dollars we can still eliminate such items as fire, wrecks, thefts of whole package and other losses not attributable to the kind of container used.

It is true that the middle of March seems to make us extra alert in thinking up deductions, but even so, we still end up with a net of 6.5 million dollars of claims which might be chargeable to packaged merchandise. This figure includes all types of containers, such as furniture crates and wooden boxes, in addition to fibreboard containers.

If we are to reduce this latter figure, we must carry on the good work already under way by box manufacturers, shippers, and carriers. Container makers are continuing to increase the strength of their product, as will be demonstrated a little later. Shippers are making more and more use of scientific packaging advice, either in their own organization or in independent box testing laboratories. I represent a company which this year is celebrating its 75th Anniversary in packaging, yet I can truthfully state that we are at present doing more work along these lines of improving packing and shipping methods than in any preceding year. The carriers can do their part by strict policing against the present widespread wave of "chiseling" and by making more use of their own excellent Freight Con-

tainer Bureau and Freight Claim Prevention departments.

As an example of the efforts being made by the corrugated box industry to increase the strength of its containers, I have here some samples of a box made with three .030 liners of solid sulphate kraft. It tests over 600 Mullen in conformance with the eighth specification in the table under Section 2, Rule 41, of the Freight Classification for boxes up to 140 lbs. gross weight. The interesting thing about this board is not only its tremendous toughness but its almost unbelievable resistance to compression in all three directions.

We made up some of these boxes in regular slotted carton style, 20-inch cube, and tested them empty in a standard Olsen compression tester. The actual figures at maximum compression averaged (on 5 boxes) 2,650 pounds top to bottom, 2,780 pounds side to side, and 3,150 pounds end to end. (The high end to end test is due to "all flaps meeting.") Although these figures were maximum, the corresponding deflection inside the case was not sufficient to injure the contents.

In another test, some of these boxes, about the size of an orange crate, were each filled with 325 pounds of brass valves, sealed with three metal straps only, and shipped to Atlanta, Georgia, by water and rail. Both case and contents arrived in excellent condition.

Another recent development in corrugated containers has been the greatly increased strength of Fourdrinier Kraft liners and corrugating sheets. When these materials were first introduced to the container industry, they were offshoots from the bag and wrapping-paper industry. While exceedingly tough and possessing excellent bonding qualities, they had a paper-like lack of rigidity of which the jute boxmakers were not slow in making capital. New equipment and improved methods of manufacture have, however, increased the rigidity of Fourdrinier Kraft board to a point

A Date—You, your family and friends. Where? At The Park Central, New York City, June 26, and at the World's Fair on June 28.

where today it competes on an even basis with jute and we even have experience records where large shippers have adopted it in preference to jute, chiefly on a compression test comparison. Several of the most important New Jersey industries within ten miles of this hotel are in this category.

The direct interest of the shipper in safer packaging, naturally, causes him to take advantage of every new improvement in containers or in the use of them. Many of the larger users have developed excellent permanent departments for the study of this problem. Smaller outfits must, of course, take advantage of outside advice which, fortunately, is available in considerable volume.

Both shippers and carriers can help cut loss and damage by being constantly on the lookout for unintentional or deliberate "chiseling." With the abnormally low container prices prevalent at the moment it is almost impossible for some people to resist the temptation to cut their cloth accordingly. Many examples of under-caliber liners are encountered every day and occasionally we even run across a box with a .009 inner liner but carrying a Rule 41 Certificate.

The progressive shipper today, who wants to improve his present containers, or who has to develop the proper container for a new product, is confronted with a bewildering array of choices. It is no longer a simple matter of buying boxes. His corrugated box supplier alone is ready to quote on a score of different combinations. Moreover, this shipper is courting trouble if he buys blindly. At one extreme, he may pay too much for a box that is stronger than needed; at the other extreme he may pay too little and then face losses in transit including good-will as well as damage claims.

However, you probably would prefer to hear an actual experience rather than these generalities. I have in mind a nationally known manufacturer who decided to market canned spaghetti packed in a lithographed can similar in construction to those used for canned soups. This particular shipper has always prided himself on the appearance of his merchandise as well as on its quality. He was determined that his cans should reach the grocer's shelf without dents or other defacements.

From previous experience, he knew better than to trust to blind chance in

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deciding upon what container to use. A preliminary survey indicated that this should be either a corrugated or solid fibre box. Further discussions with his boxmaker then included consideration of solid fibre, as well as of corrugated board made of Fourdrinier Kraft, Jute, Cylinder Kraft, .030 Liners, .016 Liners, and combinations of these corrugated box materials. Even after a number of preliminary eliminations we still had, believe it or not, a list of twenty-two possible and eligible combinations. Other complications were the pros and cons of vertical vs. horizontal grain and stitched vs. taped joint, to say nothing of whether the box should be made regular slotted style or with all flaps meeting.

Now ensued a surprising experience. Rather than leave any of these decisions to chance, this shipper actually decided to test the entire twenty-two possibilities by regular test shipments. It is well known that a few test shipments are worse than useless due to unequal rough handling and erratic results. Accordingly, enough boxes were ordered in each class to give satisfactory averages. These were packed with filled cans and all shipped over a predetermined route involving LCL rail and water movements plus a number of handlings. Reports on condition of outer cases were made at destination and the shipments were then routed back to the main office. Here a careful record was made of each container and of each inner can. The shipments extended over a period of months and the work of examination and tabulation of results took almost as long.

However, this labor and expense was well worth while as one particular grade of corrugated container stood out as best, both in the original and in later confirming tests where the field had settled down to two or three possibilities. The winner was not the most expensive box, so that its use over the years is paying big dividends on the cost of this research. Best of all, from your standpoint, it is doing its job with a minimum of claims for loss and damage and, since this is a true story, these facts, including freight claims, can all be substantiated.

Excerpts from address delivered by Mr. J. D. Malcolmson, Container Specialist, Robert Gair Company, Inc., before the Association of American Railroads.

### Anticipatory Device Holds Direct-Current Motor Speed Constant

The speed of a direct-current motor can be held constant within limits from no load to full load by a new form of speed regulator described by C. R. Hanna, K. A. Oplinger, and S. J. Milkina before the North East-

ern District meeting of the American Institute of Electrical Engineers. This regulator depends for its response on a flywheel or inertia member which is sensitive to rate of change of speed and to a member responsive to change in speed both acting on a single pair of contacts. This combination of elements provides an anticipatory response which offsets the time delays experienced with most speed regulating systems. The regulator is therefore anti-hunting in its action.

The regulator, which has been used on motor-generator sets as large as 37 kva, is applicable for machines

having large time delays, where accurate speed control is required for machines above the fractional horsepower class.

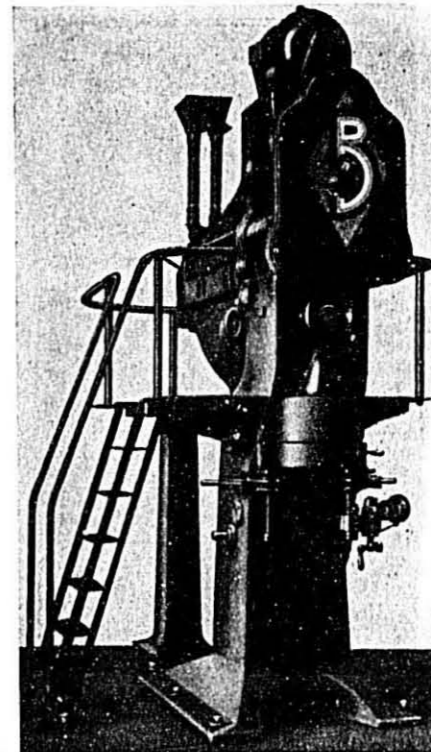
The authors likewise discuss the general problems of anticipatory-type governors and the various forms these regulators can take to meet different conditions, such for two-direction rotation, for cases requiring extremely close regulation, and the use of a gyroscopic form of the regulator for low speed machines. The authors also present a method of calculating governor requirements for different size machines.

## Come See THE BRAIBANTI IN OPERATION

You are invited to see the Braibanti Macaroni Machine in operation . . . soon after June 1 . . . in a commercial macaroni plant within a few blocks of the Charles F. Elmes Engineering Works, Chicago.

Inspect this well-known Italian macaroni machine while it mixes, kneads and extrudes in one continuous, automatic operation. Find out why it gives you faster production . . . superior quality . . . and lower costs. If you are unable to see this machine in operation, write for complete information.

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



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

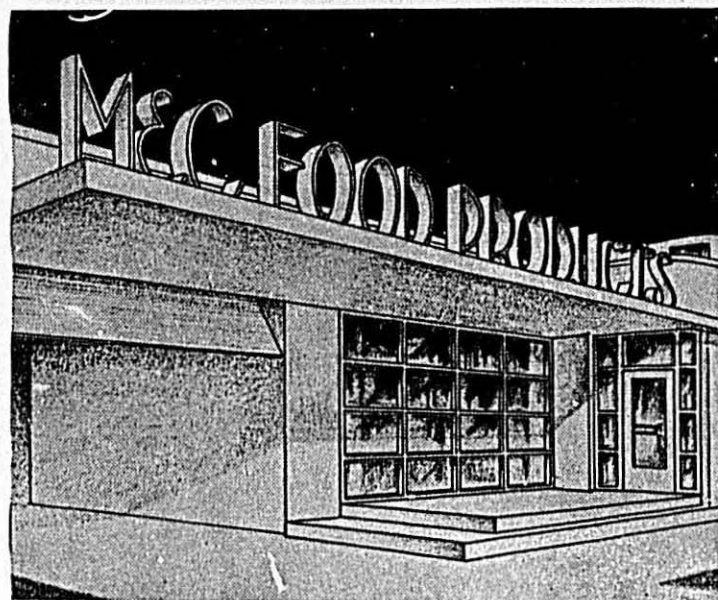
### M & C Food Company Expands

The new home of the M & C Food Company, 645 St. Clair St., Chicago, again reveals the progress the organization has made during the last fourteen years. This modern, new plant on North Major Avenue near West Bloomingdale Avenue represents a

Chicago World's Fair, introducing the firm's products nationally.

M & C's new plant will occupy a total ground area of 25,000 square feet with a 110-foot frontage. The brick construction with its tile-walled interior, will enclose a floor area of 18,000 square feet.

W. J. Curette, president of the M & C Food Company states that his



\$100,000.00 investment, housing the newest mechanical equipment for the manufacture of Italian Style packaged foods.

This will be the fifth new location for the M & C Company since its founding in 1925, the increasing demand for its products necessitating continued expansion. The new building will be ready for occupancy early in the summer. In 1933, the firm opened the M & C Restaurant at the

modern equipment turns out ravioli which is identical with that made by members of his own family in Italy. Other products include Italian Style Grated Cheese, Mushroom and Spaghetti Sauce, Spaghetti Dinner, Macaroni Dinner, Minestrone Soup, and Spaghetti and Meat Balls. A new Italian product is to make its appearance within a few months but no announcement has been made as to its nature.

### A "Thought Starter"

Re: The Economic Outlook

A Personal Appeal to Luncheon Companions, Tonsorial Artists, Radio Commentators, Brother Lodge Members, Chronic Dyspeptics, Forensic Forecasters, Itinerant Statisticians—and other Harbingers of Ill Feelings—by Henry G. Weaver, Detroit, Mich.

Call it a "recession," call it a "slump," call it a "soft market" or a "buyers' strike"—call it anything you please—but I kind of wish folks would stop talking to me about it—that is, unless they've got something NEW to say, or a different way of repeating something that's old. As a matter of fact, I wouldn't

mind generating a little hard times gossip of my own if I felt it would do any good or even if I thought I might be able to make some constructive contributions along the lines of new rhetorical effects—but that's just the trouble. It seems that all the various ways of describing a recession were highly perfected and widely circulated almost ten years ago, and now they are becoming a bit hackneyed.

Now don't get me wrong—I don't mean to assume a Pollyanna attitude. I'm not trying to dodge the facts and I don't exactly want to play ostrich. I know that business isn't anywhere near as good as we'd all like to have it, but I feel that I have already done my share of listening to people talk about "general conditions" and now

I'd like to be let alone for a while.

I speak only for myself. I don't mean to imply that economic discussions should be barred altogether, because there are those among us whose business it is to study such things and you can't blame a man for talking about his job!

But I've got a suspicion that there are very few of us who are in a position to help the general situation through talk alone. Maybe the economists can—although I sometimes kind of doubt it. Maybe the big business leaders can—except that they don't seem to have time to do much talking. Maybe the politicians can—but having once been a good old-fashioned Democrat, I reserve my opinion!

Aside from all that I've got a hunch that maybe the best way for me, personally, to help the general situation is to buckle down, dig in and do as good a job on my job as some of the professional pessimists are doing on theirs.

I'm not saying that my work is important. It may be quite UNimportant as bearing on the broad economic situation.

I recall the story of the young minister who, after having graduated with honors from a leading theological seminary, was sent to some far-away and sparsely settled section of the country, there to pursue his noble calling. . . . Some time later the Bishop paid him a visit and asked him how he was doing, whereupon the ambitious young sky pilot expressed his discouragement by saying that he was exerting so little influence on the welfare of mankind that he felt like a tiny little bird pecking away at a barren mountain of stone.

The Bishop answered, "Yes, but just look what it will do for your beak!"

So, from my own selfish viewpoint, my work is mighty important. It serves as a buffer against hard times. It gives me something to occupy my mind. It helps to pass the time away. It sharpens the beak. It's good for the soul.

—and incidentally—as a sort of "by-product," so to speak—there's a bare chance that it may, directly or indirectly, contribute just a trifle to the economic welfare of the country as a whole—but that's somewhat beside the point because I don't want to get into competition with the professional country savers any more than I want to compete with the bearers of ill tidings.

So, here and now, I'm declaring a sort of individual moratorium on discussing the general economic situation.

See you at the Fair June 28, 1939. We'll all be there.

Time for a great stride forward!

Welcome, Members and Guests of the

National Macaroni Manufacturers Association

to your New York Convention,  
June 26-27, 1939

Do not fail to visit our Assembly Plant and to be our guest for the showing of our film

"REVOLUTIONIZED PRODUCTION WITH

BUHLER

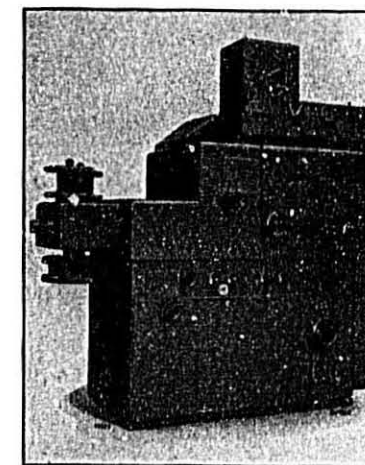
CONTINUOUS AUTOMATIC PASTE GOODS PRESS"

for Macaroni - Spaghetti - Noodles - Soup Package Goods, etc.

and where, at the same time, you will have the chance to inspect our Press and to convince yourselves of its astounding innovations.

Over 150 Buhler Presses of this New Type-TPG, singly and in batteries up to 20 units, have entered the production race of the World's Largest Macaroni Plants during the past year.

Phone Bryant 9-6200 for one of our representatives to meet you.



1860



1939

**BUHLER BROTHERS, INCORPORATED**

Offices  
330 W. 42nd St.

New York, N. Y.

Assembly Plant  
530 W. 44th St.

## Teaching the Teachers

Give Dietitians, Relief and Welfare Agencies

### True Macaroni Facts

The woman who sat across the desk from the dietitian, though young in years, was pale and tired. Her lips were drawn in determination. She spoke in a quiet voice, but in it was the sound of desperation.

"I—I don't know what to do," she began hesitantly. "My husband works, but—well—he makes only such a little bit. We can barely get along. And the children—we have three—they're young, and they need good food. I want them to have a good start in life. What kind of food will make them strong and healthy?"

The dietitian smiled sympathetically. "We have lots of mothers coming in all the time to ask those same questions."

"You do?" The young woman seemed surprised. Reassured by the friendly manner of the dietitian, the tenseness in her face relaxed, her voice became steadier.

How can I get the most food—for the least money? What kind of food is best for protection against colds and sickness? How can I get enough nourishing food for the whole

family with my husband's little salary?—Or—what can I do if I can't afford it?

The questions come out in a rush from many mothers. They aren't just questions of the politely interested. They are the pleas of women who need information, help, instruction, money.

"I'm glad you came to us," the dietitian said encouragingly. "I'm sure I can help you."

The most food for the least money. Vitamins, nutritive value. How to stretch these few dollars far enough to buy foods that will build sturdy bodies, resistance against colds and childhood diseases which so often have serious results. Hundreds of mothers face these problems, hundreds are seeking answers to them.

Johnny is thin, can't gain weight, has no pep. Johnny's mother is worried, finally takes him to the clinic. The doctor tells her that Johnny is ill and must have special foods, broths, fruits and extra milk, to build up resistance. But Johnny's mother knows that his father's small salary won't

provide them—the money she has to spend for food for the whole family provides a diet barely above starvation level. What can she do?

Mrs. A., who can't speak English very well, has a new baby, less than a month old. Mr. A. lost his job just before the baby came; the little money they had saved already has gone for rent and food. And right now she needs nourishment more than ever, both she and the baby. Where can she turn?

Hundreds of these mothers need and want expert advice and help. They need menus worked out to fit their budgets. Some of them, like Johnny's mother, need special diets.

And hundreds of them don't know that the help and advice they need, even financial aid, in special cases, may be obtained from community welfare and health agencies. They don't know they can get this help whether they are on relief or not, and regardless of race, or creed.

Family welfare bureaus, hospital clinics and settlement houses are ready to provide booklets, menus and price lists featuring the best food for every type of budget. Their trained dietitians can pare budgets to the minimum without sacrificing food values. After years of experience with all kinds of families and all kinds of needs, these agencies are equipped to meet every emergency. They work out special diets along income lines, making allowances and increases for individual cases such as the elderly person who needs more nourishment, the sick child, the convalescent, the diabetic. They provide Johnny's mother with directions for preparing special diets and with temporary funds to buy special foods. They give Mrs. A. instructions on how to care for herself and the baby and work out a budget for her so she can get the most nourishing food for the least money.

The macaroni-noodle manufacturers are in a position to be helpful in solving the problems referred to. They make a food that is most nutritious, exceedingly economical and one that blends perfectly in almost any diet prescribed.

Manufacturers of macaroni products are obligated to do badly-needed educational work, not only with consumers, old or prospective, but with the dietitians, family welfare bureaus, hospital clinics, settlement houses and home demonstration agents who lack a true knowledge of the food values of macaroni, spaghetti and egg noodles, particularly those made from the high grade macaroni wheats. By doing this, they will help teach Americans to live happier and healthier lives.

Macaroni products are ideal for the

sturdy and strong; they can be served to please those of more sedentary habits, even the weak and ailing. These are qualities that all dietitians should appreciate and all macaroni-noodle manufacturers should preach and teach. Even the most successful teacher is constantly in search of new facts and additional information that will make her teaching more convincing. Let's not be backward in publicizing the true facts about macaroni products.

China	1,596
Netherlands Indies	466
Hong Kong	412
Philippine Islands	17,409
French Oceania	992
New Zealand	239
Belgian Congo	34
Un. of S. Africa	874
Total	246,799
Insular Possessions	
Alaska	7,363
Hawaii	127,242
Puerto Rico	72,760
Virgin Islands	3,310
Total	210,675

REMEMBER, YOU are invited to the Convention of your profession. Consult with fellow manufacturers on the problems of the trade.

### Macaroni Imports & Exports

According to the *Monthly Summary of Foreign Commerce*, published by the Bureau of Foreign and Domestic Commerce for February, 1939, foreign trade in macaroni products showed a decided decrease over the previous month.

#### Imports

The imports for the month of February, 1939, amounted to 45,192 pounds worth \$4,134 as compared with the January imports amounting to 65,200 pounds valued at \$6,336.

For the first two months of 1939 the imports totaled 110,392 pounds valued at \$10,470.

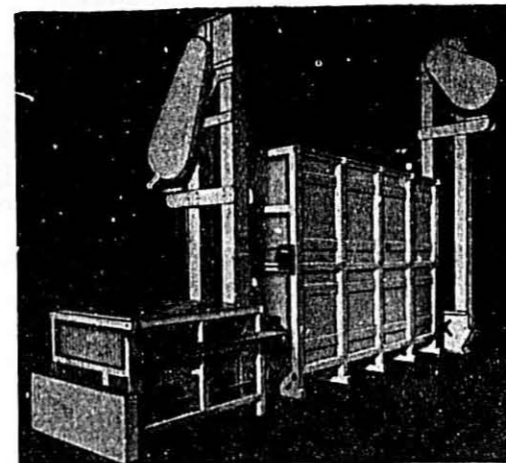
#### Exports

Macaroni exports decreased during the month of February, 1939, to 246,799 pounds worth \$19,554 as compared with the exports for January which totaled 298,498 pounds worth \$19,766.

The exports for the first two months of 1939 totaled 545,297 pounds valued at \$39,320.

Listed below are the foreign countries to which this food-stuff was exported during February and the quantities shipped to each:

Countries	Pounds
Netherlands	475
United Kingdom	35,815
Canada	66,401
British Honduras	530
Costa Rica	1,274
Guatemala	446
Honduras	451
Nicaragua	2,845
Panama, Rep. of	1,968
Panama Canal Zone	14,576
Salvador	369
Mexico	37,343
Newf. & Labrador	8,274
Bermuda	2,744
Barbados	600
Jamaica	200
Other Br. W. Indies	1,179
Cuba	17,490
Dominican Rep.	9,000
Neth. West Indies	15,354
Haiti	5,362
Colombia	1,047
British Guiana	200
Peru	42
Venezuela	792



WIN WITH CHAMPION AUTOMATIC EQUIPMENT

## DECREASE COSTS—INCREASE PROFITS with This CHAMPION SEMOLINA BLENDER

The surest way to increase profits is to cut production costs. The Champion Semolina Blender is one of the time-saving, cost-reducing units engineered by CHAMPION for the Macaroni and Noodle Industry. Insures sanitary handling of the flour, uniform sifting and perfect blending, plus cleanliness of the dies. Enables you to produce better products and increases output and profits. Is automatic in operation and is built for life-long service with virtually no cost for upkeep. Will quickly pay for itself from savings on our easy installment payment plan.

CLIP AND MAIL COUPON FOR DETAILS

## CHAMPION MACHINERY CO. JOLIET, ILL.

Other Champion Profit Producing Equipment includes Dough Mixers, Weighing Hoppers, Water Scales, Noodle Brakes—all accurate and automatic in operation.

CHAMPION MACHINERY CO., Joliet, Ill.  
 Send me complete information regarding your Champion Semolina Blender; also, price, terms and tell me about your easy installment payment plan.  
 I am also interested in.....  
 NAME .....  
 COMPANY .....  
 ADDRESS .....  
 CITY ..... STATE .....



### CUT COSTS 3 WAYS WITH A BREUER'S BALL BEARING TORNADO INDUSTRIAL VACUUM CLEANER

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

**What User Says!**  
 These rugged portable units are saving money in many macaroni and noodle factories. Built to last for years. Furnished complete with attachments for cleaning entire plant and all machinery.  
 LaRosa Macaroni Company, Brooklyn, N. Y., says, "It saves repairs for us and does a real cleaning job."  
 Write today for new catalog, list of users and free trial offer.

**BREUER ELECTRIC MFG. COMPANY**  
 5078 N. Ravenswood Avenue, Chicago, Illinois

TAKE THE DUST OUT OF YOUR BUSINESS WITH BREUER'S BALL BEARING TORNADO PORTABLE INDUSTRIAL VACUUM CLEANER.

### Howard P. Mitchell Promoted

Announcement was made in April by H. A. Bullis, vice president of General Mills, Inc., of the promotion of Howard P. Mitchell to the position of head semolina salesman for the central division of Washburn Crosby Company. He will go to the Chicago office where he succeeds Grover C. Minter, recently made branch manager.

Mr. Mitchell is well known to the macaroni trade, particularly to the Eastern group, having been connect-



Howard P. Mitchell, new semolina sales manager, Central Division of Washburn Crosby Company, Chicago Office.

ed with semolina sales for many years. He was formerly located in New York city, being transferred from there to the Buffalo office of Washburn Crosby Company some years ago and placed in charge of semolina sales.

He attends conventions and regional meetings of macaroni makers regularly, representing his firm ably. Last January he attended the Mid-Year

meeting of the trade in Chicago. He "knows his semolina" and he has a thorough knowledge of the macaroni manufacturing business that stands him in good stead in his duties as sales manager. His many friends wish him every success in his new position.

Mr. Mitchell's vacancy in the Buffalo office will be filled by H. H. Raeder, at present manager of the company's Albany branch. The latter's responsibilities will be divided between semolina sales in the Buffalo area and the management of two eastern division branch offices. Frank A. Dirnberger, Eastern Division bakery sales manager, will take over Mr. Mitchell's former feed operations responsibilities and will continue to handle two branches of the regular flour business. Mr. Walter Hurlburt will fill the post of manager of the Albany office.

### New Plant for Youngstown

Toriello & Sons of Youngstown, Ohio, will open a macaroni manufacturing factory in their home city within a month or so according to N. Toriello of the firm that has for years been engaged in wholesaling food products, specializing in Italian, Spanish and domestic products. Equipment is being purchased and is being installed as fast as it arrives.

The proposed firm will operate under the name, Youngstown Macaroni Company, according to papers of incorporation recently filed with the Ohio bureau. The corporation's capital structure will consist of 3,500 shares of no par value stock. The principals named are Robert A. Mainchester, II, Kenneth C. Schaeffer and T. Lamar Jackson.

Plan to attend this year's convention. You know when and where.

### Summer Radio Advertising Increased

Indicative of a definite increase in summer advertising, according to Niles Trammell, executive vice president, the National Broadcasting Company during the past few weeks has participated in eight time sales, effective this Spring and Summer. It also indicates, Mr. Trammell said, that 1939 will be NBC's most successful year.

Last week, the NBC announced three gross revenue records, with March, 1939, expenditures on the NBC networks hitting an all-time high of \$4,170,852; the Red network in March establishing a high mark for any single network of \$3,132,832, and the first-quarter figures for both networks soaring to \$11,953,447. With \$1,038,020 in March, the Blue network registered its high mark since October, when NBC began issuance of separate figures for the two networks. The billings for March, 1939, showed an increase for the sixteenth successive month, the percentage change over March, 1938, being +9.6.

Concerning the initiation of broadcast advertising campaigns in the Spring and Summer, as evidenced by the new NBC accounts, Mr. Trammell said:

"This unprecedented action on the part of advertisers indicates a definite trend toward increased advertising activities during the summer months. The orders received were Procter & Gamble, Lorillard-Old Gold, Brown & Williamson, General Mills, Westinghouse, Quaker Oats, Mars, Inc., and Lorillard-Sensation."

On April 16, General Mills presented "The Grouch Club," listener participation program, on 36 stations of the Red network. Placed by Blackett-Sample-Hummert, Inc., it is the eighth program being sponsored by General Mills on the NBC networks, and will be heard on Sundays from 6:30 to 7:00 p. m., New York time, for Corn Kix.

## Old Dad Mac Noodle Says:

### More Souls for Corporations

I don't believe it when they say corporations have no souls. The Pennsylvania Railroad once issued this order: "Train Order No. 1028. To all trains south; on account of the serious illness of a young boy residing at Bower's Station near our tracks, while passing through, trains will make as little noise as possible."

It seems almost foolish to think of asking a railroad train to run quietly. If you or I lived near a track, we would never think of asking such a favor. And yet, a soulless corporation, whose business it is to run trains, is willing to tell its engineers to cut out the tooting and the ding-donging and the puffing for a couple of miles because a boy is sick near their tracks.

It is not difficult to find instances proving the presence of a soul in a corporation. The trouble is there are not enough such instances. The souls

are there but too often they are in spiritual cold storage.

A corporation needs someone with the time and the inclination to check up on its human relations. A human relations officer may not be unheard of among corporations, but it would be better if more corporations were to make room for such a man in their councils.

More evidences of souls in corporations would mean less labor troubles. Labor is not an abstract force making demands, creating strikes, arousing antipathies. The criticism of corporations and the demands for strikes

come from the minds and mouths of individuals. Those individuals have been influenced by the actions of other individuals who are the corporation.

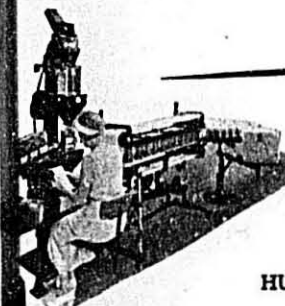
Any strike or labor difficulty could have been prevented by earlier human contacts between what became the two factions in the controversy. Future strikes may be avoided by human meetings and conferences, just as present strikes must be settled in that way. Why not a more careful study of human relations before conflicts reach the point of war? More apologies as we look ahead may mean less regrets as we look back.

### CHEAPER TO FEED THAN TO DOCTOR

"No people can be hardy, no people can think straight or govern wisely whose minds and bodies have been warped in childhood by malnutrition.

"From a strictly economic viewpoint, it is cheaper to feed our children a proper lunch diet than to provide medical care when their undernourished bodies fall prey to pellagra, rickets, anemia, and other diseases resulting from inadequate foods."

DR. LOUISE STANLEY, Chief,  
U. S. Bureau of Home Economics.



# Approved! by the MACARONI INDUSTRY

### A FEW OF THE HUNDREDS OF USERS:

Arena & Sons, V.	Norristown, Penn.
Canepa, John B. Co.	Chicago, Ill.
Chicago Macaroni Co.	Chicago, Ill.
De Martini Macaroni Co.	Brooklyn, N. Y.
Foulds Milling Co.	Libertyville, Ill.
Grass Noodle Co., I. J.	Chicago, Ill.
Horowitz Bros. & Margaretan	New York, N. Y.
Kansas City Mac. & Importing Co.	Kansas City, Mo.
Milwaukee Macaroni Co.	Milwaukee, Wis.
Minnesota Macaroni Co.	St. Paul, Minn.
Prociro Rossi	Albany, N. Y.
Quality Macaroni	Rochester, N. Y.
Ravarino & Freschi	St. Louis, Mo.
Skinner Mfg. Co.	Omaha, Neb.
Paolo Agnelli & Figli	Oneglia, Italy
Cartier-Million	Grenoble, France
Mariano Ramos R.	Call, Columbia, So. America
Del Rossi, G. D. Co.	Providence, R. I.
Feritta Macaroni Co., The	Tampa, Fla.
Golden Gate Macaroni Co.	San Francisco, Calif.
Ronzoni Macaroni Co., Inc.	Long Island City, N. Y.
San Diego Macaroni Co.	Sand Diego, Calif.

THERE are good reasons why the Macaroni Industry has turned so wholeheartedly to Triangle equipment to do its packaging jobs. Triangle machines are simply constructed—economical—flexible . . . Triangle machines will handle many different products and packages . . . Triangle guarantees to produce the accurate weights that are required today!

And there are Triangle machines to fit easily and efficiently into YOUR plant setup—to cut costs and speed up production.

Find out for yourself why the Industry's leaders specify Triangle. Tell us your requirements and send samples of your products for recommendations on the type of equipment to do your job. Then, judge for yourself. It costs nothing to find out what Triangle can do for you. Write today!

### TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

<b>Fillers</b>	<b>Weighers</b>	<b>Carton Sealers</b>
New York 50 Church St.	Los Angeles:	1501 W. Jefferson Blvd.
San Francisco: 111 Main St.	Birmingham: 702 S. 28th St.	Seattle: 3138 Elliott Ave.
Denver 1525 Wynkoop St.	Cleveland: 5927 Euclid Ave.	Foreign Office: 44 Whitehall St., New York City

### A MATTER OF VALUE

Of necessity, a good die, responsibly and unconditionally guaranteed, must needs be priced at just so much. It cannot be sold for less. Responsible macaroni manufacturers, keen and efficient in the management of their business, realize this and profit by purchasing their dies and repair work from

## F. MALDARI & BROS., INC.

178-180 Grand Street



TRADE MARK

New York, New York

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

## Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau  
Braidwood, Illinois

## Patents & 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 April, 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:

#### Creem-O-Creem

The trade mark of Tenderoni, Inc., doing business as Q Company, Joliet, Ill., was registered for use on macaroni. Application was filed July 15, 1938, published by the Patent Office December 13, 1938, and in the January 15, 1939 issue of THE MACARONI JOURNAL. Owner claims use since April 7, 1938. The trade name is written in very heavy type.

#### "Creem"

The trade mark of Kansas City Macaroni & Importing Co., doing business as Faust Macaroni Company and American Beauty Macaroni Company, Kansas City, Mo., was registered for use on macaroni, spaghetti and noodles. Application was filed July 22, 1938, published by the Patent Office December 13, 1938, and in the January 15, 1939 issue of THE MACARONI JOURNAL. Owner claims use since January 2, 1938. The trade name is in long-hand letters.

#### National

The trade mark of National Macaroni Co., Libertyville, Ill., was registered for use on macaroni products, spaghetti, noodles and alimentary pastes. Application was filed October 16, 1937, published February 14, 1939, by the Patent Office and in the March 15, 1939, issue of THE MACARONI JOURNAL. The owner claims use since September, 1935. The trade mark consists of a shield at the top of which appears the trade name in black type and near the bottom appears the firm name in smaller type.

5 5 5

The private brand trade mark of Capri Food Products, Inc., Brooklyn, N. Y., was registered for use on egg spaghetti, egg

noodles and other groceries. Application was filed December 1, 1938, published by the Patent Office January 24, 1939, and in the February 15, 1939, issue of THE MACARONI JOURNAL. Owner claims use since February, 1937. The trade mark consists of three black-outlined figures of the numeral "five."

#### Michigan

The trade mark of the estate of Pietro Cavataio, doing business as Michigan Macaroni Mfg. Co., Detroit, Mich., was registered without opposition for use on macaroni, spaghetti and egg noodles. Application was filed January 20, 1939, published by the Patent Office on April 4, 1939. Owner claims use since October 13, 1924. The trade mark consists of the name in shaded type.

### TRADE MARKS APPLIED FOR

One application for registration of a macaroni trade mark was made in April, 1939, and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

#### Creamaroni

The trade mark of E. L. Kaffer, doing business as Q Company, Joliet, Ill., for use on macaroni. Application was filed February 9, 1939, and published April 4, 1939. The owner claims use since 1907. The trade name is in large black-outlined type.

## Clermont Celebrates Anniversary

May first marked the twentieth anniversary of the Clermont Machine Company of Brooklyn, N. Y. Featuring the celebration in which the whole force of officials and employees took part was the public announcement of the firm's latest development in the form of equipment for macaroni-noodle manufacturing plants in which the firm has long specialized. The new machine is described as "The Original Type of Continuous Automatic Macaroni Press," without pistons, cylinder, screw or worm. It's use will revolutionize the macaroni manufacturing process, speeding up production under automatic controls that guarantee uniformity.

At the informal party celebrating its twentieth anniversary, the Clermont Company served an elaborate "Macaroni Dinner" with all the natural trimmings. The macaroni served was made in the Clermont plant by the new type press above referred to—"from the flour bin to the extrusion in one continuous automatic operation."

Mr. Carmino Surico is president and general manager of the firm; also chief designer of the many new machines developed by the company since its establishment in 1919. The Clermont Machine Company holds a membership in the National Macaroni Manufacturers Association. In announcing the firm's anniversary, President Surico says: "We take this op-

portunity to express our sincere appreciation and hearty thanks to our customers for their loyal patronage and to our many other friends whose help made possible the growth of our business, and indirectly that of the industry which we service."

## Fluorescent Lamp Differs

At first glance, the Westinghouse fluorescent lamp, loosed to the market last year, is often taken for another member of the well-known lumiline lamp family. The similarity, however, is one only of appearance; the two are as different as the first incandescent and the arc lamp. The fluorescent lamp has no filament, and uses a principle of light generation several times more efficient than that of the incandescent filament, in which the electric energy is first transformed into heat and then into radiant energy. In the fluorescent lamp, the electric energy creates a discharge across an atmosphere of ionized mercury vapor, between electrodes at opposite ends of a long, slim tube. This discharge is extremely rich in ultraviolet radiation. The inside walls of the tube are coated with special salts, called phosphors, that have the fortunate property of transforming ultraviolet energy into visible radiation—and of doing so very efficiently. Each phosphor has its own characteristic color of radiation. Hence, lamps can be made monochromatic, or, by using combinations of phosphors, any desired color, including white, can be constructed. The different phosphors fortunately do not interfere with each other when used together.

To produce a light of certain color with the fluorescent lamp, the phosphors giving only that color are used. This is producing light by an additive process. This is the important point from an efficiency standpoint. Contrast this with the much more wasteful method of making colored light from an incandescent lamp in which all colors are produced and all but the desired one absorbed by glass. This principle of additive light production and the inherently high efficiency of the phosphors as generators of visible radiation give the following comparative efficiencies of fluorescence over incandescence; blue, 60 times; green, 210; red, 5; white, approximately twice.

Several facts characterize the fluorescent lamp. It has low surface brightness; it is an extended source; the lamp-wall temperatures are low, barely warm; the lamp requires a ballast or starting transformer, as the starting voltage is higher than the operating voltage.

# WELCOME



Of all the wonders you may see while in New York, your trip will not be complete until you pay us a visit.

Cordial greetings await you, and a sincere wish to help you have a grand time.



The  
**Star Macaroni Dies Mfg. Co.**

55-57 Grand Street, New York, N. Y.

Phone: Walker 5-0096

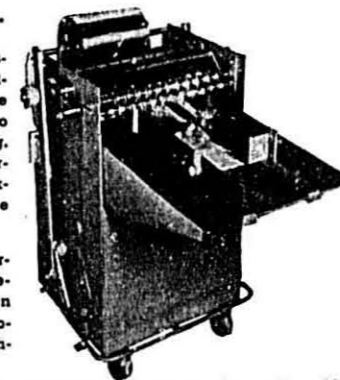
ARE YOU

HAND WRAPPING

IN "CELLOPHANE"?

... if so reduce your cost  
with this fully automatic PETERS  
CELLOPHANE SHEETING AND STACKING  
MACHINE . . .

Save 10-25% by purchasing in rolls rather than cut-size sheets. Any size sheet handled from 2" to 24" wide x 3" to 28" long. Machine is portable, operates from electric light socket and requires floor space of only 3' x 4'.



Slitting Attachment furnished, if desired—also Pre-determining Counter. When handling printed "Cellophane" Electric Eye Attachment is available.

Ask us to send you complete information on this inexpensive machine which is used by the progressive macaroni plants to lower their costs. It will be a pleasure to send you full details.

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

## A Word to the Wise Macaroni Manufacturer

It Costs No More to  
Manufacture a Fine  
Quality Macaroni  
Than a Poor Grade.



Use Colburn  
No. 1 Fancy  
Semolina.

**EASTERN SEMOLINA MILLS, INC.**

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street

New York, New York

## Beware of Patent Compensation Pitfalls

The question of patent compensation is one with which every business man is confronted from time to time. H. A. Toulmin, Jr., author of the forthcoming book, "Patents and the Public Interest," in discussing this recently set forth a few simple rules which cannot help but serve as a profitable guide in arriving at the answer to this important question.

Quoting Mr. Toulmin, Jr., "Two methods of compensation are used in dealing with patents, namely—outright purchase—or royalty plan.

"The outright purchase has its drawbacks in that a large outlay of money might represent a severe loss to the business man in a few months, should the patent be rendered obsolete due to public tastes or drastic innovations over what this patent has to offer. Therefore, it can readily be understood why the royalty plan is most commonly used.

"Not that the royalty plan is immune from pitfalls. On the contrary, a poorly devised royalty plan of compensation can become quite a "head-ache" and a drain on the pocketbook unless they are drawn up properly, and without the slightest opportunity of misunderstanding.

"Here are some of the ways in which royalties are arranged:

—Conditional sale — A given amount is paid down—the patents transferred—and the balance of the agreed amount is paid in determined installments—or based on the number of articles manufactured and sold.

—A minimum royalty based either on so much per article sold—or to start on the same basis after a minimum quantity of said articles are sold.

—A sliding scale of royalties—the royalty decreasing per article as manufacture and sales increase.

"It is difficult to say which is the best form to adopt as it depends entirely on the nature of the patent and its market. Each has its own pet advantages under certain circumstances.

"It is not easy to determine the amount of the royalty. However, good judgment dictates a study of the following factors:

—study the profit angle and base the royalty fee accordingly so that it will be fair to all concerned.

—if the invention is an entirely new development and as a result creates an entirely new business or establishes a new market—then the royalty should be substantial.

—if the invention is merely an im-

provement—then the royalty should be proportionate.

—royalties may be a percentage of either the net profit, sale price or the gross profit. The latter is preferred as it does not invite the controversy of the net profit or sales price.

"In arriving at the proper royalty compensation, avoid being over generous at the risk of your business. Consider the possibilities of changing market conditions—changing economic and commercial conditions—and their resultant effect on sales and profits.

"All of these things have a bearing on determining a favorable royalty basis.

"To summarize the entire subject of patent compensation, I refer to a carefully devised set of rules I devised some time ago and incorporated in a book entitled, 'Patent Laws For The Inventor and Executive' and published by Harper & Brothers. I quote—

"The more important considerations covering the sale of patents and license agreements can be summarized as follows:

1. Carefully work out an equitable plan of compensation for inventions which will prevent later dispute and forestall breaches of the contract.

2. Exclusive rights to make, use and sell an invention constitute a sale, even though it is called a license in the contract; anything less than this is a license or a rental.

3. When you assign a patent, you sell it; when you license a patent, you rent it.

4. Unidentified patents or applications or contracts to assign future inventions not specified by serial number of an application or a patent number, or otherwise identified accurately, cannot be recorded by the Patent Office.

5. Secure the property you desire by contract and then record the contract promptly in the Patent Office.

"If you are on the buyer's end, here are some things to write into your contract for your own protection:

1. The title ought to be guaranteed by the inventor.

2. The contract ought to provide for cancellation.

3. There ought to be a provision specifying who is to be responsible for conducting litigation, paying for it and who is to receive the recoveries.

4. There ought to be a schedule of royalties, carefully worked out in workable form with proper provision for bookkeeping—this to avoid dispute over the amounts due.

5. It ought to be specified that new inventions along the same line shall be turned over without further compensation, or upon an agreed compensation.

"If you are disposing of your contract rights or licensing a manufacturer, see that the contract covers the following:

1. A minimum royalty.

2. An arrangement for the return of the rights in case the buyer fails financially.

3. A cancellation clause.

4. A provision for adequate audit of the books of the buyer with a clear scale of payments, so that there will be no misunderstanding.

5. A provision for the protection of the patent interest by litigation when necessary.

6. A provision for the return of the property in case the manufacturer dissolves and goes out of business."

### Stocks of Wheat Are Large

Stocks of wheat in interior mills, elevators, and warehouses on April 1, 1939, are estimated by the Crop Reporting Board at 92,646,000 bushels. Stocks in these positions on April 1, 1938 were 73,496,000 bushels and the 7-year (1931-37) average was 68,761,000 bushels.

Present stocks are the second largest April 1 stocks of record, which began in 1931, and have been exceeded only by the stocks of 95,907,000 bushels on April 1, 1933. The January 1, 1939 stocks of 138,598,000 bushels in these positions were also relatively large.

Adding wheat stocks in these positions to those held on farms on April 1, 1939, gives a total of 218,736,000 bushels, compared with 198,148,000 bushels on that date last year and the 7-year average of 191,788,000 bushels. Present stocks of all classes of wheat in these positions are shown in the following table:

Class	Stocks of Wheat in Interior Mills, Elevators and Warehouses, Combined with Stocks on Farms				
	Apr. 1, 1935 Thous. bu.	Apr. 1, 1936 Thous. bu.	Apr. 1, 1937 Thous. bu.	Apr. 1, 1938 Thous. bu.	Apr. 1, 1939 Thous. bu.
Hard red winter....	58,863	36,256	30,106	63,729	98,242
Soft red winter....	43,822	37,078	26,251	50,881	45,796
Hard red spring....	32,293	39,294	24,903	34,995	74,906
Durum.....	5,071	10,538	6,293	11,031	20,700
White.....	26,738	25,584	22,658	37,512	42,092
Total.....	166,787	148,750	110,211	198,148	281,736

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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



## More Truth Than Fiction

Views of Food Authorities. Macaroni Products Are Favorites

It is but natural for Macaroni-Noodle manufacturers to do a little boasting about the merits of their products as a food that can be served equally as satisfying as the main dish of a meal or as a delicious side dish; one that fits in well for luncheon or dinner, even as a dessert. But when this thinking is supported by recognized food authorities throughout the world, by millions who serve it daily in the tasty combinations to which this food naturally lends itself, and is usually prescribed by dietitians for many good reasons, there must be more truth than boasting in the claims of the producers of this Energy-Trio—Macaroni, Spaghetti and Egg Noodles.

Here are a few views gathered at random from the magazines and newspapers of the past month that properly portray the public thinking on the subject:

### Stress Macaroni for Health

The *Herald-Post*, El Paso, Texas, April 8, 1939, says in part: "Macaroni in its various appetizing forms is an excellent food, a fine substitute for meat where such substitutions are necessary, and has other merits as a food not sufficiently realized by the general public. It is desirable for use several times a week at least. For persons who are more or less inactive macaroni is especially recommended. For them it forms an ideal food that can hardly be eaten too often."

"Quality macaroni is rich in gluten and is easily digested. Less than 100 per cent of it is lost in the process of digestion and assimilation. Another special merit is that macaroni, unlike many other foods, contains no substance injurious to the blood vessels or liver. Since it does not produce uric acid it is an excellent food for those suffering from diseases afflicting those organs."

"Generally speaking, macaroni products give vigor and energy to the human system, build muscles and give bodily strength."

### Virtues of Macaroni

The *Journal of Living*, a monthly magazine devoted to health and

nutrition, in its May, 1939, issue carries an illustrated story entitled "Meet the Macaroni Family." In its introduction it says that macaroni products have certain clear-cut values and dangers, both of which should be understood when you are planning them in your meals.

There are a great many virtues of macaroni products which make them an excellent food. From the standpoint of nutrition, macaroni is valuable for its high energy, protein and mineral contents. In protein, it stands just below meat and cheese. It is a good source of iron and phosphorus. Macaroni yields about five times as many calories per pound as do potatoes, slightly more per pound than bread, and about the same per pound as flour or cornmeal . . .

"The other values of a macaroni product lies in its edibility and economy. You who have ever prepared a macaroni recipe know that it combines with other foods to form an attractive, tasteful dish that pleases almost any appetite."

"Macaroni is easily and well digested, so that almost no waste residue is left in the body. It is a fine source of energy, and since practically all of it is digested, the diner loses none of the energy value."

"Macaroni products are distinctly economical in the light of nutritive values that can be bought per penny. If you had ten cents, you can buy a pound of macaroni, but only a third of a pound of fish, and about a quarter of a pound of steak. Yet you would be buying almost the same amount of protein and about 1,000 more calories! Another economy is the fact that macaroni can be bought in large quantities, since it keeps practically forever if stored in a cool, dry place."

### Macaroni—Fine Warm Weather Food

The *Courier-Journal* of Louisville, Ky., in its April 11, issue says:

"Leading dietitians and food authorities all over the country are agreed upon one thing: Macaroni and

spaghetti are fine, warm weather foods, the ideal substitute for meats, and appetizing as well as nourishing."

"Macaroni is a nutritive food of the highest value. It is of special value to children since it digests easily and rapidly and has such nourishing qualities. It is really remarkable the degree to which macaroni furnishes energy and vigor."

"It is asserted by those who have made a scientific study of leading food products that one cent's worth of macaroni has a fuel value of 100 calories. It has a significant protein content, and small amounts of the valuable minerals, calcium, phosphorus and iron."

"The bland flavor of macaroni also is a point in its favor since it can therefore be cooked with a variety of foods. It is quickly and easily prepared and when served with cheese, is an excellent substitute for meat."

"One ounce of macaroni, it has often been said, contains six times as much protein as boiled potatoes, eight times as much fat, and four times as much carbohydrates. This makes it one of the outstanding energy foods for daily use."

### Advertising Firm In New Quarters

The Commercial Advertising Agency, Inc., which does advertising and sales promotion work for organizations in the industrial field, has moved its offices to the Fairbanks-Morse Building, 600 South Michigan Avenue, Chicago.

The office layout, furniture and fixtures have been designed in the modern motif by members of the agency staff to promote operating efficiency.

The personnel includes Maurice Blink, President; E. A. Gebhardt, Vice President; W. I. Brockson, Vice President; James H. Gregory, Account Executive; Paul Randall, Copy Chief; Otto Pearson, Art Director; Herman H. Bloch, Production Manager; Fred Livingston, Industrial Designer.

We will all be there for the Convention this year. Will you?

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Good Raw Materials & Dependable Dies Insure Quality Macaroni Products

Prompt and Dependable Service. Work Fully Guaranteed. Write for Information.  
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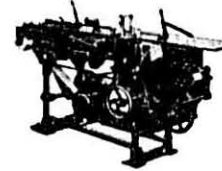
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COSTS ARE . . . . .  
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It will pay you to investigate PETERS CARTON PACKAGING MACHINES which set up and close macaroni and spaghetti cartons inexpensively. Built in both JUNIOR and SENIOR Models to handle production requirements from 30 to 60 cartons per minute. JUNIOR Model machines are adjustable to handle a wide range of carton sizes.

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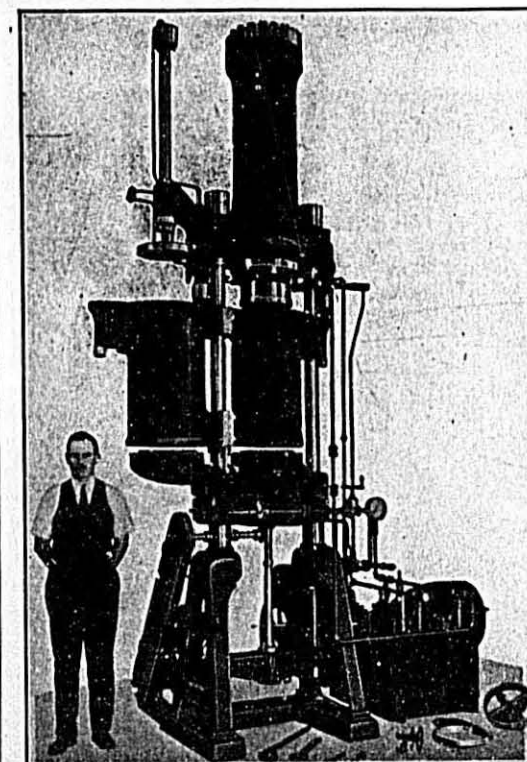
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PRESS No. 222 (Special)



# FACTORY SERVICE

## Safe and Sanitary Factory Floors

Smooth, tough floors prevent accidents, greatly minimize the propagation of infectious vermin and are money-savers from almost every angle from which they may be judged.

Clean and safe floors are prime necessities in any food processing plant. They are considered particularly so by macaroni-noodle manufacturers, judged by the new installations and repairs reported.

In building new plants the tendency is most noticeable towards hard surface floors instead of the wooden ones that were very popular several decades ago. Such floors are usually of concrete, reinforced with materials that make the cement less absorbent, and that give a firmer, smoother, tougher and more rugged wearing surface.

### Affect Compensation Rates

Excessive accidents and accident hazards cause insurance companies to increase compensation rates. A recent newspaper article stated that in certain industries it was necessary for the insurance companies to increase their rates due to accident hazards and record of accidents. Macaroni-noodle manufacturers who keep accident records lead others in floor repairing and remodeling because they find the poor and badly worn floors are serious hazards to both employees and products. This care is taken to decrease the number of accidents as well as for humane reasons.

The problem of better floors has attracted the special attention of some of the leading firms in the building maintenance material industry. Extensive surveys have been made and various materials experimented with to produce materials that will provide floor safety and sanitation. Included in this research work is a search for dependable material for covering old and worn board floors that are still found in many of the older food factories and which are usually the source of much trouble and unavoidable accidents.

### Several New Products

The Flexrock Company of Philadelphia recently installed a new plant in Philadelphia which is specially equipped to produce floor repairing materials of all kinds. Its laboratory has been busy for years in studying floor problems of all kinds and the engineers have developed several new products that will solve most of them.

Among those recently announced to the trade are a Non-Slip Wax for use on office floors, in homes and every place where waxed, smooth floor surfaces are desired. Among others are Flexite, Cleanbrite, and an improved cellulose primer. The firm's newest product is "Roxite," which the laboratory describes as:



"Roxite is 'Diabase' and 'Black Quartz' quarried, crushed, pulverized, washed free of vegetable matter, graded for 'size harmony' with unnecessary sizes discarded, kiln dried (bone dry) and properly packed for safe delivery."

Its major use is in the field of installing and maintaining floors. It is recommended for use with any floor patching material and is especially a tremendous improvement when used with any mastic floor patching material.

### Handbook of Building Maintenance

This Handbook has been published for press release May 15. Anyone may obtain a copy of this book merely by writing to this publication on



their company letterhead. The book is free of charge.

Innumerable "shop kinks" and descriptive information form a large part of the contents. These "shop kinks" and this information will tremendously assist in doing hundreds of odd jobs at a lower cost and with greater satisfaction. It goes into such

subjects as the proper maintenance of roofs, floors, some construction, information about cleaning and a few other general subjects of that kind. It also discusses hard and soft surface roofs and why some types of roofing materials are preferable to others in particular instances. It goes into the correct maintenance and repair of heavy duty industrial floors, of wood floors, wet floors, dry floors, and a variety of other types and styles of floors. It also goes into the non-slip features of floors in public places, a discussion of oxychloride cement types of floors and also a treatise on asphalt emulsions.

About 200 pictures, diagrams, mechanical drawings and art drawings assist in explaining many of the details concerning the application of materials, what to expect after using such materials and what types of materials provide the best jobs under specific conditions.

This book will provide a world of knowledge to those who are not technically trained and it will add many profitable ideas for those who are technically trained. The book is written in a non-technical manner and has been edited by a man with more than 20 years' experience in manufacturing materials for the maintenance of industrial and public buildings.

### \$35,000 Fire Damage

Fire badly damaged the factory and equipment of Coscino Macaroni Company, 406 Magazine Street, New Orleans, La., on April 20, 1939. The damage to the building is estimated at \$20,000 and to the equipment and contents at \$15,000.

The fire started in the drying department on the second floor of the macaroni factory and was discovered at 3:50 a. m. by the night watchman. Origin is undetermined. It spread to adjoining buildings before it was finally brought under control. Damage to nearby buildings was estimated at \$40,000 additional. All is covered by insurance.

The factory was formerly operated by the French Market Macaroni Manufacturing Company. The new owners have made no plans, pending settlement with the insurance companies.

Meet leaders of the trade at the Conference in New York City the last week in June.



Public condemnation of convicted drunken drivers is reaching high proportions. And justly so.

Is there any reason under the sun why a man should be permitted to drink more liquor than he can control step into a high-powered automobile, and drive recklessly down our high-

ways, injuring and killing people? There is none.

It is regrettable that in many cities and counties throughout our nation enforcement officers and even courts have been somewhat reluctant to enforce laws to protect citizens of their communities from these drunken drivers.

Licenses of drunken drivers should be revoked. No man who has been convicted of drunken driving should be permitted to drive an automobile. The use of our highways is a privilege. It should be considered so and not abused.

A Date—You, your family and friends. Where? At The Park Central, New York City, June 26, and at the World's Fair on June 28.

### Voluntaries Lose Members But Strengthen Positions

Voluntary and cooperative groups in the food business, which reached a peak in numbers just before passage of the Robinson-Patman act, have declined, slightly both in number of groups and in retail membership since June, 1936, but nevertheless have strengthened their operating position, according to figures compiled for a new issue of the "Index to the Voluntaries and Cooperatives," a study by the American Institute of Food Distribution, Inc., New York City.

There are now 753 groups with a total membership of 108,750 retail stores, according to the Food Institute, compared with 809 groups with 110,040 membership in June, 1936, and 775 groups with a membership of 103,334 retailers in March, 1935.

The voluntary and cooperative groups are broken down into three divisions—wholesaler-sponsored, retailer-owned wholesale, and cooperative. There are fewer groups in each classification, with the cooperatives showing the largest loss, and fewer retail members in each classification except that of retailer-owned. Here is the standing:

	April, 1939		June, 1936		March, 1935	
	Groups	Retailers	Groups	Retailers	Groups	Retailers
Wholesaler-sponsored	521	81,081	534	81,242	481	73,151
Retailer-owned	161	25,042	166	24,849	157	22,723
Cooperatives	71	2,627	109	3,949	137	7,458
<b>TOTAL</b>	<b>753</b>	<b>108,750</b>	<b>809</b>	<b>110,040</b>	<b>775</b>	<b>103,334</b>

Faced with this situation, most groups then swung toward the pro-

retailer-owned wholesale, and cooperative.

There are fewer groups in each classification, with the cooperatives showing the largest loss, and fewer retail members in each classification except that of retailer-owned.

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motion of their own brands. Aggressive work on this score has brought back the loyalty of the retailers until today the average voluntary or cooperative is more firmly entrenched than ever, the Food Institute reports.

### Ghiglione Macaroni Corporation

The Ghiglione Macaroni Corporation, successors to A. F. Ghiglione & Sons has taken over the macaroni-noodle manufacturing and distributing business in its entirety, effective February 19, 1939, according to an announcement by A. F. Burke, General Manager. Office and plant of the new firm are located at 4701 to 4723 Sixth Avenue, South, Seattle, Washington.

James Scavotto is president of the corporation; George Faltico is Vice President; Dr. A. J. Ghiglione, Secretary-Treasurer, and A. F. Burke, General Manager.

### 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.

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The manufacture and distribution of Italian type 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.

— Macaroni Boxes of Wood Our Specialty —  
**KANSAS CITY SHOOK & MANUFACTURING CO.**  
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Sales Agent—A. R. Shearon, Marked Tree, Arkansas

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

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 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. XXI    MAY 15, 1939    No. 1

**New Requirements Under the Fair Labor Standards Act**

By Lester S. Dame, President, National Macaroni Manufacturers Association

To be equitable, laws should apply to all under similar conditions. Ignorance of the provisions of any law is no longer a valid excuse. To acquaint the members of the National Macaroni Manufacturers Association with the most recent amendments and interpretations of the Fair Labor Standards Act, President Dame recently issued the following bulletin:

Employers claiming exemption from the maximum hours and overtime provisions of the Fair Labor Standards Act because they have "1,000 hour" or annual wage contracts with certified representatives of their employees, are required, under new regulations issued by Administrator Elmer F. Andrews of the Wage and Hour Division, to keep a copy of the agreement on the premises. In addition, they must file copies of such agreements, and of all subsequent amendments or additions thereto, within thirty days after they are

made, with the Administrator at Washington, D. C.

Copies of collective bargaining agreements that were made prior to April 26, 1939, should be reported and filed with the Administrator at Washington on or before May 26, 1939.

Hereafter, employers will also be required, under the new regulations, to make and preserve a record designating each person employed pursuant to each such collective bargaining agreement.

These regulations pertain to Sections 7(b) (1) and (2) of the Act, which provide that no employer shall be deemed to have violated the Act by employing his workers for a work-week in excess of forty-four hours without paying overtime, if such employees are employed in pursuance of an agreement "made as a result of collective bargaining by representatives of employees certified as bonafide by the National Labor Relations Board." This provides that no employee shall be employed more than one thousand hours during any period of twenty-six consecutive weeks, or in the case of an annual wage contract, provides that the employee shall not be employed more than two thousand hours during any period of fifty-two consecutive weeks.

The regulations issued today emphasize the fact that the filing of such agreements with the Wage and Hour Administrator does not mean that the agreements themselves meet the requirements of Section 7(b) (1) or Section 7(b) (2). Filing copies of such agreements is considered necessary, however, to enable the Wage and Hour Administration to keep informed as to the extent and manner in which Sections 7(b) (1) and (2) are being applied.

Compliance with the new regulations for filing collective bargaining

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 GIVE US A TRIAL

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**MERCANTILE COLLECTIONS**  
 OFFICIAL REPRESENTATIVES FOR  
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**WRITE—**  
 For Bulletins of Claims Placed by the Industry.  
 For Pad of Service Forms and Information about our Procedures.

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

agreements does not release the employer from keeping the other records required by Regulations, Part 516, already promulgated by the Administrator.

**NMMA Welcomes V. Larosa & Sons**

Newest member to appear on the roster of the Association is V. LAROSA & SONS. The firm has been in business at Brooklyn, New York, for twenty-nine years. Mr. Stefano LaRosa, President, will be official NMMA representative.

**April Flour Production Drops Way Down—Pacific Coast Gains**

Flour production for the month of April, as reported to *The Northwestern Miller* by mills representing 60% of the nation's total output, was 5,442,548 bbls., compared with 5,891,642 in March, 5,113,253 April last year, 5,406,836 two years ago and 5,097,438 in April 1936.

The only section which gained in production during April was the Pacific with 5,587 more bbls. produced than in March. The Southwest lost about 130,000 bbls., the Northwest 100,550, the eastern division of the Central West 65,610, Buffalo 58,325, the western division of the Central West 57,000 bbls., and the Southeast 24,070 bbls.

A detailed table follows:

**Total Monthly Flour Production**

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

	April, 1939	Previous month	1938	1937	1936
Northwest .....	1,143,529	1,244,074	1,073,037	1,030,681	1,314,666
Southwest .....	1,966,226	2,095,373	1,946,623	2,255,981	1,713,724
Buffalo .....	826,964	885,288	794,539	821,315	833,387
Central West—Eastern Div. ....	443,169	528,777	272,245	306,353	290,677
Western Division .....	230,591	287,583	284,915	251,106	264,466
Southeast .....	135,044	159,109	328,775	270,213	282,908
Pacific Coast .....	697,025	691,438	413,119	471,187	397,610
<b>Totals .....</b>	<b>5,442,548</b>	<b>5,891,642</b>	<b>5,113,253</b>	<b>5,406,836</b>	<b>5,097,438</b>

**"Quality Insurance" Is the Best Policy  
 Don't Take Chances—You Can Depend On**

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**THE ONLY SYSTEM KNOWN TO BE SPACE—TIME—LABOR SAVING  
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<b>OUR PURPOSE:</b> EDUCATE ELEVATE — ORGANIZE HARMONIZE	<b>OUR OWN PAGE</b> <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i>	<b>OUR MOTTO:</b> First— INDUSTRY — Then— MANUFACTURER
<b>OFFICERS AND DIRECTORS 1937-1938</b> P. R. WINEBRENER, Chairman of the Board.....A. C. Krumm & Son, Macaroni Co., Philadelphia, Pa. LESTER S. DAME, Executive President.....New York, N. Y. JOSEPH FRESCHI, Vice President.....Mound City Macaroni Co., St. Louis, Mo. M. J. DON'IA, Secretary-Treasurer.....Baldwood, Ill. B. R. JACOBS, Director of Research.....Brooklyn, N. Y.		
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### The Secretary's Message

## The National Association Will Serve

The National Macaroni Manufacturers Association since its organization on April 19, 1904, has willingly and consistently served the industry which it represents. But its first and last obligation is to the members whose financial support makes its existence and continuance possible. The Association will function better and serve more effectively as its support increases.

For more than a generation the National Association has ably represented the Macaroni Industry during normal periods and in times of stress. It has aided in developing the trade from the insignificant "kitchen" stage to its present greatness in the food trade. It has always been accorded the good will of the better element in the trade and now enjoys the support of most of the firms in that category.

However, there are still some firms, otherwise progressive, that for some reason refuse to give the national organization the cooperation expected of them. This is unfortunate, since both the organization and the operator suffer as a consequence. Since its obligations are more specifically to members, the National Association recently elected to concentrate its services to members. Symbolic of this changed policy is the sentiment expressed in the letter quoted, in part, below, addressed to a macaroni manufacturer that has been using the services of the Association without even the courtesy of acknowledging letters written it concerning such services which are rendered as favors rather than obligations. It reads:

"Dear Sirs:  
 "Your check is herewith acknowledged. We take this opportunity of advising you of a change in policy by the

National Association towards firms that deliberately ignore all personal letters, circulars and appeals for co-operation as has been your practice for years.

"For years you have been using one of the Association's services. There are others from which you can equally benefit, yet you have steadfastly refused to even acknowledge invitations to join. You are sensible enough to realize that there is no good reason why money paid by members should be used in servicing you and other non-appreciative operators.

"There is an old saying that 'one hand must help wash the other.' That's why we repeat this invitation to join with others in supporting the national organization of our trade. By helping in this mutual operation, both our hands would be clean; each of us happier.

True, our Association cannot and will not concern itself about prices except to condemn all unfair, unreasonable, unethical and suicidal price-cutting. That's as far as we can go legally.

The purpose of this letter is to strike a spark of welcomed appreciation of the many services rendered the Macaroni Industry by the National Association. Please consider this in the spirit in which it is written. Let's look at it in this way: You are a part, an important part, of a growing industry with a wonderful future. You should play your part proudly in the progress expected.

You may choose to ignore this letter, as has been your custom, but we believe it presents arguments that should arouse in you an even greater respect for our organization that is carrying on so unselfishly for the trade's general betterment."

● A Business and Vacation trip will prove most profitable if taken this year to enable you to attend the N.M.M.A. convention June 26 and 27 and our Industry's Day at the New York Fair, June 28. ●

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