

**THE
MACARONI
JOURNAL**

**Volume XX
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**October 15,
1938**

The Macaroni Journal



Braidwood, Illinois

OCTOBER 15, 1938

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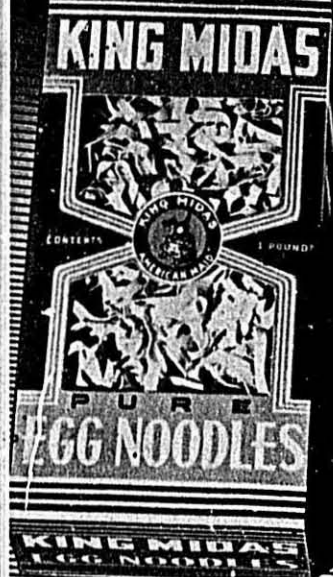
Improved Public Relations

It is generally conceded that while the Macaroni Industry has done a fine job in serving the public efficiently and well, there remains much to do in a coöperative way to improve public relations.

Toward that end the National Macaroni Manufacturers Association is striving continuously to establish more friendly relations with interested allied industries and distributors and to gain the confidence of the ultimate consumer by encouraging the production of only high grade macaroni products.

The improvement of industrial public relations is an Association rather than an individual job.





Quality PRODUCTS IN *Quality* PACKAGE



Folding cartons by Rossotti are especially designed to emphasize the quality of your products. They impress the trade... catch the eye of the consumer... practically shout "TAKE ME, I'M BETTER!" That's why so many successful manufacturers of Egg Noodles and Macaroni Products have switched to Rossotti Cartons for increased sales and profits.

Busy shoppers prefer to buy Egg Noodles in our DUBL-VU cartons. They can see the clean, unbroken product through clear windows that stay

put. They like the convenience of a sturdy container that serves until all the contents are consumed. Appetizing recipes on side panels suggest serving egg noodles more often. Bold brand names and trademarks are easy to remember, causing housewives to buy your product again and again.

Repeat business is the most profitable! Get more of it. Repackage your line, too, in brilliant full color Rossotti cartons. Send for samples. Let our experts give you ideas, suggestions and cost estimates. Write today. No obligation.

1898 * Celebrating 40 Years of Packaging Service * 1938

ROSSOTTI LITHOGRAPHING COMPANY, INC.

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BRANCH SALES OFFICES IN PRINCIPAL CITIES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE

WARNING

Trade Practice Rules to Be Strictly Enforced, Irrespective

Every manufacturer in this industry has received a copy of the Trade Practice Rules from the Federal Trade Commission together with a return acknowledgment blank. All known manufacturers also received a printed copy from the Association.

I find many manufacturers believe that unless the acknowledgment card is returned to the Federal Trade Commission these regulations are not binding on him. Let me correct any misunderstanding you may have in this regard.

ANY MANUFACTURER SELLING HIS PRODUCT IN INTERSTATE COMMERCE IS SUBJECT TO THESE REGULATIONS AND HAS BEEN SUBJECT TO THEM SINCE JULY 7, 1938 REGARDLESS OF WHETHER HE HAS SIGNED THE ACKNOWLEDGMENT CARD OR NOT.

A reasonable amount of time has been given every manufacturer to adjust his operations so that he could comply in every respect with these new regulations. Two months have passed since they were made binding upon every manufacturer. THIS NOTICE IS TO INFORM YOU THAT FROM THIS DAY FORWARD EVERY VIOLATION FOUND OF THE TRADE PRACTICE RULES WILL BE REPORTED TO THE FEDERAL TRADE COMMISSION FOR ACTION UNDER THE FEDERAL TRADE COMMISSION ACT APPROVED SEPTEMBER 26 1914 AND AS AMENDED AND APPROVED MARCH 21, 1938.

IN CASES WHERE THE FEDERAL TRADE COMMISSION FINDS A VIOLATION OF THE TRADE PRACTICE RULES FOR THIS INDUSTRY THERE WILL BE ISSUED A "CEASE AND DESIST" ORDER, AND ANY PERSON, PARTNERSHIP, OR CORPORATION WHO VIOLATES AN ORDER OF THE FEDERAL TRADE COMMISSION TO CEASE AND DESIST AFTER IT HAS BECOME FINAL, AND WHILE SUCH ORDER IS IN EFFECT, SHALL FORFEIT AND PAY TO THE UNITED STATES A CIVIL PENALTY OF NOT MORE THAN \$5,000 FOR EACH VIOLATION, AND TO QUOTE FROM SECTION 14(a) OF THE ACT:

"Any person, partnership, or corporation who violates any provision of section 12(a) shall, if the use of the commodity advertised may be injurious to health because of results from such use under the conditions prescribed in the advertisement thereof, or under such conditions as are customary or usual, or if such violation is with intent to defraud or mislead, be guilty of a misdemeanor, and upon conviction shall be punished by a fine of not more than \$5,000 or by imprisonment for not more than six months, or by both such fine and imprisonment; except that if the conviction is for a violation committed after a first conviction of such person, partnership, or corporation, for any violation of such section, punishment shall be by a fine of not more than \$10,000 or by imprisonment for not more than one year or by both such fine and imprisonment."

Adulteration, misbranding, misrepresentation, use of coloring, deficiency of eggs in noodles and sales below individual cost are all covered in the rules and any manufacturer found violating the Rules will be dealt with by the Federal Trade Commission under the provisions of the Act as in part set forth above.

It is the sincere desire of the Association to cooperate with every manufacturer to the end that it will not be necessary to report any violation to the Federal Trade Commission of our Trade Practice Rules. The Association wishes that every manufacturer having any question relative to these Rules will take them up either with me or with Mr. Henry Miller, Assistant Director, Trade Practice Section, Federal Trade Commission, Washington, D. C.

Any manufacturers doubtful or suspicious of products found being sold in their markets are urged to obtain samples of these products and forward them to this office. If the doubt or suspicion is proved through analysis appropriate action will immediately be taken by this office.

LESTER S. DAME,
President.



QUALITY
IS
SUPREME
IN

★ ★ **TWOSTAR** ★ ★
MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN.

THE MACARONI JOURNAL

Volume XX

OCTOBER 15, 1938

Number 6

MACARONI — and now — FISH

It seems quite a coincidence that the providers of Fish and the manufacturers of Macaroni Products should select succeeding weeks for publicizing the merits of their respective foods to the American Consumer! The Fishing Industry held its "National Fish Festival" from October 2 to 9, 1938, while the Macaroni Industry observed the week of October 9 to 15 as "National Spaghetti-Noodle Week."

Another coincidence is that the people of Italy, world renowned as connoisseurs of good foods and the heartiest eaters of Macaroni Products in the world, also eat millions of pounds of fish annually. So important are fish and wheat to the diet of these people, as it is to the majority of the people in the universe, that the Italians through the ages have developed many recipes for the preparation of their favorite spaghetti, etc. with fish of all kinds.

So there is much in common between the two good foods thus nationally publicized during the first half of October, the month when the people's eating habits change from their favorite "hot weather" dishes to the more substantial foods for the Fall and Winter months. It is the hope of the sponsors that Mr. and Mrs. America may use both products in ever increasing quantities because of their concerted and well planned publicity.

There is also considerable similarity in the appeals for public favor in the two promotions referred to. They differ principally only in that while only a goodly percentage of the macaroni-noodle manufacturers got solidly behind the activity, practically all of the important fisheries in the country sponsored the fish campaign, and in addition it received the endorsement of the United States Bureau of Fisheries, an invaluable aid.

"Much as fish has been publicized as one of Nature's most valuable health foods," reasons the publicity released by the National Fisheries Committee, "the per capita consumption of fish of all kinds is lamentably low—less than 20 pounds per year. Indeed in many inland sections of the country where the same valuable vitamins and mineral elements are low or lacking in other foods, the consumption drops to 10 and even to 5 pounds per year. When one considers that these figures represent all kinds of fish,—frozen, fresh, canned, smoked, etc.—it is evident that the American housewife is overlooking one of the most valuable foods she can serve her family."

In their publicity the Macaroni-Noodle manufacturers proclaim, "Because Macaroni Products have been so rarely advertised as a whole, and because this food is wheat in its highest form, nutritious, wasteless and economical—verily *The Energy Trio*—the consumption of Macaroni, Spaghetti and Egg Noodles is surprisingly low—less than 5 pounds per capita per year. Indeed there are many rural sections and many poorly populated urban centers where this food is rarely, if ever, included in the daily menus, and where consumption

drops to 2 pounds and even to 1 pound a year. When it is noted that these figures represent all kinds of macaroni products, bulk and packaged, fresh and properly dried, canned and in combinations ready-to-serve, it is quite evident that there is need for some drastic promotional work by Macaroni-Noodle Manufacturers for their splendid food."

In order to focus public attention on the advantages of fish the Fish Industry set aside the first week in October for a National Fish Festival. Backed by a government endorsement and supported by the united effort of producers, distributors, suppliers and others interested in the Fishing Industry, the week of the Festival found people talking, buying and eating more fish than it ever has before.

To call the American public's attention to the merits of Macaroni Products that should appear more frequently in the menus of all classes, the second week of October was designated as National Spaghetti-Noodle Week. Lacking the support of a government endorsement, but possessing the endorsement of nearly all food experts and authorities on nutrition, and backed by durum millers, wholesalers, chains and independents, the recent Spaghetti-Noodle Week encouraged Americans to think more and more of the merits of that 100% wheat food to eat it oftener for nutrition, for economy and for taste. Distributors and retailers got solidly behind the promotion because of the "pull" which the sale of Macaroni Products has in increasing the purchases of customers who plan to serve this ideal grain food.

Good health is but one of the reasons why fish and macaroni products occupy a prominent place in our national diet. Fish is plentiful and economical. Macaroni products are nutritious and combine tastily with almost every other food—fish, meat and egg, especially.

New developments in catching, preparing and distributing fish assure a standard of quality impossible even a few years ago. Improved factory equipment, protective packaging and expert handling of macaroni products insures delivery of this food in its very best condition and increases its keeping qualities; they will keep for months, even for years without deterioration. Fish when properly cooked is a favorite with every member of the family. Macaroni Products when prepared in the many tempting ways recommended will prove a delightful change and produce a chorus of calls for more by young and old.

New recipes—new delights for the dinner table were featured during the two weeks in newspapers, on the radio, at cooking schools, in bulletins and through all known educational channels. The sponsors believe and expect that the cooperation of those interested, not only in their industry but in the economics and wellbeing of the nation will result in a new appreciation of the importance of fish and of macaroni products in Mr. and Mrs. America's daily diet.

Report of Director of Research for September

By BENJAMIN R. JACOBS

In last month's Journal I submitted some figures obtained from the Dominion Grain Research Laboratories of Winnipeg, Canada, concerning the durum wheat crops of 1936 and 1937.

I have just received from the same Laboratory figures comparing the durum crop of 1927 with that of 1938.

Table I shows the protein content of four grades of Canadian Western Amber Durum for the 1938 crop. It will be noted that the first three grades are practically identical in protein content while grade 4 contains a higher percentage than do the other three. This is due probably to shriveled grains which fail to elaborate starch. It is well known that shriveled berries of wheat usually contain more protein than do the plump berries. In this table will also be found the number of bushels in thousands of each grade. The analyses includes inspections from August 1 to September 21.

Table II gives the comparative data on protein, carotene and color in wheat, semolina and macaroni obtained from the two crops.

This table shows that the protein in semolina for both crops is practically identical. This is not borne out by analyses in our American semolina so far as we have gone. It is true that we have examined only a few samples of semolina of the 1928 crop delivered to macaroni manufacturers. This so far shows that the protein of this crop is slightly lower than last year's. In fact some samples contained below 11%. In this connection I wish to advise our readers that under the Federal Specifications macaroni delivered to the Federal Government must contain not less than 11% protein on a 12% moisture basis. Therefore macaroni manufacturers filling Government contracts should pay particular attention this year to the protein content of the raw material which they use in order to avoid rejections.

The carotenoid content of the semolina produced from this year's crop is lower than

that of last year. This is shown in Table II as well as in our own laboratory work. Although apparently there is less yellow pigment in this year's durum crop macaroni seems to be brighter. This is due to the fact that there is more white and less black and red in this crop which is not in agreement with the data submitted in Table II. This table shows that there is more red and less white in the 1928 durum crop than there was last year and the suggestion is made by Dr. W. F. Geddes, chief chemist of the Canadian Grain Research Laboratory that this greater amount of red and the decrease of white has produced a macaroni with a brownish hue this year. Our experience here so far is that the macaroni is brighter in color. We however have not had a sufficient number of samples nor are we sure that the semolina furnished has been made solely from 1938 durum wheat so that our comment in this regard is purely speculative.

In the next 30 days we will be more positive concerning the source of our semolina

and will have accumulated more data so that we will be in a position to submit actual comparative figures on both crops.

TABLE I.
CANADA WESTERN AMBER DURUM WHEAT—1938 CROP.
WINNIPEG AVERAGES FOR PERIOD AUGUST 1 TO SEPTEMBER 21

Collection Period	Wheat Protein Content				
	1 C.W.	2 C.W.	3 C.W.	4 C.W.	
Aug. 1-21	12.9	13.2	13.4	13.9	
Aug. 22-31	13.0	12.6	13.1	14.1	
Sept. 1-7	13.5	12.7	13.2	14.3	
Sept. 8-14	13.4	12.8	13.0	14.3	
Sept. 15-21	13.4	12.9	13.0	14.1	
Aug. 1 to Sept. 21	13.1	12.8	13.2	14.1	
Number of Bushels Represented (000 omitted)	Aug. 1 to Sept. 21	681	5,563	2,167	0
N x 5.7 computed on a 13.5% moisture basis.					

TABLE II
CANADA WESTERN AMBER DURUM WHEAT.
COMPARATIVE ANALYTICAL DATA ON 1937 AND 1938 CROP AVERAGES.
Winnipeg Averages, 1938-39 Crop. (Sept. 3, 1938)

Grade	Wt. per Bu.			Color Analysis of Macaroni				
	Wheat	Semolina	Semolina	% Red	% Yellow	% White	% Black	Color Score
	Imp.	Protein	Carotene					
	Bu.	%	p.p.m.					
Winnipeg Averages, 1938-39 Crop. (Sept. 3, 1938)								
1 C.W.	66 1/4	11.6	4.80	14.3	34.0	19.2	32.5	56.3
2 C.W.	66 1/4	11.4	4.45	15.0	34.8	17.0	33.2	55.0
3 C.W.	65 3/4	11.9	4.43	14.5	33.7	16.3	35.5	53.6
Winnipeg Averages, 1937-38 Crop. (Sept. 24, 1937)								
1 C.W.	66 1/4	13.3	5.75	11.2	29.8	24.3	34.7	58.3
2 C.W.	66	12.9	5.91	11.6	29.5	27.4	31.5	59.0
3 C.W.	64 1/2	12.8	6.19	12.0	30.7	22.3	35.0	56.8

Keystone "AIRS" Macaroni

Andy Arcari in New Italian-American Program

"Casa San Giorgio", a new type of radio program is now on the air over stations WOV, New York; WPEN, Philadelphia; WELI, New Haven; and WCOP, Boston, at 4:30 Sunday afternoon. The show is unique in that it has an appeal to the Italian as well as English speaking audiences. The featured artist is Andy Arcari, the famous accordionist who has introduced the accordion as a solo instrument in the highest musical circles. Arcari's recent concert in Philadelphia's Academy of Music received distinguished praise from metropolitan music critics and from music critics of leading newspapers and national magazines.

Ralph Borrelli, foremost Italian announcer, plans an important dramatic part in the new program. Also featured is a new radio discovery, Count Ernesto Russo. Although this is his first appearance on the air, Russo is widely known as a speaker, humorist and for

his amusing interpretation of various foreign languages. Supporting talent includes guest artists and the orchestral



Raffaele Borrelli, a young artist starring in the Metropolitan Opera, who is the "CHEF" of the Casa San Giorgio, heard regularly on a chain of eastern stations telling of the food merits of macaroni products.

Latin music of the San Giorgio Troubadours.

Comedy appealing to both Italians and Americans is heard on "Casa San Giorgio", with the popular songs of both races.

Potato "War" Continues

The running and unending fight between Idaho and Maine potatoes reached its highest pitch on September 29, when Governor Lewis Barrows of Maine and Governor B. W. Clark of Idaho engaged in a challenge match to see who could pick the most potatoes. The match took place at Fort Fairfield, center of the Maine potato growing area.

About all that the match proved was that neither of the Governors was a good potato picker. On the other hand, the contest proved that good potatoes are grown in both the states interested and that the growers should join in some cooperative movement to continue the popularity of the American spud in this country and abroad.

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Betty Crocker Broadcast

6,000,000 women will hear her 'Savory Noodles with Pork' recommendations October 28 over 56 radio stations

On Friday, October 28, over a chain of 56 radio stations that blanket the country, Miss Betty Crocker, radio voice of Washburn Crosby Company, Minneapolis will broadcast a message to more than 6,000,000 housewives who have been invited by advance notices to be listening in. This important group of women will be urged to buy quality macaroni products, particularly Egg Noodles made from Semolina, and to prepare and serve them with pork, the favorite Fall meat, in accordance to a recipe which she will present over the air.

Her recipe is a supremely delicious one-dish meal—SAVORY NOODLES WITH PORK. It is a dish which all America will want to try. It's very name is appetizing—it instantly paints a word picture of a tempting combination of two popular, tasty foods. It's an appetite thriller, according to this beloved radio artist who delights in creating "foods America loves."

"Have you ever noticed that contented husbands always speak of one thing—that they do appreciate the woman who cheerfully makes the best of things and even on the smallest incomes manages so thrifty that they stretch every dollar and made it do the work of two?"

"It's really surprising what delicious meals can be prepared from simple, inexpensive foods if we give a little special care and thought to the matter," this authority will tell her listeners on October 28. "One of the best ways I know of extending meat is to combine it with Macaroni, Spaghetti or Noodles. Macaroni, considering its food value, is the cheapest food we have. You can take a little inexpensive meat and combine it with a few vegetables and some macaroni or spaghetti or egg noodles to make a tasty hearty dish that will just 'hit the spot' and yet cost almost nothing. And that's just what we've done in the delicious one-dish meal I'm telling you about. Here it is."

Savory Noodles With Pork

We call it *Savory Noodles With Pork*. It can be made with either macaroni or egg noodles, and here's the way it is made:

- 1/2 lb. Egg Noodles
 - 3/4 lb. Pork Butts, ground
 - 2 small onions, chopped
 - 1 bunch celery, chopped
 - 1 can Tomato Soup
 - 1/2 cup water
 - 3/4 cup grated cheese
 - 1 tsp. salt
 - 1/4 tsp. pepper
 - *A mixture of beef, pork and veal may be used.
- Cook the noodles until tender—about

15 minutes—in 1 1/2 quarts of boiling water to which 1/2 tsp. salt have been added. Drain.

Meanwhile, brown the meat in 1 tbsp. of drippings. Add onions and celery and cook 10 minutes. Mix the drained cooked noodles with the onions, celery and meat.

Measure the grated cheese by packing it in a measuring cup. Add cheese, tomato soup and water to the meat and noodle mixture. Season with salt and pepper and pour into a buttered, shallow 8-inch casserole.

Bake 45 minutes in a moderate oven, 350 degrees. Or pour mixture into an 8-inch saucepan and let simmer on top of the stove for 30 minutes. This recipe will make 6 servings.

President Jefferson Introduced Macaroni

"The Family Circle," a well edited magazine on Foods and Home Economics credits a President of the United States as being the first American to introduce Macaroni as a food that his people should consume with greater regularity. In a pictorial page entitled "Food For Thought" edited by Robert Pilgrim, the September 23, 1938 issue of the magazine carries a picture of Thomas Jefferson, third president of the United States with a credit line to the effect that he "introduced MACARONI and VASILLA to this country. He smuggled the first rice seed from Italy to South Carolina, thus initiating the South's rice growing industry. He served the then very rare and little known ice cream almost daily at the White House."

With this "regal" introduction macaroni in its many shapes has grown into an important food for millions who now populate the country which Jefferson governed nearly 125 years ago.

We wish you pluck.

Publicity Via Recipe Route



Nothing yet has been discovered by food specialists that excel good recipes in creating interest in and more general use of foods. Recognizing this, The National Macaroni Institute has been making good use of this form of publicity.

For the coming Halloween Season, macaroni as the main dish of the meal is being specially recommended. The release, reproduced in part below, has already appeared in thousands of papers throughout the country and will find its way into most of the food pages before the holiday date comes around.

Frozen Fruit Punch (Serves 6-8)

- 2 cups sugar
 - 1 1/2 cups water
 - 1 small bunch mint, chopped
 - 3 cups weak tea (or gingerale)
 - 1/2 cup lemon juice
 - 2 cups orange juice
- Boil sugar, water and mint together for 5 minutes. Chill, add remaining ingredients, strain and freeze.

Lima and Celery Salad

- 2 cups cooked, dried Limas
 - 1 cup diced celery
 - 1/2 green pepper, minced
 - 1/2 cup French dressing
- Mix ingredients an hour or more before serving. To serve, arrange on lettuce leaves. Place a spoonful of mayonnaise on top and sprinkle mayonnaise with minced green pepper.

Whole-Meal Macaroni Dish

- Easy to prepare, wholesome and inexpensive.
 - 1/2 lb. macaroni
 - 1 cup milk
 - 2 tablespoons butter
 - 1 can tomato soup
 - 1 cup grated cheese
 - Salt and pepper
- Boil macaroni in plenty of boiling, salted water till tender. Drain. Melt butter in saucepan and add the cooked macaroni. Heat well and add the milk. Cook macaroni in butter and milk until about dry. Add tomato soup and cheese. Heat until cheese is well melted, stirring till flavors blend. Serve hot.
- Note: Spaghetti, elbows, sea shells or other shapes of the macaroni family may be substituted for macaroni in this recipe.

New Food Standards

New Food and Drug Act Gives Greater Public Protection and Provides for Increased Punishments for Violators

Back in the days when it took a popular song at least a month to invade every city and village in the United States applesauce was applesauce — ice cream was ice cream—and noodles were noodles. They were made right in the family kitchen and Mother took pride in keeping them always the same high quality, observes *The Market Basket*, edited by the Bureau of Home Economics, U. S. Dept. of Agriculture.

Shopping for food then was fairly simple. It meant buying comparatively few kinds of food — staples and other raw materials. Out of these the cook concocted her own varieties of pies, cakes, bread and salad dressings.

But with the march of time and machinery there came a change in this order of things. The scene shifted—for the manufacture of many common foods—from kitchen to factory. Many new food brands came on the market.

Congress in 1906 passed a food and drugs act to control the rapidly growing food industry. This act was regarded in those days as a revolutionary measure. Unquestionably it did much in the 30 odd years of its enforcement to promote wholesomeness and honest labeling in commercial food products.

But in a generation of use this act became outmoded. Many abuses developed in the food field that were not foreseen at the time the law was framed. One of the most striking deficiencies was its lack of authority to establish food standards that had legal force and effect.

In the absence of authoritative standards old food designations took on new meanings. "Noodles" bought at the store didn't necessarily have to have eggs in them — unless they were specifically marked egg noodles. "Ice cream" became a term applied alike to a rich mixture "as good as Mother's" and to insipid frozen stuff more than half air with just a trace of butterfat. Dishonest practices in the way of cheapening what should have been standardized staple foods developed in the highly competitive food industry.

It was to bring some order to this chaotic condition of food shopping that Congress passed the Food, Drug and Cosmetic Act of 1938. Homemakers the nation over are watching with interest as the machinery of its enforcement gets in motion. For this law gives them new protection, throws up long needed safeguards around their family's health and pocketbooks.

In this new act there is a provision that authorizes the setting up of standards for foods. This section, the real cornerstone of the food part of the act, gives the Secretary of Agriculture power to establish standards of identity, quality

and fill of container for nearly every food under its common name.

When minimum standards are established for the more common food articles, much shopping drudgery will be done away with. For instance it will be possible for the shopper to ask for noodles and be assured that it meets the government standard for noodles without analyzing an itemized list of contents on the label. It will be as simple to buy salad dressing or ice cream as it is to buy butter today. Butter now is the only food for which there is a legal food standard.

Setting up food standards will necessarily be a slow process. It will not be completed in one year or even two according to officials in charge of the administration of the new act. But already a start has been made. Secretary of Agriculture Henry A. Wallace upon recommendation of the Chief of the Food and Drug Administration, has appointed a Food Standards committee. This committee consists of five men and one woman, each one of whom has an expert knowledge of food.

It will be the task of this committee first of all to decide what foods most need to be standardized. Then by a detailed procedure outlined by Congress they will go about the task of fixing standards. They'll consider data gathered by expert chemists and food inspectors. They'll set up tentative standards. Then they will conduct formal public hearings.

These public hearings will take place in the Food and Drug Administration offices at Washington, D. C. and probably at other convenient places throughout the country. Here the public, producer and consumer alike, will have a chance to present facts — to tell what they think should enter into each particular food standard. Then after thorough deliberation the committee will draft the final standards, present them to the Secretary of Agriculture.

Although the food provisions of the new Food, Drug and Cosmetic Act do not go into effect until June of next year the observing shopper will soon notice some changes for the better. She will see a new type of label on prepared foods for which there will be no standard set up immediately. And she'll notice the adoption by some manufacturers of containers of new shapes and sizes.

Formerly a food label had to meet only two requirements according to law. It had to give a true statement of quantity. And it could not make any false statements. But there was nothing that forced the manufacturer to print other worthwhile facts on the label. He could,

and many did fill it with beautiful prose that told absolutely nothing.

Under the new law the label must give useful facts—name every ingredient in a food. If any artificial coloring or flavoring are added, the label must note that. Exceptions to this itemized labeling will be the food products for which definite standards have been set up. For these products the mere name of the standard article will be sufficiently informative for intelligent shopping.

As the manufacturers exhaust their supplies of old type labels, many are already using the new ones before the deadline of June 1939. But it is still up to the woman who buys to decide for herself what the information on these labels means to her family and to apply that knowledge to her shopping.

Probably there are few women who have not at some time or other bought a package of cheese—or nuts—or other food that looked as though it held much more than it actually did. It may have been the shape that deceived, or a false bottom in the box, or a slack filled container, or a paneled bottle in which the glass seemed to magnify the contents.

Under the new law the use of deceptive containers and slack filling will be illegal. Already some manufacturers are beginning to use new shapes and sizes of containers as their supply of old ones runs out.

These provisions of the Food, Drug and Cosmetic Act concerning labels, containers, and food standards have been drafted chiefly to protect the shopper's purse. Other food provisions have been designed to safeguard public health.

Mothers of young children will be relieved when the provision prohibiting the inclusion of small metallic trinkets in candy goes into effect. Those who use foods manufactured for special uses in the diets, such as baby foods, will soon be able to check up on exactly what they are getting. Under the new law they must all be labeled fully—with information as to vitamin content, mineral content, and other dietary properties.

Another food provision of the law forbids the use in foods of uncertified coal tar colors. Still another makes it illegal for anyone to sell food "injurious to health".

All in all the new law, according to Secretary of Agriculture Wallace, "represents a great advance in public protection". Its provisions have been intelligently drafted to correct some of the more flagrant abuses in the food industry today. And there are "teeth" in the new law to make it effective—in the form of increased punishments for violations.

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6,000,000 HOUSEWIVES

will hear Betty Crocker
SELL FOR YOU OCTOBER 28th



Coast to Coast . . . 56

Radio Stations . . . that's the coverage placed at the disposal of Betty Crocker, world famous

cooking authority, when she steps to the microphone to sell noodles for you!

Her full 15 minute program will be devoted to SAVORY NOODLES WITH PORK . . . one of her original recipes

. . . especially delicious, and easy to prepare.

Don't miss it . . . and don't miss tying in with it! Remember . . . it's October 28th, your local radio station will give you the time of the broadcast.



GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY
(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC.
CHICAGO, ILLINOIS

Pouring Oil on Troubled Roads

By William L. Wright

Industrial miracles are a dime a dozen these days, but when a barrel of crude oil can build a new west in America, it's a story. That's what has happened in the last 10 years, for the same barrel of oil now gives up the gasoline that drives 30 million motor vehicles—and the pavements, hard surfaced and dustless, for them to work and play on.

Dust has always been the curse of western highway travel. It almost suffocated the goldseekers of 1849, and the motorists of 10 years ago, even 5 years ago, weren't much better off, on the dirt or gravel roads that still predominated. The dust stifled business and strangled pleasure; if it wasn't dusty it was muddy, and then both business and pleasure were paralyzed entirely.

All this is changed now everywhere in America, but particularly in the million square miles between the Rocky mountains and the Pacific ocean. In this vast area, favored as a vacationland as well as a reservoir of undeveloped natural resources, the swift arrival of practical perfection in highways is spectacular, almost incredible.

The contrast is pointed by two consecutive World's Fairs at San Francisco, a quarter of a century apart. It has been estimated that some 20,000 persons struggled over wretched roads into California for the Panama-Pacific Exposition in 1915. The estimated highway travel toward the Golden Gate International Exposition in 1939 is estimated conservatively at 2,400,000 for the new highways have built new standards.

The change began immediately after the last western world's fair, and it will reach essential perfection just in time for the approaching 1939 event. Since 1916 when the Federal aid road act was passed, a total of \$1,116,258,000 has been expended on major roads of the 11 western states. Now the west is endowed with almost 40 thousand miles of highways, improved step by step through the years, and finally perfected in an amazingly short time.

Logical sequence of development greatly delayed the perfection the roads have just attained. First, new alignments were selected, eliminating the haphazard zig-zag courses of primitive roads. Next came grading and drainage, a tremendously costly operation. Third step was an all weather surface to prevent the paralysis of rain or snow. The quick, cheap answer was gravel, so gravel was spread widely as an emergency measure.

Gravel gave western roads a certain measure of reliability, but they notoriously lacked speed and comfort, for a gravel road could be as rough and dusty as if never a dollar had been spent. The fundamentals were there at vast cost, but travelers still were miserably uncomfortable. A wide gap yawned be-

tween the motorist and his comfort, but it was easily closed.

Low cost bituminous surfacing was the answer this time—the sticky asphalt found in the same barrel of crude oil that yields gasoline. This surfacing can be made plastic by heat, water or a volatile solvent, and hauled almost any distance. Spread and rolled, it solidifies into a solid slab of black pavement.

Or the old surface can be scarified and treated with oil. It becomes instantly dustless, and after a few years of progressive treatments it stands as a paved highway. Under many different methods, each applicable to local conditions of traffic volume and subsoil, perfection comes quickly. A given mile, according to minimum costs quoted by the Asphalt Institute, can be dustproofed for \$100, hard surfaced with an "armor-coat" for \$500, improved into a slab pavement for \$1000, and turned into a truck boulevard or \$6500—in contrast with the \$30,000 per mile that once was the cost of paving.

This dustless hard surfacing is the final step in highway evolution—the short, easy step that makes the big difference. It's the little important item that has transformed the west.

Results? In 1916, paved or even dustless rural road in the west was negligible. By 1927 the Federal aid road system in the vacationland states included 32,440 miles, but most of it remained in the first three stages of development. Only 58 per cent of the total was surfaced even with gravel, and only 29 per cent was dustproofed. Travel still was uncomfortable and unreliable, but perfection highway was around the corner.

Now in 1938 the federal aid roads in the 11 western states total 39,303 miles. By the end of the year this greater mileage will be 91 per cent dustproofed—which also means hard surfaced. Nine thousand dustless miles in '27, and 35,000 dustless miles in '38—that's progress.

Business goes on in the west now regardless of weather, and touring has lost its hardship. It's just a Sunday ride these days, on any primary or secondary road in the new west. Proof of this is found in winter visitor traffic figures of the National Park Service. Visitors in Crater Lake National Park, Oregon, increased 179 per cent in February of 1938 over February of '37; at Mount Rainier the increase was more than 100 per cent, and even at remote Zion in Utah the increase was 50 per cent.

Highways, first made passable and now perfect, have given the west a new story. This significant fact has all but wiped out the old intersection rivalries in the mountain states.

It wouldn't be so bad if the whiners didn't try to get everybody else in town to whine with them.

Macaroni Excellent Substitute for Meat

By DANIEL R. HODGDON,
Ph.D., J.D.



Macaroni is an excellent substitute for meats. Not only that but it can also be used to great advantage in serving meat leftovers. For these, and for many other reasons, it is desirable that macaroni be served often, several times a week.

However there are many more reasons than these for the use of macaroni by everyone. Most people do not realize how important macaroni can be in every menu. For one thing, macaroni is rich in body building protein, and also in carbohydrates. Macaroni contains, among other things, the precious mineral salts on which depend the quality of the blood, the beat of the heart, the response of nerves and muscles.

Important to our systems are such chemicals as calcium, magnesium, potassium, phosphorus, chlorine and sulphur. The percentage of magnesium, phosphorus, potassium, chlorine and sulphur is higher in macaroni than in milk. Macaroni also contributes calcium, sodium, and iron—all important in our systems. It must be remembered that our body is in constant need of such minerals. It has not been until lately that we have recognized the immense value of mineral matter in the human system. The whole body depends on minerals to keep it in proper condition. The heart, lungs, liver and all the other organs immediately suffer when mineral matter is not introduced into the system in sufficient amounts.

TWO SERMONS FOR A SHAVE

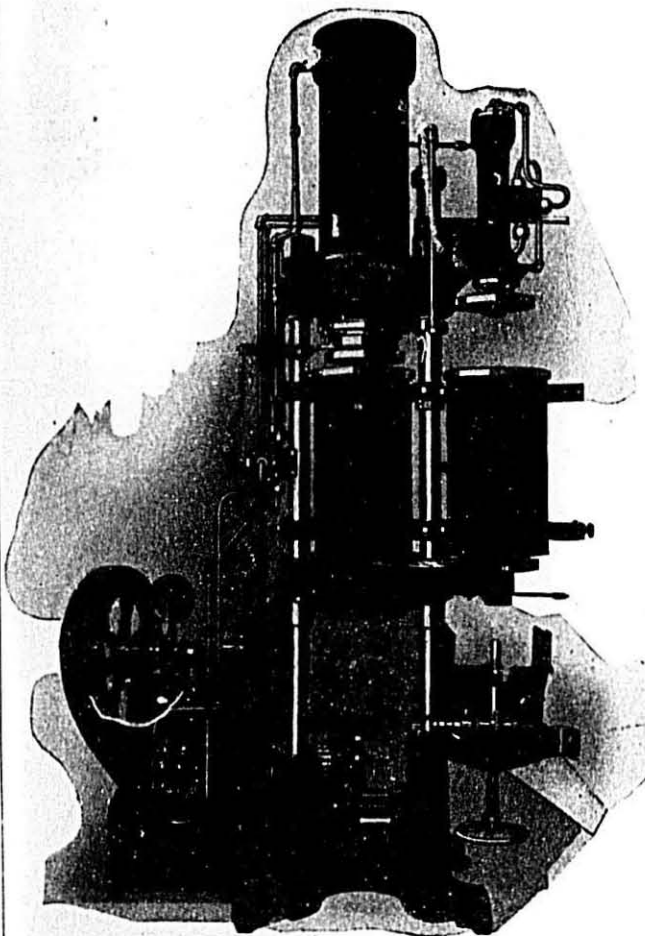
One day Mr. Preacher went into the Barber Shop and got a shave. He offered the barber 25 cents. The barber refused the money saying—
"I will come and hear one of your sermons sometime."

Mr. Preacher said to him, "I would have you understand, sir, that I do not have any 25 cent sermons."

"Well," said the barber, "in that case I will come and hear you twice."

Consolidated Macaroni Machine Corporation

Designers and Builders of High Grade Macaroni Machinery



The 1938 Streamlined Press.

The Press that gives you Streamline results.

The Press that converts lost Time into Profits.

In these days of high speed, automobiles, aeroplanes, even railroad trains, are streamlined in order to eliminate air resistance. The result is increased speed with conservation of power and time.

Why do we call our press streamline? Because, by improving the design, we have been able to increase the production without any increase in power or any sacrifice in convenience of operation.

All this has been accomplished without complicating the construction. In fact, our new model is much simpler than any of our previous presses, and is unquestionably years in advance of any machine now on the market.

Built in various sizes and types.

Let us know your requirements and we will help you select the press best suited for your needs.

Send for illustrated and descriptive circular.

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

Helpful Boosts for Our WEEK

The representatives of the various durum mills and of the other allied interested in the welfare of the Macaroni Industry were very helpful in different ways in the promotion of National Spaghetti-Noodle Week so successfully observed by the progressive manufacturers the second week of October. Through friendly discussions during calls on the trade, in their advertisements and in announcements over the radio, these friendly allies helped materially in bringing about a general and profitable observance of this cooperative promotion sponsored by The National Macaroni Institute.

An example of this helpful service is the announcement of the event by the Pillsbury Flour Mills Company in its nationwide radio program of Oct. 7, 1938, just a few days preceding the industry's celebration of a week devoted to spreading the macaroni message to consumers from border to border. It read:

"Next week is National Spaghetti-Noodle Week. Why not help out your food budget by serving delicious spaghetti and noodle dishes? They're appetizing, nourishing and economical."

The National Macaroni Institute and its sponsors are most appreciative of both the support and cooperation so willingly accorded its second attempt to feature a week when the concentrated attention of manufacturer-distributor and consumer was called to one of the best grain foods available to mankind.

STATION WOV

Special mention of National Spaghetti-Noodle Week was made over many of the radio stations that carry programs supported by macaroni-noodle manufacturers. Station WOV, New York, which is 1130 on the dial, cooperated splendidly, not only in making several fine announcements during the "macaroni period" in its program between 2:00 and 2:30 p. m. Sunday Oct. 9, 1938, but Miss Hyla Kiczales, general manager of WOV has prepared a recording of the tribute to "KING MACARONI", including the music and script. This recording will be made available to the National Association for use during the next convention of the industry or on other occasions when prominent interests connected with the macaroni-noodle trade will be gathered. The announcements used in Miss Kiczales' splendidly presented program were as follows:

THEME—Musical Moments Orchestra.

First announcement: Ladies and Gentlemen, we bring you at this time a program of "Musical Moments" played by the WOV concert orchestra. Today's program is presented in celebration of National Spaghetti and Noodle Week, which is being held this week under the auspices of the National Macaroni Manufacturers Association. Macaroni products are valuable foods—easy to prepare

and healthful to eat. They give to housewives economy in cost, ease of preparation, taste and flavor appeal as well as a high standard, quality food product that has universal appeal. (Music)

Middle Plug

This program, ladies and gentlemen, is being presented in connection with National Spaghetti and Noodle Week, October 9th-15th, so designated by the National Macaroni Manufacturers Association.

Italo-American grocers, this week, more than ever, will feature displays calling attention to National Spaghetti-Noodle Week, and carry on their counters different recipe books. Housewives should ask their grocer for the different recipe booklets supplied by the manufacturer of their favorite brand. These booklets contain instructions on how to prepare tasty dishes of this healthful, delicious and nourishing food. (Music).

Closing Announcement.

We have presented the studio concert orchestra in the program of "Musical Moments". Today's program was presented in conjunction with National Spaghetti and Noodle Week, being held this week under the auspices of the National Macaroni Manufacturers Association.

No matter how long or short it is, if it's spaghetti or macaroni you have a food product that will result in a meal which good taste and good thrift will both applaud. If you have ever wondered about the difference in these two popular foods, it may be news to you to learn that there is none, except for the various forms and sizes in which both may be purchased. The ingredients used in the process of manufacture are exactly the same in each product. Macaroni, in the language of Garibaldi, is the food of the workers, the great muscle builder, the one dish of which the appetite does not tire. In thousands of Italian homes, macaroni is and should continue to be King Macaroni!

THEME: (Orchestra)

The National Macaroni Institute, the National Macaroni Manufacturers Association and the entire industry is very appreciative of the cooperation given the observance of National Spaghetti-Noodle Week. Those who took an active part in its promotion and who benefited most from it, are naturally the most thankful.

Radiograms To Grocers

The Colonial Network is utilizing a weekly "Colonial Network Radiogram" which is mailed to every grocer in its broadcasting area in a merchandising tie-up with the Prince Macaroni Company's sponsorship of the "Laugh Parade" program heard twice weekly over the web. Radiogram urges grocers to participate and cooperate in the sponsor's campaign in which silverware is being used as a premium. Campaign

employs radio program and store displays.

Keystone Macaroni Hookup

WPEN is piping to WOV, New York, WCOP, Boston, and WELI, New Haven, a variety program originating in its studios for Keystone Macaroni Co., maker of San Giorgio Macaroni. Program started Sept. 11, for a half hour for a 39-week period. Production is a mixture of English and Italian and features musical show, dramatic pieces and soloists. Aiken-Kynett agency handles the account.

Meat from 70 Million Animals Gets Federal Inspection Annually

Fifty years ago there was no Federal meat inspection. Today the United States Department of Agriculture inspects about 70,000,000 meat animals annually. Each of these food animals immediately before and at the time of slaughter receives a thorough inspection by one or more trained veterinarians—graduates of accredited colleges.

The Bureau of Animal Industry in announcing a new film strip on meat inspection, recalls that the primary necessity for Federal meat inspection came from European governments, which looked with disfavor on United States meat that carried no official evidence that it came from healthy animals. In 1890 Congress established a meat inspection service.

Shortly afterward it was broadened to apply to all slaughtering establishments that prepare meat foods for interstate—as well as foreign—trade.

The present meat inspection law was enacted in 1906. This law still further extended the Federal meat inspection to include all meats and meat food products of establishments that ship their products in interstate or export trade. However the law exempts farmers from Federal inspection, and to some extent local butchers and meat dealers who ship their products across state lines in serving their own customers. Any meat business entirely within the boundaries of a state is exempt. It works out that about two-thirds of the country's meat supply receives Federal inspection.

There are seven essential parts to Federal meat inspection. These are: sanitation of the establishment, inspection before slaughter, post mortem inspection, products inspection, laboratory inspection, disposal of condemned material, and labeling. Although most livestock offered for slaughter is healthy, inspectors find about 50 diseases or abnormal conditions that prevent animals or their carcasses from receiving a clean bill of health.

The very fact of being in a tough spot implies not moving around enough.

October 15, 1938

THE MACARONI JOURNAL

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Egg Noodles a One-Dish Meal

To the millions of Americans who like Italian cooking, spaghetti is the preferred shape among Macaroni Products. But they and added millions others relish Egg Noodles, especially if they are prepared and served in the tasty combinations made popular by our grandmothers.

The famous Oscar, world renowned chef, has a reputation for his egg noodle dishes. Those who have watched his creative work find that he prefers the fine egg noodles because their thinner strands permit more even distribution of the savory sauces used. Many lovers of good egg noodles object to mouthfuls of the large and heavy noodles usually made in the home kitchen with the crude implements available and now waste no more time at their homes making this product, obtainable in all stores ready for instant use. But buyers should be warned to accept only quality noodles made by reputable manufacturers, noodles that contain the required quantity of eggs instead of artificial coloring usually found in "cheap" noodles.

In a recent article appearing in her column, "The World's Kitchen Log", Mrs. Sam P. McBirney recommends care in buying egg noodles, saying, "BUT—USE GOOD NOODLES. And why not the home town's brand when they are so good? There are two good reasons for noodles 'packing' or sticking together. One is that the noodles are not pure

egg noodles with the required quantity of eggs, and the second is that in the boiling not enough water is used to start with and further that it is not kept 'popping' as fast as possible." Here's her recommended recipe for preparing the popular egg noodles as a one-dish meal:

"Into rapidly boiling water drop the egg noodles, preferably the fine or thin kind, and boil rapidly until done, about 10 minutes. Turn into a baking dish that has plenty of fat melted in the bottom, preferably butter or bacon fat, because of the flavor.

"If the refrigerator yields some chicken broth, old gravy of any kind, use that thinned down materially with water. If not, use bouillon cubes dissolved in plenty of water, adding to the noodles. Then add one can of whole corn, season well with salt and pepper and about one-half teaspoon Worcestershire sauce.

"Place in the oven and bake 45 minutes. Toward the end of the baking poke chunks of cheese down into the mixture, and lots of them. Use cheese full of flavor. I use some American cheese and some of the kind that comes in the little crocks. I am using a lot of cheese lately and I do not believe that it is a bit extravagant.

"Serve hot, with a little thinly sliced cold meat, some tomatoes, and whatever you may have in the way of a dessert.

"There's your one-dish meal! Figure out the cost yourself—mighty small!"

Employment Records

Because members frequently ask for information concerning the maintenance of employment records we quote the opinion and recommendation of Otto A. Jaburex, general council of the Employers Association of Chicago who has made a special study of the question:—

"The many rulings and decisions of the National Labor Relations Board demonstrate conclusively the absolute necessity of employers maintaining employment records that will graphically portray the complete work history of their employes.

These records should show a continuing history as to the ability, efficiency, habits, earnings, and general reliability, breach of rules and regulations and reasons for layoffs or dismissal of all the work people.

Inferior workmen have been induced to join unions, having been previously assured that the employer could not discharge them and should this occur the union would file charges before the Labor Board claiming discrimination. Many employers, having discharged or laid off employes for cause, have subsequently been called before the Labor Board, and being unable to substantiate their action by documentary records have been ordered to reemploy the workmen with

full compensation from the date of discharge or lay off to the date of offer of reinstatement. No employe should be discharged for violating company rules without having first received at least two warnings. A written record of all warnings given employes should be kept. This record should indicate the nature of the violation, the date, time and should be signed by the foreman or supervisor giving the warning.

Employes doing inferior work, that is, work not up to standard, should be made acquainted with this fact. If the work continues to be inferior after notice, an attempt should be made to transfer him to some other task. Actual severance from the payroll should be resorted to only when it is conclusively shown that he can not be fitted into any of the company's operations.

In the event that a layoff or discharge becomes necessary, a detailed "Separation" or "Termination" report should be filled out and kept. This report should give the reason for the separation plus a brief résumé of the employe's work history. All employes severing their connection, whether voluntarily or by request, should be interviewed by a representative of the personnel department or some other officer of the company.

Not every company will find it feasible or desirable to use all of the various

kinds of employment records now on the market. But, the maintenance of complete records as to the work history of employes is necessary if the employer desires to be able to substantiate his reasons for the layoff or discharge of employes if charges are filed with the Labor Board."

Plant Fire Fighters

OCTOBER is FIRE PREVENTION MONTH. Since most everybody is more conscious now than ordinarily, this article should be interesting.—Editor.

The experience of many industrial companies with long records of low annual fire losses shows that the first line of defense against fire in every industrial plant should be formed by the regular workers armed with hand fire extinguishers.

This defense line is of course never the sole reliance. Others, according to common practice, include: large extinguishers on wheels, which are brought to the fire by special squads; hose lines, also handled by special squads; automatic sprinkler systems; and finally the municipal fire department.

But in many respects the workers' line of fire defense is the most important of all. Most fires start as small ones that can be readily extinguished without material damage by properly equipped and trained workers on the spot; whereas when a fire is allowed to gain headway, even though it may be soon subdued by hose streams and sprinklers, the total damage caused may be very large. Hence the secret of consistently low fire-and-water losses is "every man in the plant a fire fighter."

This system of fire protection applies equally well to large and to small plants and is desirable in both. To organize it the following steps must be taken by management:

1. Install in the plant, where they will be readily accessible to the workers, a sufficient number of the right type of approved fire extinguishers to safeguard every fire hazard in the plant, under working hour conditions.

2. Train all male workers in the proper use of the extinguishers by means of regular extinguisher drills, so that everyone will know what to do when fire breaks out.

3. Inspect the fire extinguishers frequently to make sure that they are always in good working condition, and recharge them when necessary, according to manufacturers instructions, using recharging materials supplied by the extinguisher manufacturer.

4. See that watchmen are given special training in fire extinguishment and provide them with equipment that will enable them to cope with fires single handed. For this purpose, the large wheeled type of extinguishers are often useful.

Only the man who lives well within his income will some day have an income on which to live well.

The Wheeler-Lea Act — Bane or Blessing?

By **BURTON G. KELLER,**
President, *The Kellogg Service, Inc.*
New York, N. Y.

"A quiet, thorough, and startling revolution is taking place in copy writing," says C. B. Larrabee, writing about the Wheeler-Lea Act in a recent issue of *Printers' Ink*. "With no publicity, beyond the curtly and carefully worded statements of the Federal Trade Commission, it will in a few months change greatly the complexion of modern advertising."

Under the new conditions, advertisers who formerly depended upon ballyhoo to sell their goods are compelled to find a sounder basis for their copy. Mr. Larrabee continues: "With the props knocked from under some of the most effective 'scare' and 'social ambition' copy, advertisers find that they are forced to dig more deeply into the reasons why people buy, and to pound more vigorously on those reasons."

Which in our opinion, is all for the good of advertising. The Wheeler-Lea Act may wash up the weak sisters, but it will make the strong members stronger than ever.

Not Unlike the Securities Act

The Securities Act did the same thing for investment banking. Bankers and brokers chafed under the restriction of sticking to cold fact in the promotion of stocks and bonds, but few will deny that the entire banking business is on a better basis now that investors can believe what they read about securities.

Advertisers who are now complaining that the Wheeler-Lea Act will curb private enterprise may find that it is really a sheep in wolf's clothing. What if it does strip selling of hocus pocus? It will substitute truth and sincerity. It will put all products on an equal footing, to stand or fall on merit alone. By bringing out the true facts of performance, the Act will become a positive selling force for quality goods.

Notice of Judgment Under Food and Drugs Act

In the September issue of "Notices of Judgment Under the Food and Drugs Act," issued by the United States Department of Agriculture's Food and Drug Administration and approved by the Acting Secretary of Agriculture, Washington, D. C., July 30, 1938, only one judgment against macaroni products was noted among the 150 food violations reported. That notice is quoted verbatim:

28529. Adulteration and misbranding of macaroni products. U. S. v. 34 Cases of Spaghetti, et al. Default decree of condemnation and destruction. (F. & D. No. 41072. Sample No. 50891-C.) These products were artificially colored and contained little or no semolina. On December 14, 1937, the United States at-

The maker of quality foods has not reason to be afraid of facts. Neither has the manufacturer of high grade kitchen equipment. The more you tell the consumer about what your product will do in actual use, the more surely you prove that quality pays.

The Answer to the Consumer Movement

For a long time consumers have been yelling for more facts about what they buy. Now they are going to get them, whether the manufacturers like it or not. In this connection Mr. Larrabee makes an important point. He says:

"Quite a few advertisers have been pretty certain that the consumer movement was the agitation of long-haired and ineffectual radicals. . . . The Wheeler-Lea Act in one stroke has accomplished about two-thirds of the program demanded by the consumer agitators. Unfortunately the advertisers who shushed the consumer movement are n . . . ready to go on from here, because they hadn't figured they would ever be precisely on the uncomfortable spot where they now sit.

"Now however, instead of believing they know what the consumer thinks because they have read a couple of books on psychology, they find that it may be a very good investment to spend some money to find out what the consumer really does think."

In other words many advertisers have been caught short. . . . Robbed of their glamorous appeals they don't know

where to turn for strong selling ammunition.

The plain, unvarnished truth seems dull fare indeed to the blue sky boys. What is worse, they wail it must be the whole truth—since the law provides that advertisers are also liable for sins of omission. They can be called to account for what they don't say, as well as for what they do say.

The Life Blood of Selling

Truth however, packs more selling punch than some people realize. We have found that out during 16 years of buying and selling all kinds of quality foods. There is nothing stronger or more convincing than comparison—when it is on a sound basis. Be sure your facts are correct, then go ahead. Show the housewife, with actual figures and photographs how much more she gets for her money when she buys your better grade of soap, meat, coffee, canned foods—whatever it is you sell. Teach her how to use your product for maximum efficiency, not only by itself but in connection with other products. Help her to improve her housekeeping methods, so that she can stop waste before it starts. Show her how to budget, plan and buy. We know that the more she learns about economical food management the better meals she can serve—at less cost. She will become convinced that it is to her own best interest to buy on quality instead of on price, because she will be able to count the money she saves.

Service information of this kind can be included in your present advertising without changing the basic setup at all. It can be a part of magazine and newspaper copy, radio commercials, consumer booklets, cooking school and contest material. And it would not add a penny to selling costs."

torney for the District of Idaho, acting upon a report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of 89 cases of macaroni products at Boise, Idaho, alleging that the articles had been shipped in interstate commerce on or about August 27 and October 6, 1937, by the Seattle Macaroni Manufacturing Co. from Seattle, Wash., and charging adulteration and misbranding in violation of the Food and Drugs Act. The articles, with the exception of one lot, were labeled: (Main label) "Tasty Chef Brand Italian Style . . . 100% Durum Semolina Pacific Coast Brands Exclusive Distributors Portland Seattle." The remaining lot was labeled: (Main label) "Tasty Chef Brand Italian Style . . . Fresh Egg Noodles"; (sticker) "Coiled Spaghetti."

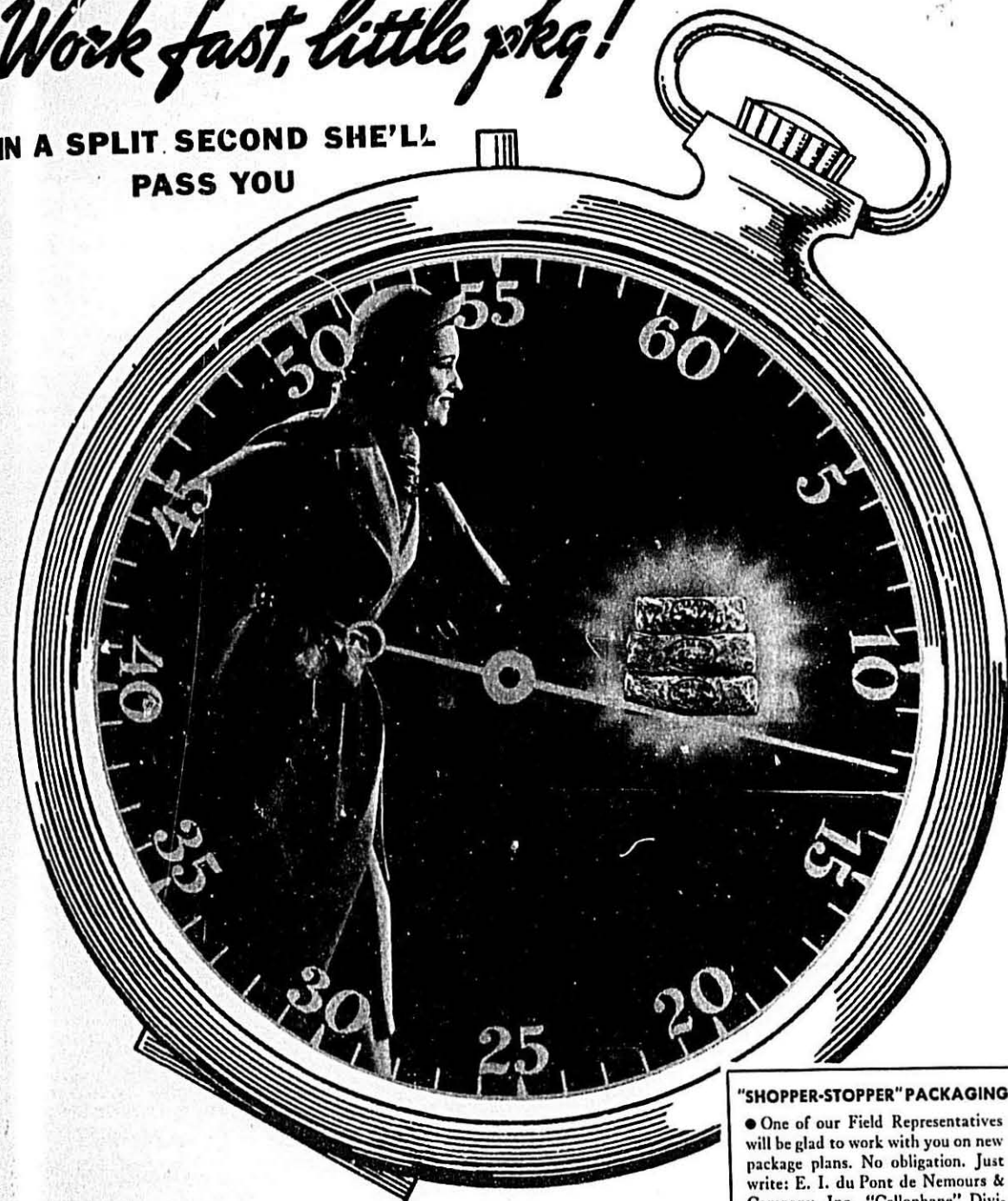
On January 6, 1938, no claimant having appeared, judgment of condemnation was entered, and the products were ordered destroyed.—W. R. GREGG, Acting Secretary of Agriculture.

A "BIRD" OF A STORY

Johnny—Yah! A little bird told me what kind of a lawyer yer father is!
Tommy—Yeah? What'd the bird say?
Johnny—Cheep, Cheep!
Tommy—Huh! Well, a 'duck told me what kind of a doctor your father is!

Work fast, little pkg!

IN A SPLIT SECOND SHE'LL
PASS YOU




"SHOPPER-STOPPER" PACKAGING

● One of our Field Representatives will be glad to work with you on new package plans. No obligation. Just write: E. I. du Pont de Nemours & Company, Inc., "Cellophane" Division, Wilmington, Delaware.

LITTLE PACKAGE, you've got to work fast if you want to stop her. A hurrying housewife can pass a whole counter in a second . . . and then she's gone and so's your sale . . . gone forever. BUT! If your macaroni and noodles are in "Cellophane" transparent wrapping, your job's a whole lot easier. For "Cellophane" has what it takes to stop shoppers . . . sparkling eye appeal, a look of newness and freshness—a "can't say no" sales appeal.

Cellophane
TRADE MARK

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

Spaghetti-Noodle Week Is Popular

Exceptionally good use of material released by The National Macaroni Institute in promoting National Spaghetti-Noodle Week was made by practically every important food editor during the period immediately preceding the celebration, October 9 to 15.

In nearly all instances the "meaty" portion of the release was used in its entirety, though most of the editors used their prerogative of rearrangement and special introductory remarks. All of which served to present the macaroni industry's message to the millions of readers in a very interesting and instructive manner. A few of the comments are presented herewith.

Found Preference for Noodles

"My earliest recollection of a food preference was for noodles," says Miss Katherine Kitchen of the Sacramento (Cal.) Bee, Food Page Editor. She suggests that all readers place in the bag of cooking tricks the recipes she recommends for a macaroni loaf, sausage cakes in egg noodle nests and a spaghetti platter which are similar to those contained in the Institute releases.

Noodles Are Good, Inexpensive and Easy to Prepare

"Try noodles if in doubt. They are easy to prepare," suggests Prudence Penny in the Seattle (Wash.) Post-Intelligencer. An excellent idea in our opinion. She then gives an excellent recipe for a noodle ring and for Danish noodles soup.

For the Hungry School Child

"A simple pleasant dinner that costs little and is easy to prepare, that's the dream of the modern wife," says Mrs. Gaynor Maddox of NEA Service that appeared in many of the country's leading newspapers.

"Sturdy fare is asked by School crowd and mothers anxiously look over menu list checking ideas for luncheon." She says, "School bells call out lusty appetites. Mothers begin to turn to their cook books for luncheon and dinner dishes that feed school pupils well. Summer dainties give way to school time sturdies." She closes with three recipes, one for veal and noodles, one for macaroni omelet and one for macaroni meat loaf.

Macaroni For Sunday Supper

"For a quick Sunday supper serve a platter heaped with cooked macaroni, with rich gold and yellow cheese sauce poured on it at the last minute," suggests Miss Prudence Penny, Home Economics expert and Food Editor of the Herald and Examiner, Chicago. She suggests that a depression be made in the center of the mold into which the savory sauce is poured permitting the sauce to snuggle in and seep through the strands of hearty macaroni. Noodles or Spaghetti can be substituted for macaroni in such a dish.

"The eye appeal of fresh foods rightly tempts the marketer to widen the variety of garnishes and accompaniments to all meals. The same law is in operation when the home meal is served. Interesting meals send forth a delicately pleasing aroma and are first eagerly consumed by the eyes. They must follow up by really tempting the palate. Measuring up to these appeals, meals are relatively more easily digested and more quickly assimilated by the system.

Can you imagine any epicurean mouth watering at a service of bland, colorless foods, however nutritious they may be? Today with our school boys and girls eating at attractive lunch rooms and thousands of our income producers spending a large percentage of luncheon money for atmosphere and service, the homemaker must step up her menu ideals to meet professionals in her line."

Macaroni in a Jiffy

"The next time you're shopping about for a hurryup dinner and hanker after a dish that can't go wrong just try a macaroni dinner," recommends the Institute that serves the Eureka (Calif.) Standard. "It takes about 7 minutes to cook the macaroni tender. Then in goes the grated cheese which you have cooked smooth in a little milk and butter. A bit of seasoning follows this, if you choose. Then, presto! You sit down to dinner with plenty to serve four, and discover what a good cook you are. A brimming salad bowl of greens, sliced canned beets, string beans and a few pickled onions makes a congenial partner for this delectable dish. But if you crave to dress it up a bit for a buffet meal, perhaps you can pack the piping hot dinner into a buttered ring mold, a 6 3/4 mold is a good size. Then unmold it immediately on a hot chop plate and fill the center with whatever you wish. Hot creamed dried beef and peas, or creamed salmon and limas are two delectable fillings."

Savory Casserole Dishes

Mrs. Edith Alcott, Food Page Editor of the New York-Bronx Home News suggests a Savory Casserole Dish, offering Italian meat balls with spaghetti as an ideal satisfying combination of wheat and meat. She says:

"There is an air of expectancy about the table when the lid is lifted from the casserole dish or when a spoon is inserted into its savory goodness. What a pot of gold it is! Meat, fish, cheese, vegetables or dessert concoction it may offer the meal.

"Casseroles have become almost as style-minded as wardrobes in recent years. We now have glass ones, plain and etched in interesting design, many styles, sizes and colors in pottery; a variety of metals used, stainless steel as shown today and aluminum being especially popular. A savory casserole dish

hot from the oven is certain to meet with approval. For example, what could be better than Italian meat balls and spaghetti unless it was more Italian meat balls and spaghetti? With this main dish have a large bowl of salad greens with French dressing, plenty of hot rolls and a hearty dessert, perhaps apple pie."

Institute Approves Macaroni

"The value of macaroni, spaghetti and similar products is a thing that is little known today," says Dr. D. R. Hodgdon, of the American Institute of Food Products, in his "The Guide To Better Health." He has been retained by the C. F. Mueller Co. of Jersey City, N. J., as an adviser and whose products he endorses and recommends.

"Housewives know of course, the value of these products in preparing quick meals. They have often experienced the difficulty of having to prepare meals on a moment's notice and with very little ingredients to aid in that preparation. In such a case these housewives have always known that macaroni can be used and to great advantage. With a sauce, either prepared by the housewife or bought in the neighborhood store, a dish can be prepared that defies detection as a quickly made dish.

"Of late, however, housewives have been realizing the fact that macaroni dishes are more than simple dishes that are of use when needed in a hurry. They have found that these dishes are not only enjoyed by their families but are asked for again and again."

"Now with some dishes housewives might be the least bit wary, but with macaroni they need have but little fear. Especially if they use a product such as Mueller's macaroni or spaghetti products. For with Mueller's macaroni products you can be assured of the finest products manufactured from only the finest ingredients. Children love spaghetti, especially as a school time luncheon.

"All the ingredients used in the manufacture of these products are selected only after lengthy scientific study and research. As a result, these products when cooked are more easily digested because they are fluffier, lighter and more tender.

"Because of its easy digestibility macaroni makes an excellent evening meal for those who find it hard to digest heavy foods in the evening."

Macaroni manufacturers who are advertising and publicity conscious will appreciate the value of the editorial assistance of the class and calibre above referred to. There were several thousand similar references to the promotion engineered by the National Macaroni Institute the week of the 9th to 15th of October and only those who did not wish to read failed to get some inkling of the macaroni makers message.

October 15, 1938

THE MACARONI JOURNAL

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PLAIN and POINTED TALKS

By A. Noodler

Putting Up a Front

A young college fellow doing specialty selling to help pay for his education was given a territory of vacuum cleaners. His prospective purchasers were chiefly in homes where the "lady of the house" in person came to the door when he rang. He adopted a plan calculated to impress those people on whom he called. He put up a front, and it worked. He rented a big Packard car and when he drove that fine, shiny automobile up in front of a house he could be sure he was not going to be turned away without a chance to speak his piece. He was able to hire the car from a friendly used car man at a low rate. Incidentally he kept an eye open for a prospective buyer of the car. In fact, he did bring the dealer and a buyer together for one car sale. That cut his car rental down to zero.

When we think of a business man putting up a front we think of his car, his clothes, his line of business talk. We ought to think mere front amounts to nothing unless there is solid backing behind it.

I have a friend who began his work

as a salesman by taking a correspondence course in salesmanship. That helped him to present a good front, but he did not stop with that.

A year ago he took a reading course that led him into the best kinds of literature, specifying just the things to read to enable him to acquire a degree of culture and some literary education. This gave him a taste for the kind of reading that has a constructive mental influence.

Since completing his reading course this salesman, now more than a salesman, has started a course on correct speaking and writing. This young man is coming along. He started with a mere front, but now he has something back of it.

He has gone at everything connected with development in a systematic way and as he has grown he has gained in business ability. His success has been proportionate and today his former sales agency is a district managership and he is making real money every year. He continues to put up a better front year by year but there is something back of it. He is making the front look better through making the background better.

Shoe Item Steadiest In Clothing Budgets

Expense for shoes is the item that varies least in family clothing budgets through the whole range of family incomes. Expense for shoes—including repairs—cannot be put on the basis of a percentage of income, most families find. It is an outlay that cannot be avoided. In low-income groups shoes call for a greater proportional expenditure than in the middle and higher income groups.

In an analysis of annual clothing expenditures in nearly 3,000 white families in 6 villages in 6 midwestern states, the Bureau of Home Economics found that the general average of expense for footwear for the husbands was \$7, as it was for the wives. In the group with yearly incomes of less than \$500, the husbands spent \$3 on the average for shoes and repairs, and those with incomes of \$5,000 and over averaged \$11. The \$3,000 to \$5,000 group spent \$14. Corresponding figures for the wives in these groups were \$3, \$18, and \$16.

In the lowest income group (under \$500), shoes represented a quarter of all expense for clothing for both husbands and wives. In the \$3,000 to \$5,000 group shoes called for less than one-seventh in each of the clothing budgets, and in the group with incomes of \$5,000 and more the wives spent one-tenth and the husbands one-fourteenth of the clothing money for footwear and repairs.

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Old Firm Being Liquidated

The Wuerdeman Macaroni Company of Cincinnati, Ohio is undergoing voluntary liquidation after 57 years of continuous operation as the producer of quality macaroni-noodle products. This firm has long been an active and supporting member of the National Macaroni Manufacturers Association, under the able direction of H. J. Brunneke, chief executive and director of sales.

This firm's plant at 429-431 East Pearl st. was badly damaged by the flood waters of the Ohio river when the entire valley suffered the violence of the worst flood in its history, and when the cost of remodeling and the future prospects of the macaroni trade were measured, the management thought best to take the steps now under way.

Mr. Brunneke was one of the original promoters of the macaroni firm, joining it when it was organized in 1910. He has been most active in its management throughout the past three decades. He was ably assisted by his wife who frequently represented the firm at the many national conventions of the trade sponsored by the National Association.

Mr. Brunneke is planning to set up a business of his own. He will take on a complete line of macaroni products both package goods and bulk, with the view of adding other food products to the macaroni line as the opportunity presents itself. Cincinnati which has been his home for 50 years, will be the basis of his new operations. Macaroni-noodle manufacturers interested in getting new business in the Cincinnati area or of building up their sales therein, might find it profitable to confer with this able producer and salesman.

Valentino's Famed Recipe for Spaghetti

By MRS. GAYNOR MADDOX
NEA Service Staff Writer

Spaghetti and love have a historical tie-up. The revival of Rudolph Valentino's "Son of the Shiek" and "The Eagle," calls for revival of his famous spaghetti parties.

Poor, just starting in Hollywood, Valentino used to feed everyone connected with the studio. He made a novel salad of a huge bowl of lettuce in which he'd cut up fresh figs and tomatoes and add cream cheese.

The great lover cooked the main dish lovingly. Even at his zenith he liked to cook for his friends.

VALENTINO SPAGHETTI

(Serves 4 approximately)

One package (8 ounces) spaghetti, 2 tablespoons olive oil, 2 large onions, 2 green peppers, 1 pound ground round steak, ½ pound grated Parmesan or pale American cheese, 1½ cans tomato soup, salt, pepper, paprika and dash cayenne.

Plunge spaghetti into large kettle of

rapidly boiling salted water. Cook until nearly tender. Drain at once.

Heat olive oil in large frying pan. Chop onions and green peppers. Fry in oil until well browned. Remove. Fry ground round steak, stirring frequently until thoroughly browned. Then return onions and peppers to pan and stir in the tomato soup. Mix well, season and simmer 15 minutes.

Use large baking dish. Rub it thoroughly with garlic, then butter evenly. Combine spaghetti and sauce and turn into baking dish. Sprinkle cheese over top. Bake in moderately slow oven (325 degrees F.) for 1 hour. The great lover insisted the long, slow baking made the difference.

Beulah Livingstone, an old friend of Valentino, who has just written a book about him, tells me about his love for Pola Negri. He liked to cook for her, and Miss Livingstone recalls the special dish Ruddy would make for Pola, calling it humorously Eggs Pola-Naise.

EGGS POLA-NAISE

(Serves 6 approximately)

Ten eggs, 1 cup fresh corn cut from cob, 1 onion, 1 can tomato soup, 1 green pepper, ½ clove garlic, 1 tablespoon butter.

Heat butter, fry chopped onion, pepper and garlic until only slightly brown. Stir in tomato soup, add corn and seasoning. Simmer ½ hour. Remove from heat. Cool.

Break eggs in bowl and beat only slightly. Combine with cooled sauce. Turn into buttered egg pan and scramble eggs until soft and smooth. Serve with large piece of Italian bread.

Filmdom's Macaroni

Spaghetti and macaroni dishes are almost as popular in the film colony as they are bask in Italy and rare is the person in Hollywood who doesn't have a perfectly grand recipe for one of the two.

Marcia Ralston gives us macaroni salad with crab meat.

First she assembles:

- 1 can crab meat.
- 1-2 package macaroni.
- 1 cup diced celery.
- 2 tablespoons chopped green peppers.
- 2 tablespoons chopped pimiento.
- 3 tablespoons horseradish.
- 2 teaspoons capers.
- 2 tablespoons mayonnaise.
- 2 tablespoons whipped cream.

Then Marcia picks over the crab meat. She cooks and cools the macaroni. Then she mixes the crab meat, macaroni, celery, green pepper, pimiento, horseradish, capers, mayonnaise and whipped cream, seasoning with salt and pepper to taste. She butters a mold and packs the salad into it.

When the salad is thoroughly chilled she serves it on nests of chopped lettuce and garnishes it with mayonnaise, a bit of chopped parsley, a few capers, slices of hard-boiled egg as well as beets and green pepper cut into fancy shapes.

The result is pretty as well as delicious.

Virtues of Macaroni Products

"We usually associate Macaroni, Spaghetti and Noodles—THE ENERGY TRIO—with Italy and there is little doubt that the Italians were the ones to discover the great virtues of these simple foods and to popularize their use." That is the reasoning of Lily Haxworth Wallace, Domestic Science Editor of The Woman's World, in the October 1938 issue, which is brimful of interesting information and facts about Macaroni Products.

"For energy, for economy and for delicious food," Editor Wallace admonishes the millions of readers of the magazine to try eight recipes which she recommends. These include—"Spaghetti with Olive Mushroom Sauce", "Noodle Ring", "Sunday Night Combination Salad", "Noodle Surprise", "Old Fashioned Macaroni and Cheese", "Stuffed Eggplant", "Luncheon Loaf with Cheese Sauce" and "Spaghetti Normandy".

While properly crediting the Italians with popularizing the use of macaroni products after discovering the virtues of this 100% wheat food, the editor says about their origin, that—"Actually they originated in the Orient probably in China, though the Japanese claim that their rice paste is really the oldest food of this type."

All three products are essentially alike in composition, made from hard durum wheat, moistened with the smallest possible quantity of boiling water, then very thoroughly kneaded and finally pressed into shape, the perforations in the plate of the cylinder through which they pass determining their character and appearance.

We generally think of macaroni and spaghetti merely in terms of long more or less slender strands but if you have ever gone into an Italian store you have probably noted with amazement the vast assortment of macaroni pastes ranging from short broad ribbons to the slenderest possible threads, with tubes, elbows, alphabets, shells, stars and other fancy forms in between.

Cook "With Bone in It"

Noodles differ slightly from macaroni, being usually made from bread flour with eggs as the moistening, also coloring ingredient. They are rolled very thin, then cut into strips of varying width.

All three are low cost foods with high energy value. They keep well and should find a place on the reserve shelf of every store closet. Moreover they are quickly cooked, a definite advantage in these busy days. One thing should always be remembered—cook in an abundance of rapidly boiling salted water. We Americans are apt to cook until absolutely tender, whereas the Italian prefers his macaroni "with a bone in it." Stir occasionally to prevent sticking and just as soon as tender, drain, season and add such other ingredients as are to be incorporated into the dish for this is always best done while hot and freshly cooked.

"WEEK"—A Success

Though it is still too early to check the actual benefit to the trade of the cooperative promotion of the macaroni industry's second annual macaroni-spaghetti-noodle promotion week, October 9 to 15, 1938, the general conclusion is that it has been even more successful than was the promotion in 1937.

Many of the leading grocery outlets displayed the official poster announcing the event, while a few here and there used posters supplied them by distributors seeking to tie in with the celebration. Thousands upon thousands of recipe cards and recipe folders were distributed and in many stores there fluttered the pennants announcing the event.

From the national angle the press, the radio and the food magazines were made good use of in promoting National Spaghetti-Noodle Week, in creating grocers' interest and consumer desire.

References to the WEEK appeared in food and women's columns, in pictures and newsreels. In some cities the manufacturers promoted spaghetti-eating contests for boys' clubs. There were special releases telling the story of the origin and macaroni and noodle making—something that interests all readers—and many short editorials on the nutritional value of this 100% wheat food.

There were also some caricatures, depicting the gourmand and the comedian gorging his mouth full of deliciously flavored spaghetti. On the other hand there were pictures of well known artists who really and truly love their dish of spaghetti or noodles; also the usual pretty girls tieups, even the selection of a number of local spaghetti kings and noodle queens.

It is the hope of the promoters of National Spaghetti-Noodle Week early in October, that whatever may have been the means used to attract attention to the merits of macaroni products permanent benefits resulted, not only for the brand promoted but for the entire industry.

Macaroni and Music

Nice, soft music is recommended at mealtime, as a "pacifier" or for soothing the nerves. Music is now being used to sell food, to arouse interest specially in macaroni products.

The De Martini Macaroni Company of Brooklyn, N. Y., is experimenting very satisfactorily with a musical program or a radio musical contest. The Radio Daily of New York city submits as evidence the tremendous response to the novelty musical mystery contest sponsored by this macaroni firm in daily broadcasts over station WOV, New York. Its manner of merchandising appears most popular with the large Italo-American market of the metropolitan area.

The contest consists of playing three musical selections, with the first and third announced and the second one kept a mystery. The audience is invited to

write in, giving the name of the selection and the artist that performs. The only clue given is that the artist is on another program the same day and that the number is a favorite of his.

To the first person giving the correct solution a monetary prize is awarded, and where there is more than one correct answer the winners are jumbled together and one is chosen as entitled to the prize.

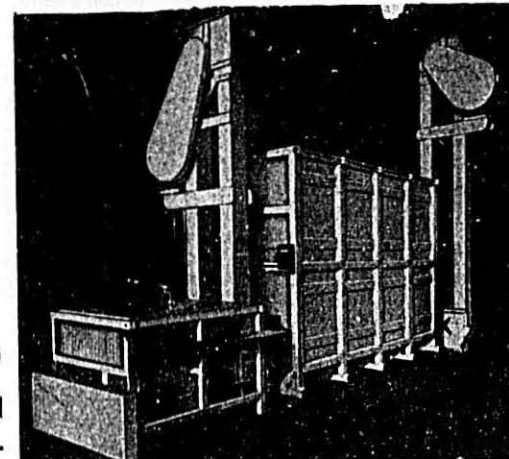
The contest has not only created an interest in music but has gained for the sponsoring firm many new customers for its quality brands of spaghetti, macaroni, egg noodles and other shapes of this whole wheat food that is so popular in the country's metropolis.

Another Miller to Keystone

C. J. Tarvis who was associated with the Chicago office of Washburn Crosby Company, recently resigned his position with that firm after six years service to accept a position with the Keystone Macaroni Manufacturing Company, Lebanon, Pa. There he will again become associated with a former fellow executive, George J. Johnson, who gave up his position as manager of the durum department of Washburn Crosby Company to accept a position as vice president and general manager of the macaroni firm.

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Champion Weighing Hoppers, Water Scales, Mixers, Noodle Brakes and other accurate and automatic equipment likewise aid in keeping costs down and profits up. It will pay you to investigate.

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September Flour Output Maintains August Increase

September gains in flour production, as reported by milling companies to *The Northwestern Miller*, are in line with the continued gains reported in August. The total September output, 6,236,170 bbls, shows a considerable gain over the 5,923,116-bbl report for the corresponding month of 1937, while the gain over the August, 1938, figure of 6,056,647 bbls is hardly as significant. September gains have been steady since 1936, when the month's report was 5,571,985 bbls, slightly lower than the 1935 total for the month, 5,801,756 bbls.

The greatest gains over August have been made in the northwest, Buffalo and the eastern division of the central west areas, although the southeast experienced a loss, comparing the September 384,866-bbl output with 407,627 bbls of the previous month. Southwestern mills, as last month, continue their high output, still producing more flour than mills in any other territory. The western division of the central west area shows a decrease, as does the Pacific coast, which last month produced 471,776 bbls, considerably higher than the September report of 449,035 bbls.

The table below gives a complete, detailed account:

Total Monthly Flour Production

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

	Sept. 1938	Previous month	1937	September 1936	1935
Northwest	1,425,948	1,319,350	1,380,685	1,193,106	1,526,971
Southwest	2,200,466	2,141,646	2,191,976	2,137,545	1,976,184
Buffalo	964,814	953,502	930,281	905,020	901,848
Central West—Eastern Div.	511,517	450,223	316,922	309,374	353,261
Western Div.	299,524	312,523	269,024	281,643	313,271
Southeast	384,866	407,627	290,800	278,589	342,026
Pacific Coast	449,035	471,776	543,428	466,708	388,195
Totals	6,236,170	6,056,647	5,923,116	5,571,985	5,801,756

August Food Exports Above a Year Ago

Exports of food products from the United States during August 1938 were valued at \$35,766,000, a figure 31% higher than that for August 1937. Cumulative exports for the first 8 months of 1938 were 112% above those of the same period of 1937 and totaled \$309,906,000. The smaller relative increase for August than for the 8 months period is due to the fact that August 1937 was the first month of last year in which food exports started sharply upwards, according to C. Roy Mundec, chief of the Commerce Department's foodstuffs division.

Grains and grain products continued in August as in recent months to constitute more than one-half our export trade in food products. Shipments of corn totaled 12,647,000 bu. valued at \$7,866,000 in August, of which Canada took 4,445,000 bu., Ireland 3,880,000 bu., the Netherlands 1,076,000 bu., and the United Kingdom 1,804,000 bu. Wheat exports totaled 9,623,000 bu. valued at \$7,403,000, of which 4,056,000 bu. went to the United Kingdom, 3,107,000 to the Netherlands, 890,000 to Belgium, and 853,000 to Ireland, according to the foodstuffs division's analysis of this trade.

Wheat flour milled wholly of United States wheat went abroad during August in the amount of 294,000 bbls. valued at \$1,125,000. The Philippine Islands took 83,000 bbls. of the August shipments, Cuba 41,000, the Netherlands 28,000, and Venezuela 12,000 bbls.

For the month of August canned salmon made one of the largest export gains on a percentage basis, shipments abroad totaling 6,048,000 lbs. compared with 1,819,000 lbs. in August 1937. The United Kingdom took 5,176,000 lbs., according to the foodstuffs division.

Exports of walnuts in August also rose sharply, amounting to 4,061,000 lbs. compared with 1,686,000 lbs. in August 1937. Of the August 1938 exports the United Kingdom took 1,916,000, the Netherlands 247,000, Brazil 997,000, and Argentina 267,000 lbs.

Imports of food products into the United States during August 1938 were valued at \$49,492,000, a decline of 26 per cent from the August 1937 figure. Cumulative imports for the first 8 months of 1938 totaled \$382,623,000 compared with \$641,607,000 in the same period of 1937, a drop of 40%.

The August 1938 import trade in food products was characterized by reductions, and many of them substantial, in dried and frozen eggs and egg products, and in all of the important vegetable, animal, and fish oils, and oil bearing materials, excepting edible olive oil. Imports of edible olive oil were larger both for August and for the eight months of 1938 compared with similar periods of 1937. Coconut oil imports were larger for the eight months despite a decline in August, according to the foodstuffs division.

MACARONI IMPORTS DOWN; EXPORTS ARE UP

According to the Monthly Summary of Foreign Commerce issued by the Bureau of Foreign and Domestic Commerce for July 1938, the importation of macaroni products dropped to almost half the June figure and the exports showed a slight increase over the previous month.

Imports

The total pounds and value of macaroni products imported during July 1938 were only 67,772 lbs. worth \$5,433 as

compared with the June imports totaling 119,420 lbs. worth \$11,462.

For the first seven months of 1938 the import business showed a total of 629,283 lbs. valued at \$58,956.

Exports

Macaroni exports continued to increase as the July figures amounted to 237,640 lbs. worth \$19,689 as compared with the June 1938 exports amounting to 216,300 lbs. worth \$16,335.

During the first seven months of 1938 macaroni manufacturers exported a total of 1,583,339 lbs. of this foodstuff bringing them a total of \$127,704.

Macaroni products were exported to the following countries during the month of July, 1938:

Countries	Pounds
Sweden	26
United Kingdom	3,030
Canada	60,555
British Honduras	965
Costa Rica	660
Guatemala	296
Honduras	270
Nicaragua	1,850
Panama	9,438
Panama Canal Zone	10,258
Salvador	21
Mexico	50,437
Newfoundland & Labrador	15,716
Bermuda	2,673
Barbados	360
Jamaica	50
Other Br. W. Indies	2,211
Cuba	21,860
Dominican Republic	4,243
Netherlands W. Indies	21,519
Haiti	5,363
Chile	26
Colombia	781
Ecuador	25
British Guiana	400
Surinam	51
Peru	51
Venezuela	628
Saudi Arabia	190
British India	46
Burma	29
British Malaya	48
China	205
Netherlands Indies	857
Hong Kong	961
Philippine Islands	16,869
British Oceania	324
French Oceania	1,605
New Zealand	2,185
Un. of S. Africa	608
Total	237,640
Insular Possessions	
Alaska	39,358
Hawaii	81,668
Puerto Rico	52,244
Virgin Islands	3,595
Total	176,865

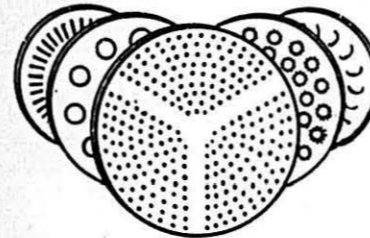
Vivianos Switch Offices

Peter R. Viviano was elected secretary of V. Viviano & Bros. Macaroni Manufacturing Company, 1022 North Seventh St., St. Louis Mo. at the annual meeting of the board of directors last month. He succeeds Salvatore Viviano who was made treasurer of the firm, a position made vacant by the resignation of Frank Paul Viviano.

Peter R. Viviano was also named secretary of the Viviano Estate and vice president of the Pietro Viviano Investment Company at the same meeting.

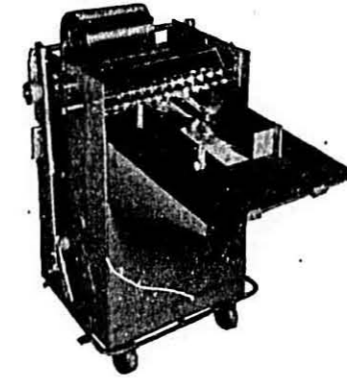
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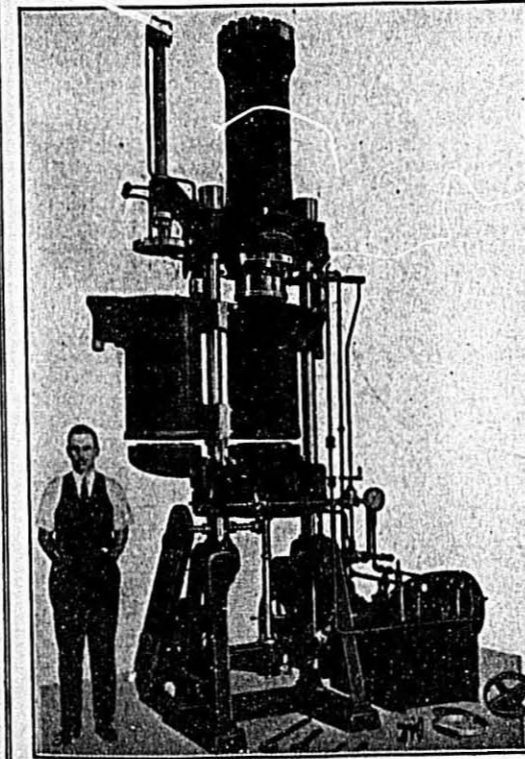
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PRESS No. 222 (Special)

Advertised Brands Week

"Nationally Advertised Brands Week" has been designated by the Associated Grocery Manufacturers of America, Inc. for celebration during the week of Feb. 9 to 18, 1939.

"It seems appropriate that a special time be set aside in which to pay tribute to the fine progress which has been made by the manufacturers and distributors of food and grocery products in this country and in recognition of the splendid contributions continuously made in raising standards of living while at the same time lowering costs to the consuming public," said Paul S. Willis, AGMA president in announcing the recent action taken by the association's board of directors.

"It is anticipated that this celebration, while paying tribute to the grocery manufacturing industry, will undoubtedly prove a spur to business in general, giving impulse to the country's entire world of allied industries which supply the grocery industry with equipment, raw materials and transportation, as well as to the manufacturers and distributors," Mr. Willis stated.

Nationally Advertised Brands Week, celebrated last February, went far to prove consumer interest in such a celebration, for it is well to remember that one third of every dollar spent by the consumer in retail establishments goes for food and beverages and consumers

are increasingly interested in what the industry produces and markets.

The success of this year's event was accomplished through cooperation of all the factors of production and distribution of food and grocery products.

Mr. Willis pointed out that the factories of America's manufacturers rank among the finest in the world. "Products that are nationally recognized are manufactured under sanitary conditions with the finest possible equipment and with utmost care and attention directed to tastiness, nutrition, convenience, economy, etc. Research departments, expertly manned, are constantly working to make old products better and to create new ones," he said.

"Distributors likewise, have made and continue to make important contributions to this general progress by developing more attractive stores, improving merchandising methods, bettering displays and increasing efficiency; all of which results in lower prices and increased purchasing power."

The grocery manufacturers association and members individually will take active part in helping to insure the success of the 1939 Nationally Advertised Brands Week and will cooperate with grocery distributors in every possible way in directing the attention of the consuming public toward progress made in better serving them, according to the AGMA spokesman.

Out Goes Miss Skinny

Hips and other parts generously upholstered, that according to Glenda Lane, feature writer of the *Chicago Herald and Examiner* is lady's current thinking with regard to her stylish shape.

No longer is the skinny little slimp the envy of her sisters. She is out of the beauty running. Bones may be beautiful, as the artists claim, but we're not showing them. Sharp elbows and shelf-like collar bones have never been attractive, but many women got them in their frenzied efforts to reduce to nothing. Girls who weighed 110 and who should have weighed 125 starved themselves to 100 even. It was a grand mess of nonsense, if you ask us.

Not that fat in excess is attractive. But one must have a certain amount of adipose upholstery to sport the normal figure, and that is what is fashionable this day. You are urged to have hips. The hipless figure is like that of a scarecrow, not a curve from waist to knees. There are more women rolling hips on than there are who are rolling them off.

As for bust development, it seems to be the chief beauty ambition of a large percentage of the sisters. Tight brassieres and the effort to attain the boyish shape ten years back have done plenty of damage. With daytime and evening

frocks what they are, a girl must be bosomy. If she isn't she can't wear new models with flair and distinction.

Slow Down

Two rules there are for the featherweight who would have a rounded figure: plenty of nourishing food and plenty of rest. Many of the skinny cult eat well; but nourishment doesn't stick to their ribs because they run it off. Activities day and night; not enough sleep. They lack foresight or they don't know what is ahead of them.

Without a well-organized daily calendar—so much work, so much rest, meals at regular hours—old Poppa Time is going to get in some deadly licks. Hollow cheeks are no beauty bargain. Tissues age early, and that means premature wrinkles. The hair suffers. Hair is more dependent upon good groceries than most of us imagine.

Thin duckies live mainly on salads. That's why many of them are thin. They need cream soups, macaroni, cooked cereals, meat, fish, poultry. True, they must also have green salads and vegetables. But a certain amount of starch is necessary to give them energy and to round out their "figgers."

Snack Between Meals

Mid-time between breakfast and luncheon they should have a glass of milk and cream, half and half. At 4 in the a-

fternoon a cup of tea and some thin bread and butter will pick them up.

Energy must be conserved. There must be no worrying. Expert worriers are as thin as rails usually. Fretfulness and dissatisfaction ruin the appetite, interfere with digestion, slow up circulation and actually destroy tissues.

We recommend for the emaciated one: regular hours of relaxation, tranquillity of mind, good grub and plenty of it.

American School Bell Is a Liberty Bell

By J. E. Jones

Washington, D. C.—We Americans are a proud race. We brag about our triumphs in science and inventions, and pat one another on the back as we repeat the stories of human achievements in our country.

The greatest progress of all has been made through the public school system. The colonists and the pioneers began building toward the world of desires with their little log school buildings.

American Education Week is announced by the National Education Association of the United States for November 6 to 12. The Association tells us that "we cannot know all that the future will bring forth, but one thing we do know: as life grows more complex, problems become more difficult." It adds: "To help insure the building of a better America for those to come, let us develop schools which will leave for posterity a heritage of ever increasing integrity and enlightenment."

In 1898 the Philippine Islands were populated by downtrodden people who lived under the oppressive heel of Spain for centuries. One of the first shiploads of real conquerors to follow Dewey to Manila were American school teachers. Today the Filipinos are the most enlightened and educated people in the Orient. They are practically free, as the existing arrangement between our country and theirs is mostly protective of their interests.

Most of ALL that our country has accomplished may be credited to our educational system, which we always refer to as "educational advantages."

It all started with the American school bell which has called 30 million students back to their studies. That bell is the REAL American Liberty Bell.

There's a Reason

John Burns, famous British labor leader once visited an institution for the mentally deficient and was amazed to find so few guards on duty.

"What's going to happen if these maniacs get together and start something?" he asked the doctor in charge.

"Don't worry," replied the doctor, "Lunatics never cooperate."

WHO SELLS IT

BUYER'S GUIDE

WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina

Barozzi Drying Machine Co.
Macaroni Noodle Dryers

Capital Flour Mills, Inc.
Flour and Semolina

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

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



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

Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamp-
ing 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

E. I. du Pont de Nemours & Co., Inc.
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Charles F. Elmes Engineering Works
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King Midas Mill Co.
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Minneapolis Milling Co.
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National Carton Co.
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Pillsbury Flour Mills Co.
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Cartons, Labels, Wrappers

Standard Milling Co.
Flour

The Star Macaroni Dies Mfg. Co.
Dies

Triangle Package Machine Co.
Packaging Machinery

Stella Cheese Co.
Grated Cheese

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



Italy's Policy of Mass Wheat Storage and Production Control

The national self sufficiency in the agricultural field had a substantial success with the "Wheat Battle." The control of the wheat market and the realization of a constant price during the whole agricultural year for both grains and flours and bread obtained by means of state mass storage, constitute a guaranty in both the agricultural and the industrial and commercial field.

It is however evidently essential as a fundamental condition for the quantitative problem of cereal production to completely attain its aim, that for the cereal deposits (both the government's mass stores and the private farmers' granaries) be adopted to all the necessary cautions and provisions for keeping same good and sound.

It would in fact be quite useless to adopt for wheat growing all the latest technical attentions of plowing, fertilizing and protecting the wheat plant against the atmospheric agencies and diseases, when the products would be subject to damage in both the private and the government's mass granaries.

The problem is therefore one of exceptional importance in the interest of national economy, and it would be very useful to develop such propaganda amongst farmers and the interested institutions.

During these years very interesting experimental work has been done by the foremost scientists in many countries and we have now a vast literature available on the subjects of the technique of keeping of cereals in storage and the process to fight the infestations by pests, but this literature is scattered all over in numerous technical and scientific journals in various languages.

In this problem are interested not only the cereal growers but also the millers and the bakers and macaroni makers themselves, inasmuch as the physical alterations and the enzymatic changes that are taking place in flours and consequently in the dough, brought about by the attacks from cereal pests and mould, are by no means negligible. With unsound grains, even if the damage is restricted to a very low percentage, it is not possible to have good bread or spaghetti.

This was the thought which led the president of the National Fascist Federation of Master Bakers and Allied Trades* to gather into a volume of about 700 pages, containing numerous tables and illustrations, the discussion of such problems in all their practical and theoretic extension. This interesting publication will surely serve as a guide and a consultory work for all who are

*Dr. Eng. Arnaldo Luraschi—"The cereal storage—Wheat pest infestation and treatment"—National Fascist Federation of Bakers and Allied Trades—Piazza Sydney Sonnino, 2, Rome, Italy.

interested in the keeping of the soil products in agricultural stores, in the large silos or mill deposits.

Spaghetti al Raye-Naldi

Among the American lovers of the artistic dance, no performers stand in so high esteem as do the popular team of Mary Raye and Mario Naldi, now appearing in Ben Marden's Riviera, just across the George Washington Bridge from Manhattan. Dancer Naldi is an Italian, and next to his dancing, likes practically all of the Italian dishes. Americans, according to Naldi, are the most appreciative people of artistic dancing, but they lack the proper appreciation of Italian food. Italian cuisine, says he, is much more than ordinary cooking. It is a culinary art.

Of the many macaroni-spaghetti-egg noodle recipes so popular in Italy, Dancer Naldi prefers the very common "spaghetti-Tomatoes-cheese" combination, which he discusses as follows in an interview with Winefred Wishard, staff reporter of the *New York Evening Post*:

As for macaroni and spaghetti—in Italy Naldi says it comes almost a yard long and great care is taken not to break it. However long it is, there is no difficulty in cooking it in a large saucepan. Shortly after one end of it has been placed in boiling water it becomes soft and collapses, and the remaining part slips into the saucepan easily. The reason we so often get sodden macaroni in this country is because it is not cooked in sufficient water and the strands have been in too close contact. It should always be cooked in an abundance of boiling salted water. *In fact, it should swim in water.*

Also, we invariably overcook macaroni and spaghetti. In Italy it is cooked "al dente"—sufficiently firm to be felt "under the tooth." Italians are as particular about the time of cooking macaroni and spaghetti as we are about eggs. It is quite common to hear a customer in Italy giving instructions as to the exact number of minutes his dish of macaroni should be boiled—sometimes five minutes, sometimes six and a half, sometimes a little longer.

Maccheroni al Pomodoro (tomato) is the famous traditional dish of Naples and this is the authentic recipe for it.

Maccheroni al Pomodoro

- 1/2 pound Italian macaroni (long and unbroken)
- 1 pound tomatoes
- 1 small onion
- 1 sprig of sweet basil
- Butter
- Oil
- Parmesan cheese
- Salt and pepper

Put the macaroni in a large saucepan of boiling salted water. Boil until it is tender. The time is difficult to determine as much depends upon the freshness of the macaroni. When freshly made, it takes a few minutes only. It should never

be allowed to boil until it breaks on being lifted from the saucepan with a fork. When done, drain thoroughly in a sieve or colander. When well drained of all water, mix with the following tomato sauce: put two tablespoons of oil in a saucepan with just over two tablespoons of butter and, when hot, add the onion, coarsely chopped. Cook to a golden brown, crushing with a spoon so that the oil and butter are well flavored, and remove the onion from the saucepan. Now add the tomatoes, also coarsely chopped, the sweet basil, and season with salt and pepper. Bring to a boil and simmer very gently for about one hour until the tomatoes are reduced to a pulp. Then rub through a sieve, replace in the saucepan, and when quite hot pour it over the cooked macaroni with two ounces of melted butter and four tablespoons of grated Parmesan cheese.



There are two things that you should give your children—a good example and a good education. A good example is also a safe example.

Recently I had a very strange experience. I saw a young child, whom I had just overheard tell his mother that he had been instructed not to cross in the middle of the block, suddenly and literally yanked off the sidewalk in the middle of the block by his parent and marched across the street.

That kind of example belittles the safety effort and the safety idea in the mind of the child.

Set the right and the safe example.

Heads Safety Education Committee

Fred W. Braun, vice president and chief engineer of the Employers Mutual Liability Company, has been chosen by the nominating committee of the National Safety Council to head one of the important committees this year.

He will head the statistical committee of the pulp and paper section of the National Council, the work of which is well known for its pioneering in the field of safety education.

Mr. Braun is known to our readers as the author of the Safetygrams which appear regularly in hundreds of newspapers in the middle west.

GOOD JUDGMENT

Dad: You want to marry my daughter? Have you any business judgment?
Would Be: Well, Sir, I'm trying to get into your family—am I not?

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to macaroni products. In September 1938 the following were reported by the U. S. Patent Office.

Patents granted—none.

TRADE MARKS REGISTERED

The trade mark affecting macaroni products or raw materials registered was as follows:

Chalmette

The trade mark of National Food Products Co., New Orleans, La., was registered for use on alimentary paste products. Application was filed Feb. 20, 1937, published July 5, 1938 and in the Aug. 15, 1938 issue of *The Macaroni Journal*. Owner claims use since Jan. 5, 1937. The trade name is in heavy black type.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in September 1938 and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Swan

The private brand trade mark of Waples Platter Company, Fort Worth, Tex. for use on egg noodles and many other groceries. Application was filed May 24, 1937 and published Sept. 13, 1938. The owner claims use since 1885. The trade name is a picture of a swan in the act of swimming.

LABELS

Shurfine

The title "Shurfine (Macaroni)" was registered on Sept. 13, 1938 by National Retailer-Owned Grocers, Inc., Chicago, Ill., for use on macaroni. Application was published June 1, 1936 and given serial number 51809.

November—Parcel Post Month

While industries are satisfied to devote a few days or a week to promote a wider use of their products or services, and thereby have been accused of "cluttering up the calendar," the U. S. Government chooses to devote an entire month to the promotion of one of its invaluable services—the Parcel Post. November 1938 has been officially des-

ignated as "National Parcel Post Month," because this is the Silver Jubilee Anniversary of the establishment of Parcel Post and its related features, the insurance and collect-on-delivery services.

Macaroni manufacturers and all other businessmen who make good use of this means of delivery will be asked by their local postmasters to cooperate in a fitting observance of the quarter century of Parcel Post. They are asked to aid in the observance by mentioning the fact in their local or other advertising, or radio broadcasts during November—Parcel Post Month. Also to make the month a subject of discussion during their weekly or monthly luncheons or sales meeting.

A man is truly master of circumstances when he is master of the biggest circumstance in his affairs—himself.

Pass-along Tips

Macaroni-noodle manufacturers and all distributors of Macaroni Products are ever on the alert for helpful suggestions to pass on to customers. Here's one that will never grow old:

If you will cook macaroni, spaghetti, egg noodles, etc., in a colander or sieve placed in a pan or pot of boiling water, you will find it much easier to drain than when the hot mass must be poured into the colander afterward.

THE SURE WAY

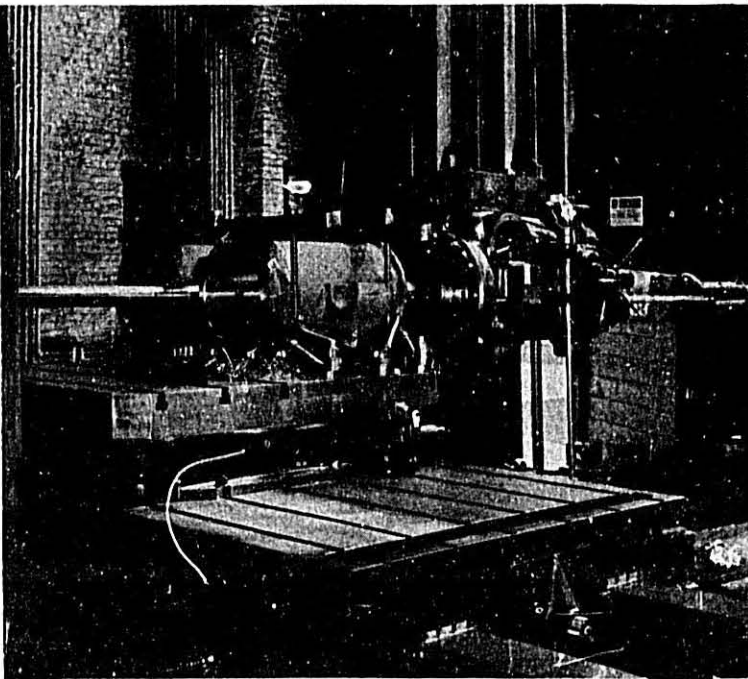
A mighty good way to meet and beat competition is to do today what the other fellow doesn't think of until tomorrow.

The man who really is above the average proves it by fighting on at that place where the average man quits.

BUILDING

ELMES

PRECISION MACARONI EQUIPMENT



Macaroni Dough Cylinders cast in one piece, being finished on a modern horizontal boring and milling machine, assuring accuracy and perfect alignment in your macaroni equipment. This accuracy is "standard" on all ELMES equipment. What it means to YOU is increased production, and savings in maintenance.

Charles F. Elmes Engineering Works
213 N. Morgan St. HAYmarket 0696 Chicago, Ill.

Lane Tech Boys Like Spaghetti

It would be interesting indeed if macaroni manufacturers could have a reasonable approximation of the quantity of macaroni, spaghetti and egg noodles that are consumed annually in the lunchrooms of the thousands of schools in the country—from the consolidated schools in the rural districts through the high schools and colleges. Any guess from a million pounds upward would be reasonable, yet may also be far from the mark as there are no actual statistics on the subject.

There is evidence on all sides that macaroni products are prime favorites with the students of all schools—even evidence that many pupils will stay for lunch on "spaghetti" days that otherwise "eat out" or go home for their lunch on other days. All of which means that the school lunchroom is a macaroni consumption means that might be better cultivated by the manufacturers of the higher grades of macaroni products.

A recent illustrated article on this possible source of additional macaroni consumption that recently appeared in the *Herald-Examiner*, Chicago emphasizes this point. It bore the title "100-

000 Yards of Spaghetti Vanish During Lane Tech's Noon Lunch Hour." The illustrations bore two subheads that are interesting—the one showing three students doing ample justice to heaping dishes of savory spaghetti was titled "Where Eating Is Less an Art Than Industry." The other showed Mrs. Emily Kjellman taking a large cooking pan filled with tasty macaroni and cheese and carried the title, "Plenty of It—That's the Thing." When it comes to eating, boys like it.

That's why feeding a luncheon to more than 6000 boys every school day of the week is a pleasure, say Mrs. Emily Kjellman of 6324 N. Bell av. and Mrs. Elvie Shaw of 1062 Bryn Mawr av., head cook and luncheon manager, respectively, of the Lane Technical high school.

It's far easier to prepare food for boys than girls, explained Mrs. Kjellman, because boys are satisfied with hearty food, and plenty of it. She based her assertion on the fact that Lane has only boy students, and that she ought to know after cooking for them ever since the new building at Addison st. and N. Western av., was opened four years ago.

Ignore Calorie Problem

"Excess calories never worry the boys," said Mrs. Shaw, who prepares the menus and orders the supplies of food-stuffs consumed.

"What helps make them hearty eaters is that as technical students they do enough work to develop a good appetite."

On "spaghetti days" something like 100,000 yards of the Italian delicacy are consumed during the noonday periods. When they were snapped in the cafeteria last week Earl Silver, Charles Young, and Julius Busse estimated that they each "put away" something like 100 yards at a meal.

Ten Cent Plate

Featured each day to tempt the appetites of the students is a ten cent plate consisting of meat, potatoes, bread and vegetables, according to Mrs. Shaw. There is a modern bakery in the school where 10 different types of breads, cakes and pies are prepared every day.

Sold at 5c each, these articles are consumed at the rate of 2000 a day along with 1500 glasses of malted milk.

Citizens of Small Towns

There are about 3,000 county seats and 10,000 towns in the United States with 11,000 or 12,000 weekly newspapers. There are approximately 2,000 daily newspapers. Cities of 100,000 inhabitants or more have a population of 36 million people.

The rural population is 53 million, together with an additional 10 million living in small cities, plus additional millions living in small towns and villages. Census statistics leave one with the impression that most places under 25 thousand inhabitants are connected with rural and small town regions, and so closely tied together in their human relations and trade that they constitute that great indistinguishable class of our people so often referred to as "small towns". Perhaps nearly two-thirds of the United States is outside the influence of the greater cities. In 13 or more states there are no cities in the big population league.

The people of small towns are often referred to as "the homefolks". Edwin S. Smith, a member of the National Labor Relations Board, worrying about these people who show more competency in attending to their own affairs than any other class of citizens is reported to have made a speech this month in Mexico City, in a hall filled with radicals and hung with a sea of red banners, in which he declared that "the most disturbing sign of the times in the United States is the ease with which citizens of small

towns can be arrayed against vicious propaganda of employers." Administrator Smith apparently is ignorant of the fact that independent thinking has its strongholds among citizens of small towns. It is at least regrettable that the efforts of the State Department, and the firm position of Secretary of State Hull has been virtually attacked by another official who should keep his nose out.

Growth of a Nation

By J. E. Jones

Delaware recently celebrated the settlement by the Swedes in that state 300 years ago. Delaware was the first state to ratify the Constitution. Ohio reminds us by its automobile tags that it escaped British captivity in the Northwest Territory 150 years ago when it was ceded to the United States. Eight presidents have come from Ohio, California and Texas came into the United States less than a hundred years ago.

Every state has contributed its thrilling chapter of growth and development through the years. They have all come by way of the primitive forests and unsettled lands, to find places of importance in a growing Nation. That Nation began with a narrow strip of 13 quarreling states along the Atlantic seaboard, and those states were unwilling to submit to Federal control.

The early pioneers crossed the continent by traveling for several months,

or they sailed around the Horn and back. It took a year or two. They had no visions of Our Future, when fresh citrus fruits from Florida and California would find their way to breakfast tables in every state. How could they contemplate the future of Muscle Shoals, Niagara and Columbia rivers, or Boulder Dam?

Steamships began using fuel oil and electric drives 30 years ago; railroads have very recently recognized the value of diesel engines.

The automobile ranks first in transportation though it was a mere infant in 1900. Before a single wheel turns in any motor manufacturing plant, the purchases have already begun in the process of moving money to Main Street.

The far-stretches of space and time have been brought closer by modern transportation and communication. In consequence neighbors and customers are no longer the few who live in the narrow spaces of a single community—they spread out into every nook and corner of a Nation that had its simple beginnings in Virginia, Massachusetts and Delaware. Finally the family of a Nation was complete when Arizona and New Mexico were born. Today we are the most progressive Nation in the world with 130,000,000 people—contrasted to less than 4,000,000 when George Washington pushed off as top-man of the new government.

The difficulty usually is an unexpected one only because it wasn't anticipated.

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"The Highest Priced Semolina in America
and Worth All It Costs"

The
Golden
Touch

King Midas Semolina

Leads in Quality

Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



PLANT MAINTENANCE DEPARTMENT

Profits Rise or Fall With the Heating Plant

The heating system plays an important part on the profit and loss statements of macaroni-noodle manufacturers. An obsolete heating system may offset the advantages of modern machinery, efficient management, skilled artisans, and a profitable market for the product. That the investment in a modern heating system pays dividends is substantiated by a survey of macaroni-noodle manufacturers and processors of other food products, some of them already using modernized installations.

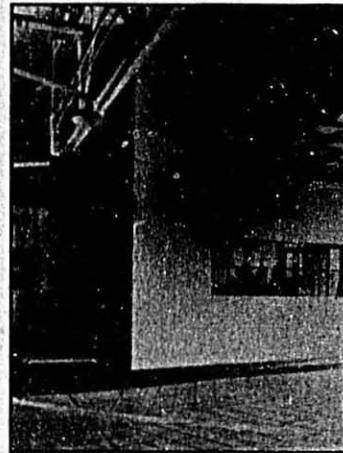
Research has demonstrated that unit heating for plants and warehouses, particularly where foods are handled, is an efficient space heating medium. Some authorities contend that it is the best. In the heating of large floor areas, it is not how much heat but how it is delivered that counts. Heating is an air-moving job, therefore the quicker warmed air can be placed where it is needed, the more ideal and economical is the heat obtained. The unit heater puts heated air where it is wanted, when it is wanted almost instantaneously, an impossible feat with the obsolete types of heating systems found in many plants where macaroni, noodles and other foods are processed.

Whenever factories, warehouses, storage rooms or offices, large or small, have replaced wornout radiation, leaky pipe coils, pot stoves and central blast systems with modern unit heating or supplemented existing heating systems with unit heaters, their managements report from 10 to 35% increase in production or working efficiency, more healthful, even heat, regardless of outside temperatures, elimination of dampness, lower fuel costs, greater employee comfort and better attendance. Many interiors that were difficult to bring to the comfort zone on cold days are now kept at 70 degrees with unit heating, even with subzero temperatures outside. Wherever obsolete heating systems were in use, the executives contacted on this survey told us that absences due to sickness were frequent. Sick leaves, if only for a day, disrupt production, increase overhead and cut profits.

In some places we found the unit heater supplementing existing radiation. One building, exposed on 3 sides and ceiling, was equipped with cast iron radiators along the entire wall, yet the employees could not keep warm. During cold weather this building had to be shut down. One unit heater suspended above the radiators now picks up their heat and cycles it evenly around the interior. All last winter the temperature was maintained within 3 degrees of 70. Production in this building in-

creased 30% during cold weather months.

We interviewed executives where girls were employed and where modern unit heating had replaced the obsolete. In all cases they reported a big reduction in absences because of sickness and a substantial increase in production. Where girls are employed an obsolete heating system is often a greater hazard from a health and production standpoint than where men are employed because girls persist in wearing flimsies winter and summer, whereas male workers slip into woollens more readily when temperature demands. Unit heaters capable of maintaining comfortable temperatures under extreme conditions are a form of health



Unit Heater with protruding fins easily discernible. Note that they are focused on the doorway to eliminate drafts.

insurance, whereas the obsolete heating systems are more or less disease producers.

The draft is an industrial hazard that affects production downward and costs upward. The draft creates discomfort, distracts the worker from the task at hand, increases the accident hazard, lowers the worker's vitality by subjecting him or her to colds or worse, causes sick leaves and demoralizes production. Our survey disclosed that many factories are drafty because the obsolete heating systems do not distribute the heat evenly. We found that the heat varied 25 degrees or more in some factories, according to the location of doors, outside walls, passageways, etc. In such plants workers perspiring from close proximity to hot machines are subject to dangerous temperature changes as they move in and out of draft zones. Unit heating eliminates drafts despite unusual struc-

tural conditions or the opening of doors.

In plants where obsolete heating equipment was in use, we found the air on the floor or at head-height much colder than the air at the ceiling. The same in warehouses, storerooms and shipping departments. Where ceilings were high we found a difference of 1 degree per foot of elevation, sometimes more. Balconies were often 10 to 15 degrees warmer than main floors. Warm air raises. Cold air hugs the main floor in plants with balconies. In some plants the temperature along the walls was 85, in the center of the room or building only 60, because the obsolete heating equipment ran along the walls. Modern unit heating breaks up this unhealthy stratification of air around ceilings and walls and distributes it evenly over the interior.

High ceilings and great wall exposures in many buildings make it difficult to get back to working temperature after shutdown. In the early morning employees often work in unhealthy, sub-normal temperatures, because the buildings have not warmed up enough. Unit heating overcomes this condition. A unit heater is a combination of radiator, motor and fan, much like the setup on the front of an automobile, and hooked into the steam or hot water line for heating, ventilating or process drying. The fan forces the air through the heating element, the complete unit being "spotted" about 12 feet above ground. Down goes the heated air to the working level a few seconds after the steam is turned on. Tests have shown that the entire cubical air content of an interior is turned over 6 times in 1½ hours with unit heating. The cubical air content turns over once an hour with older types of industrial heat.

This fast turnover of warm air means that an interior is evenly, comfortably and healthfully heated in one quarter the time it takes older type systems to do the job. Then too, the fact that the units are suspended above the floor saves floor space. Installation is simple and inexpensive. Unit heaters may be hooked into the steam or hot water lines anywhere. This flexibility of placement makes them adaptable to any interior regardless of size and any structural condition. Units may be installed from one up to any number, according to the size of the interior.

Another advantage reported to us in favor of unit heating is a saving in fuel, from 15 to 35 per cent, over obsolete heating equipment. The unit heater, thermostatically controlled, delivers heat only when the temperature drops below a designated level. No fuel is wasted when heat is not needed. Because of

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QUALITY SEMOLINA

DURAMBER

NO. 1 SEMOLINA

SPECIAL

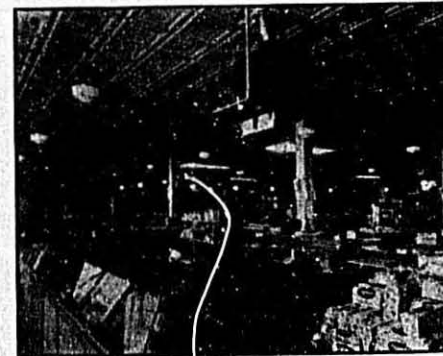
GRANULAR

AMBER MILLING CO.

Exclusive Durum Millers

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

even distribution there are no hot spots or overheated areas and no cold spots continually crying for heat—a mighty important factor in plants where exact temperatures throughout the rooms must be maintained at all times. Dampness increases food spoilage.



Unit Heater suspended from ceiling in a large food market. Its purpose is to help keep foods fresh by keeping air in circulation.

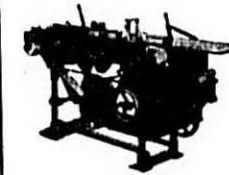
The unit heater quickly eliminates condensation on walls or ceilings, dries up wet floors and wherever industrial drying of any kind is done, the unit heater provides a satisfactory and economical medium. It also prevents mildew and some units are obtainable with humidifying devices to maintain the correct quantity of humidity in the air.

Summer heat affects production and health, as well as winter cold, likewise profits. Although summer air conditioning is too costly for most plants, at least in its present state of development, a certain cooling differential may be obtained by operating the blower used for circulat-

ing the heat in the unit heater, the heat of course, being shut off. In some plants city water is pumped through the heating coils in summer. Where well water is available this may be used. To get an appreciable cooling effect the water must be 70 degrees or less. If the water is too warm the temperature may be reduced in an ice bunker before running

SET UP and CLOSE

YOUR CARTONS
INEXPENSIVELY
WITH THESE
MACHINES . . .



You will find, upon investigation, your macaroni and spaghetti packaging costs can be considerably reduced by using these machines to SET UP and CLOSE your cartons.

The SENIOR Model Machines illustrated will automatically handle up to 60 cartons per minute. Adjustable JUNIOR Model Machines are also available to handle up to 40 cartons per minute.

Ask us to recommend machines to handle your various carton sizes and see for yourself what a large savings can be realized with this equipment.

PETERS MACHINERY CO.

4700 Ravenswood Ave.

Chicago, Ill.

through the coils. The blower in the unit heater will circulate this chilled air, reducing temperature about 10 per cent. However this is not air conditioning—merely air cooling.

Territorial location makes no difference in the installation technique. Unit heaters operate the same in all sections of the country. In warmer climates the unit heater capacities and calculations are reduced up to 25%. For good heat distribution there should be at least 3 air changes per hour. Although temperatures in the south are milder than temperatures in the north there are places, even in the deep south, where at 50 to 60 degrees it is damp and chilly. A certain degree of heat is necessary for comfort, maximum working efficiency and the maintenance of health.

The macaroni-noodle manufacturer, as shown by our field survey, will profit substantially by modernizing with streamlined heating equipment, not only down in the boiler room but in the working areas of his plant. Too many plants in this industry are utilizing horse-and-buggy heating equipment below ground and above ground. From every angle, an expenditure for modern heating equipment is a wise investment for the macaroni-noodle manufacturer.

The secret of good golf lies in swinging the strokes that count as confidently as one does the practice kind.

If we were easily plucked, we must have been dangling.

<p>OUR PURPOSE: EDUCATE ELEVATE — ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE <i>National Macaroni Manufacturers Association</i> <i>Local and Sectional Macaroni Clubs</i></p>	<p>OUR MOTTO: First-- INDUSTRY — Then-- MANUFACTURER</p>
<p>OFFICERS AND DIRECTORS 1937-1938</p>		
<p>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. DONNA, Secretary-Treasurer.....Braidwood, Ill. B. R. JACOBS, Director of Research.....Brooklyn, N. Y.</p>		
<p>R. B. Brown, Libertyville, Ill. Joseph J. Cuneo, Conneville, Pa. H. Diamond, Lincoln, Neb. E. De Rocco, San Diego, Cal. Joseph Freschi, St. Louis, Mo.</p>	<p>A. Irving Grass, Chicago, Ill. Frank A. Giglione, Seattle, Wash. Jerome I. Mair, New York, N. Y. Frank Pepe, Waterbury, Conn. Emanuele Ronzoni, Jr., Long Island City, N. Y.</p>	<p>Frank Traficanti, Chicago, Ill. Walter F. Villame, St. Paul, Minn. Peter J. Viviano, Louisville, Ky. C. W. Wolfe, Harrisburg, Pa. Frank Zunino, Long Island City, N. Y.</p>

The President's Message

The Fair Labor Standards Act of 1938

By LESTER S. DAME, President N.M.M.A.

This Act more popularly known as the "Wages and Hours Law" provides a floor to wages and a ceiling to hours of work and eliminates Child Labor in industries engaged in interstate commerce.

There is little question but that the majority of the manufacturers in this industry are subject to this Act.

Many questions are being asked in connection with this new Act. I am grouping these questions in order of their interest and answering them in a way I hope will be clear to all those interested.

Q. What groups of workers are covered by the Law?

A. Workers employed in industries in interstate commerce or in the manufacture of goods shipped in interstate commerce are covered.

Q. Are owners' relatives employed as workers covered by this Law?

A. No exemption is made for relationship of workers to owners. Any person performing a task, the result of which produces goods to be shipped in interstate commerce, is covered by the Law.

Q. Is overtime work permitted?

A. Yes, but workers are entitled to receive compensation at the rate of not less than one and one-half times their regular rate for all hours in excess of the maximum permitted by law.

Q. Are any industries exempt from paying overtime for hours of work in excess of the 44, 42, and 40 maximums?

A. Yes, the law makes the following specific exemptions:

(a) An employer and the representatives of his workers who are certified as bona fide by the National Labor Relations Board may agree to arrange the working schedule of the plant without regard to the maximum-hour and overtime provisions of the law, provided that no worker in the plant shall be employed for more than a total of 1000 hours in any period of 26 consecutive weeks or 2000 hours in any period of 52 consecutive weeks. However, work in excess of 12 hours a day and 56 hours a week must be compensated at the rate of not less than time and one-half.

Q. Can an order of the Administrator establish a minimum wage of more than 40 cents?

A. No, the Administrator cannot order a minimum wage of more than 40 cents an hour.

Q. What procedure must be followed to establish the highest minimum wage for an industry?

A. The Administrator must appoint for each industry an industry committee consisting of an equal number of repre-

sentatives of employers, workers and the public. After careful study of the industry and its problems, with due regard for the economic and competitive conditions in the industry, the committee must recommend to the Administrator the highest minimum wage for the industry possible without substantially curtailing employment within the industry.

Q. Can an industry committee recommend different minimum wage rates within an industry?

A. Yes, the industry committee may recommend reasonable classifications within an industry and recommend separate minimum wage rates which must be the highest for each classification without substantially curtailing employment in that classification and without giving a competitive advantage to any group in the industry. No minimum wage rates can be fixed solely on a regional basis or on the basis of age or sex of employees. The industry committees and the administrator are required to consider among other relevant factors the following:

- (a) Competitive conditions as affected by transportation, living, and production costs.
- (b) The wages established for work of like or comparable character by collective labor agreements negotiated between employers and employes by representatives of their own choosing.
- (c) The wages paid for work of like or comparable character by employers who voluntarily maintain minimum-wage standards in the industry.

Q. Must the Administrator accept the recommendations of the industry committee?

A. No, if after a public hearing and opportunity for interested parties to be heard the Administrator finds that the recommendations of the committee are not justified, he may reject them and either refer the question back to the same committee for further study or appoint a new industry committee.

Q. Can the Administrator establish a minimum hourly wage rate other than that recommended by the industry committee?

A. No, all wage orders must be based upon recommendations of an industry committee.

Q. Do the minimum wage rates apply to apprentices and learners?

A. No, learners and apprentices, persons handicapped by age or physical defects, and messengers employed exclusively in delivering letters and messages are exempt from the application of the minimum-wage provisions of the law under conditions determined by the Administrator.

Q. What penalties are provided for violations of the law?

(Continued on Page 34)

Who Takes the Losses?

During any kind of a depression orders become slack—slack orders mean less work—and this creates difficulties for everyone.

Who takes the biggest proportionate share of the losses? Ask the laboring man and he will undoubtedly say he does. And probably if you asked several persons at random on the street, they would say that the wage earner does.

Certainly the proportion of loss taken by labor and owner—this latter class usually represented by stockholders in companies of any size—varies, depending on business.

Yet probably the general public assumption is that the wage earners take the greatest loss and the stockholders or owners of a business take the least proportionate loss.

This very subject was discussed recently in a review of General Motors business for the first six months of 1938, sent to employes. The summary was graphically presented in chart forms.

The main conclusion revealed showed that jobs and weekly wages held steadier than sales and earnings. The charts showed that dollar sales were 38 per cent less than for the same period of 1937 and the company's earnings were 70 per cent less. The average employment however, was down only 27 per cent for the same comparable period and

weekly pay checks were 25 per cent less. In other words earnings were reduced nearly twice as much as sales and almost three times as much as employment and weekly wages. That should answer the question raised—not with theory or opinion—but with facts.

Fried Egg Noodles—the Revised Chinese Way

Egg Noodle manufacturers are often puzzled by consumers' request for information as to how to prepare fried egg noodles as they are served in Chinese restaurants. Here's an idea worth passing along:

Practically all of the operators of Chinese restaurants either make their own egg noodles—(though 90% of them are just plain noodles), or buy them from a

noodle factory, fresh or undried. Frying fresh noodles is a very easy task.

Commercial egg noodles to be "freshened" must be softened by parboiling before they can be fried. This parboiling must be done in plenty of well salted water and cooked for not more than five or six minutes. Place them in a collander or on a sieve and drain thoroughly.

The frying should be done in deep fat that is maintained at a high temperature, approximately 400 degrees. Care should be taken to add the noodles in small quantities so as not to lower materially the temperature of the cooking fat. When delicately browned remove from the fat and drain on absorbent paper. Sprinkle salt on drying noodles. Serve in the usual combinations popular among those who like Chinese cooking.

Attention! Noodle-Macaroni Manufacturers

Here is an unusual opportunity to expand your activities in a growing market. Since 1923 we have successfully manufactured a high grade line of egg noodles, enjoying an ever increasing demand for our products. To supply this continued growing demand, we would consider joining with a reputable manufacturer, with whom we could work to develop the business possibilities in the Twin Cities and the Northwest on a broader and a more comprehensive basis, adding a more complete line of macaroni products. With the present sound foundation which we have established, unlimited opportunities are certain. More details will be given on request, but write only if you are definitely interested in our proposition. Address—P. O. Box 323, Minneapolis, Minn.

MERCANTILE COLLECTIONS

OFFICIAL REPRESENTATIVES FOR N. M. M. A.

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

"CHEESE"

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

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

Quality and price will meet your requirements.

STELLA CHEESE CO.

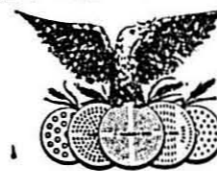
651 West Randolph St. Chicago, Ill.

PROFITABLE THINKING

The quality of our dies is the medium through which we maintain or forfeit your patronage. This fact is foremost in our minds when executing your orders for new dies or repair work. Hence—

INSUPERABLE MACARONI DIES also Stainless Steel with plugs.

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, New York

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

The MACARONI JOURNAL

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

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

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P. R. Winebrener.....Chairman of the Board
L. S. Vagnino.....Adviser
M. J. Donna.....Editor

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

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

Vol. XX OCTOBER 15, 1938 No. 8

AMERICANISM

is an Unfailing Love of Country, Loyalty to its institutions and ideals; Eagerness to defend it against all enemies; Undivided Allegiance to the flag; and a desire to secure the blessings of liberty to ourselves and posterity. (Adopted Feb. 18, 1927).

Miss Evelyn Brown, Spanish-American War Nurse
Dep. Patriotic Instructor, Chicago, Ill.

Expect Help, but—

As a matter of principle the National Macaroni Manufacturers Association never overlooks an opportunity to "serve the trade." It even serves non-members in the hope they may appreciate the existence of a trade organization for use when most needed. But there seems to be a limit in some cases, as pointed out in the one referred to in the correspondence that follows and from which all names have been deleted in fairness to the advertising agency and the nonsupporting manufacturer:

From a New York Agency in New York Sept. 12, 1938

Dr. B. R. Jacobs, Director of Research THE MACARONI JOURNAL Braidwood, Ill.

Dear Dr. Jacobs:
We have just taken on a new account, manufacturers of macaroni products, one of your members. We appeal to your high intelligence to help us learn facts about this food prod-

uct. What we'd like to know about macaroni is:

- 1. Its nourishing properties;
2. Value in reducing diets;
3. Vitamins;
4. Mineral contents;
5. Other helpful selling facts.

We would appreciate any available data on the subject as soon as possible. We are planning their advertising now. (Signed) Advertising Agency. The Editor-Secretary's Reply. Braidwood, Ill., Sept. 13, 1938.

Advertising Agency New York State. Gentlemen:
Your letter is being forwarded to Dr. B. R. Jacobs, Director of Research, for his personal attention.

Your client is NOT a member of the N.M.N.A., owner and publisher of THE MACARONI JOURNAL. Therefore they are not entitled to all the cooperation that is being given supporting members.

However we wish to be helpful. Under separate cover we are sending you some material that will be helpful. We are doing this for the good reason that any advertising that is done for Macaroni Products anywhere will redound to the benefit of the macaroni industry. In all your advertising, we suggest that you stress QUALITY.

The hint about the nonmembership of your clients might be passed on to them and may help them to "see the light".

Very truly yours, M. J. Donna, Secy. & Editor A Fine Comeback

New York State, Sept. 14, 1938
Mr. M. J. Donna, Secy.-Treas. National Macaroni Manufacturers Assn. Braidwood, Ill.

Dear Mr. Donna:
Your letter in answer to our request is a fine one, and I admire the man who wrote it.

We were under the mistaken impression that our client, was a member of the National Macaroni Manufacturers Association.

However we are going to forward your letter to them; perhaps they will be interested in becoming a member. If the organization as a whole is as cooperative as you are being with us, I am sure that any macaroni manufacturer should be proud to be associated with it.

Very truly yours, President, Advertising Agency.

Distributors Are Appreciative

As the official organ of the National Macaroni Manufacturers Association, THE MACARONI JOURNAL has cooperated unstintingly with all trades concerned in the promotion of the production and distribution of Macaroni Products. In line with that policy the industry's attention was called to the important convention of the National Food Distributors Association held recently in Cleveland, of which John E. Cain is president

and Emmett J. Martin is secretary. The Distributors acknowledged their appreciation of this friendly service by unanimously adopting the following resolutions, signed by the president and the secretary in addition to the members of the Committee on Resolutions:

Cleveland, Ohio, Aug. 20, 1938.

THE MACARONI JOURNAL Braidwood, Illinois.

Attention: M. J. Donna, Editor.

Gentlemen:
The following resolutions were adopted by the members of our Association:

RESOLVED, that we, the members of the National Food Distributors Association, gathered in session at the Cleveland hotel, Cleveland, Ohio, August 17 to 20, 1938, herewith express our sincere appreciation for the splendid cooperation given us by THE MACARONI JOURNAL; and be it further RESOLVED, that this resolution be entered in our records and a copy forwarded to the publishers.

Signed—
Committee on Resolutions:
E. Herbold
Fred Scott
Harold Moss
M. S. Arkin
J. A. Kennelly
L. J. Schumaker.
Attest: John E. Cain, President. Emmett J. Martin, Secretary.

African Would Can Macaroni

A macaroni manufacturer in South Africa is seeking authentic information on machinery needed for the preparation of canned macaroni for the market and of the equipment needed for making the tins needed. The inquiry came through the New York export department of the J. L. Ferguson Company, Joliet, Ill., maker of Packomatic Packaging Machinery.

"We have at present an inquiry from a large macaroni manufacturer in South Africa for a small plant for making tins of prepared macaroni dishes. What he requires is a complete plant, that is the cooking and preserving machinery as well as the tin making and closing machines. The plant must deal with all the ingredients of these dishes, tomatoes, cheese, etc.

"A number of firms have lately started manufacturing tins of ready prepared dishes but the bulk is still imported, mainly from America. We should therefore be pleased if you would kindly quote for such a plant and describe the complete process, not only from the mechanical point of view but also from the food preparing point of view."

This large order is being referred to interested machinery manufacturers and plant equipment concerns.



HIGH STANDARD IN QUALITY

is assured in our extensive plant equipment.

Ample wheat supply is carried to maintain the closest possible protein content at all times.

Our day-to-day variation in laboratory analysis is not more than a small fraction of one per cent.

You can depend on the highest degree of uniformity in your day-to-day factory results when using



A/A No. 1 SEMOLINA and FANCY DURUM PATENT

CAPITAL FLOUR MILLS

INCORPORATED

OFFICES
CORN EXCHANGE BLDG.
MINNEAPOLIS, MINN.

MILLS
ST. PAUL, MINN.

BAROZZI DRYING MACHINE CO., INC.

1561 Hudson Blvd., Jersey City, N. J.

Renowned Manufacturers

OF

MACARONI—NOODLE DRYERS

ONLY!

The Only Firm Specializing In Alimentary Paste Dryers

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

The Fair Labor Standards Act of 1938

(Continued from Page 30)

A. Employers who willfully violate the wage and hour provisions of the law or the wage orders fixed by the Administrator will be prosecuted in the courts and are subject to a fine of not more than \$10,000 or imprisonment for not more than 6 months or both, provided, however, that no person can be imprisoned for a first offense.

Q. Can workers collect the difference between the legal minimum wage and the amount they have actually been paid by employers violating the law?

A. Yes, employes, individually or through representatives, can institute court proceedings to collect the differences in wages to which they are entitled due to violations of the law and an equal amount as damages. The employer is also liable for the costs involved in prosecuting the case.

Q. If I operate my own truck are my drivers and helpers restricted to 44 hours?

A. The only exemption for transportation employes is for those for whom the Interstate Commerce Commission, under the Motor Carriers Act, has authority to establish qualifications and maximum hours and where an employer had a collective bargaining agreement with a union certified as bona fide by the Labor Relations Board, which may arrange the working schedule without regard to the maximum-hour and overtime provisions of the law. Provided that no worker shall be employed for more than a total of 1000 hours in any period of 26 consecutive weeks or 2000 hours in any period of 52 consecutive weeks. However, work in excess of 12 hours a day and 56 hours a week must be compensated at the rate of not less than time and one-half.

Q. Are janitors and watchmen restricted to the 44 hour week?

A. Yes, there is no exemption for this type of employe. Overtime is permitted however but such workers must be paid for all hours worked in excess of the maximum permitted by law at the rate of time and one-half.

World Wheat Supply Close to 5 Billion Bushels

A 1938-39 world supply of 4,940,000,000 bushels of wheat was estimated today by the Bureau of Agricultural Economics. Probable disappearance of wheat during the current marketing year was placed at 3,795,000,000 bu. This would leave a carryover of about 1,145,000,000 bu. next July, which compares with record carryover stocks of 1,193,000,000 bu. in 1934.

The world supply (excluding Soviet Russia and China) was reported the second largest on record. It consists of 4,345,000,000 bu. estimated produced this year, plus world carryover stocks on July 1 estimated at 595,000,000 bu. The total supply was reported to be 585,000,000 bu. more than in the year just closed, when supplies were the second smallest since 1927.

Discussing domestic wheat price changes during the last month the bureau said that domestic markets were stronger

than foreign markets. Important factors were the smaller offerings of wheat as prices were below the government loan basis, announcement of conservation and price adjustment payments in connection with the 1939 agricultural adjustment program, and announcement of the government's surplus wheat and flour purchase and export program. The European political situation gave support to both domestic and foreign markets.

The bureau said that during the current season there may be an increase in reserve stocks in several European countries, although the extent of this increase will depend largely upon political developments and wheat production in 1939. Total net imports of wheat by European countries for the 1938-39 year are expected to exceed those of last season by about 50 million bushels.

Total United States wheat supplies were estimated by the bureau at 1,094,

000,000 bu., including 154 million bushels of old wheat and a 1938 crop of 940 million bushels. The bureau pointed out that domestic utilization in 1938-39 may amount to about 700 million bushels, which would leave 395 million bushels for export and carryover. On the basis of about 100 million bushels of exports during 1938-39, "carryover stocks on July 1, 1939 would be expected to total about 295 million bushels compared with the record 5-year average for 1930-34 of 325 million bushels." Crop insurance reserves would probably make up 25,000,000 to 30,000,000 bu. of the total carryover for the year, leaving about 265,000,000 bu.

The 1938 wheat crop in the Northern Hemisphere countries included in the bureau's estimates was indicated at about 3,860,000,000 bu., or 470 million bushels larger than production in the same countries last year. On the basis of weather conditions to date in the Southern Hemisphere areas, wheat production of 260 million bushels is indicated for Argentina and 150 million bushels for Australia. These estimates combine to total about 35 million bushels more than the 1937-38 harvest for these two important Southern Hemisphere producing areas.

Your particular attention is called to the provisions of the Act relative to "RECORDS."

EVERY EMPLOYER SUBJECT TO ANY PART OF THE ACT IS TO KEEP SUCH RECORDS AS THE ADMINISTRATOR MAY PRESCRIBE FOR THE PERSONS EMPLOYED BY HIM WITH RESPECT TO WAGES, HOURS, AND OTHER CONDITIONS AND PRACTICES OF EMPLOYMENT MAINTAINED BY HIM;

PRESERVE SUCH RECORDS FOR SUCH PERIODS OF TIME AS THE ADMINISTRATOR MAY DIRECT; AND

MAKE SUCH REPORTS FROM THESE RECORDS AS THE ADMINISTRATOR MAY CONSIDER APPROPRIATE FOR THE ENFORCEMENT OF THE STATUTE.

For investigations, including those to establish violation of any provisions of the statute, whether as to hours, wages or such matters as keeping records, the Administrator may use either

1. state and local agencies, and their employes,—with the consent of state agencies charged with administration of state labor laws,—and reimburse such agencies and their employes for their services,—or
2. bureaus and divisions of the federal Department of Labor. For the purpose of such investigations authority is given to enter such places, inspect such records, question such employes, and investigate such matters as may seem to the investigator to aid in enforcement of the statute.

The above gives the right to the Department of Labor to enter your plant and inspect your records on employment at any time, under any pretext and, as a matter of fact, go even further and investigate such matters as may seem to the investigator to aid in enforcement of the Act without a court order of any kind.

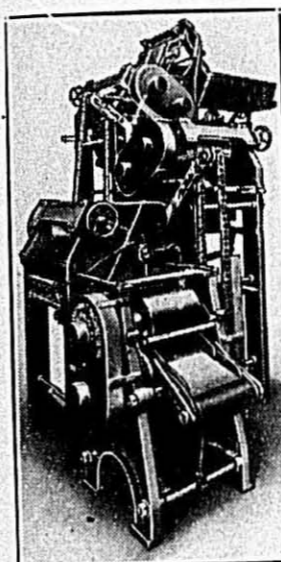
Such broad permission will result in many fishing expeditions which may have as a motive the sole thought of causing embarrassment to the employer.

I strongly recommend that every manufacturer prepare a method of recording all information relative to hours worked, wages paid, etc. in order to be prepared for the time when he may be called upon to produce such records.

The "WONDER TRIO" of today and for tomorrow

A Continuous Automatic Process from the Mixer to the Packing Table at the Rate of 1000 Pounds per hour complete drying process--2½ hours

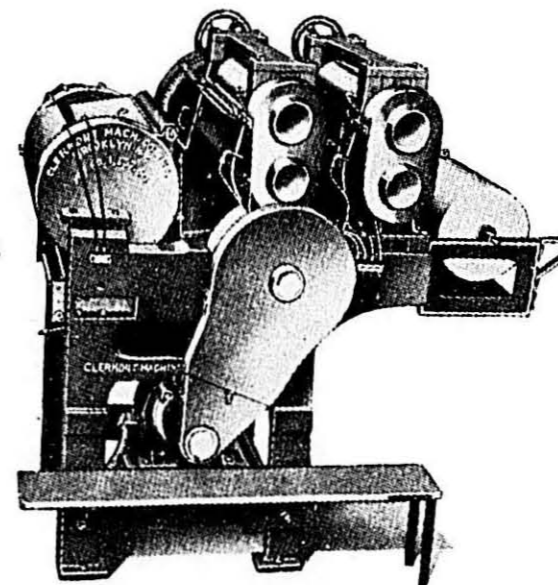
No Hands Touch The Product No Trays No Trucks Necessary



Kneading and Sheet Forming

Minimum In
LABOR
FLOOR SPACE
POWER

Maximum In
QUANTITY
QUALITY



High-Speed Noodle Cutter

Perfect operation under any climatic condition checked by automatic heat and moisture control.

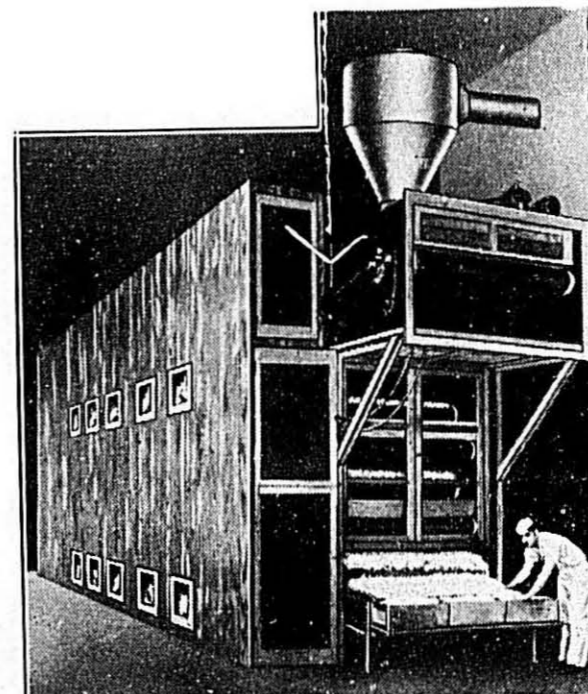
For Particulars
Write to

Clermont Machine Co.

268 Wallabout St.

Brooklyn

N. Y.



Continuous Noodle and Short Cut Dryer

You've got to please father!

Cheap macaroni may catch Mother's eye in the store . . . but only *good* macaroni will please Father's taste at the dinner table. And unless Father likes his meal, Mother isn't likely to buy the same brand of macaroni again.



Quality

is *our* first consideration and should be *your* first consideration.

PILLSBURY'S Semolina and Durum Patents will give your products a *flavor* and quality that will assure many repeat sales.

A complete line

PILLSBURY'S BEST NO. 1 SEMOLINA

PILLSBURY'S BEST DURUM FANCY PATENT

PILLSBURY'S DURUM GRANULAR

PILLSBURY'S DURMALENO PATENT FLOUR

Each a Quality product