

**THE  
MACARONI  
JOURNAL**

**Volume XX  
Number 12**

**April 15, 1939**

*The*  
**Macaroni Journal**



Braidwood, Illinois

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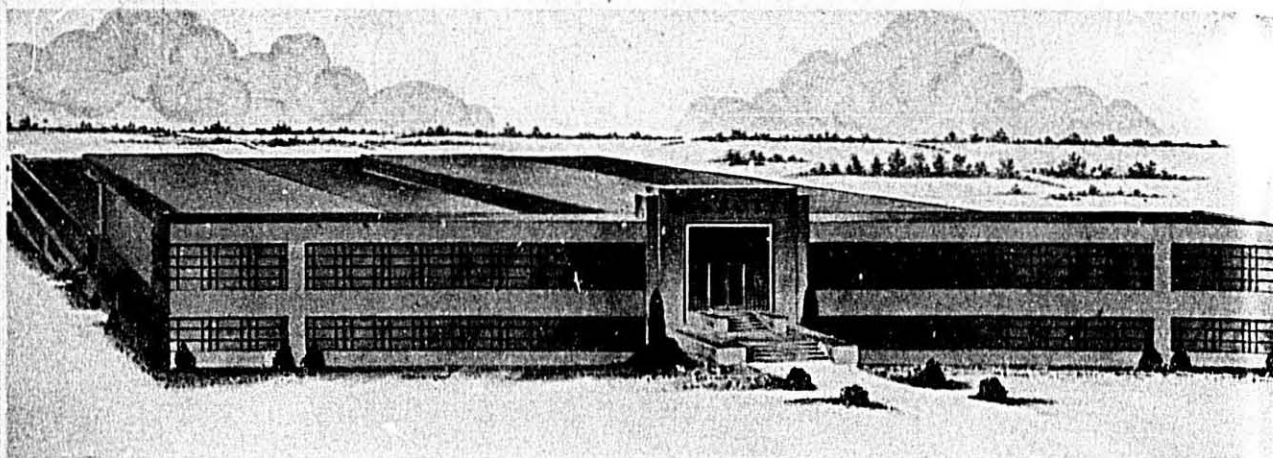
*Two In One*

While representatives of the Macaroni-Noodle Industry attend their Industry's conferences for business reasons, they expect some pleasure out of their trips to convention cities.

There will be a delightful blending of business and pleasure at the 1939 Conference of the Industry in New York City, June 26 and 27.

Trade problems and Association affairs will be considered at the several sessions. Macaroni-Noodle Manufacturers' Day will be observed at the New York World's Fair on July 28.

All manufacturers and interested allies are invited to attend the Conference and to bring their families—a combined business vacation that will be found profitable both ways.



## DO YOU KNOW THE REQUIREMENTS OF *The New Food, Drug and Cosmetic Act* AS APPLIED TO YOUR LABELS AND PACKAGES?

**A**s a special service to our customers, we've made a careful study of this new act which becomes effective June 25, 1938. Certain provisions will in all probability require vital changes in YOUR labels and packages. You are invited to take advantage of the information we have gained through our investigation and analysis of this new law. All of it is yours for the asking.

Individual problems are likely to arise in connection with each product you produce. It will be our pleasure to advise you to the best of our ability, suggesting only such changes in cartons and labels which in our opinion are necessary to comply with the provisions of the new law. We'll do our level best to hold down your costs to a minimum.

While no manufacturer will at this time guarantee his interpretation of the act, or his recommendations, yet we're confident of our ability to offer valuable advice. Up until now we have not felt confident to properly advise you of the accurate interpretation of the ingredient terminology of the act.

If you haven't already reviewed your packages or obtained competent advice on the changes necessary, by all means write us NOW!

1898 \* Celebrating 41 Years of Packaging Service \* 1939

### ROSSOTTI LITHOGRAPHING COMPANY, INC.

Main Office and Plant • North Bergen, New Jersey

BRANCH SALES OFFICES IN PRINCIPAL CITIES

PACKAGING HEADQUARTERS FOR THE FOOD TRADE



## Members Appreciate Advisory Service

### *Food Law Requirements Explained*



MR. DAME

Macaroni-Noodle manufacturers are naturally perturbed over the complicated provisions of the new Food, Drug and Cosmetic Act that goes into effect next June, and the regulations pertaining thereto, which are being promulgated by the Secretary of the United States Department of Agriculture.

Members of the National Manufacturers Association are being kept fully informed of the developments, a service which is highly appreciated because it means large savings in label printing.

A recent bulletin to the Association members by President Lester S. Dame is replete with informative data, advice and suggestions on the labeling requirements under the new Federal Food Law.

It points out the fact that all food sold in packaged form must bear labels containing some specific information as to name, place of business of manufacturer, packer or distributor, and an actual statement of the quantity and identity of the contents in terms of weight, measure or numerical count.

It explains what is meant by "principal panel" of a package, whether it be the wrap type, the printed or plain carton type or the cellophane window carton type.

The status of the "standards of identity" provisions is presented in language that all will readily understand.

The bulletin further designates the type of labeling to comply with the provisions covering ingredients used in the preparation of macaroni and noodle products.

It states that Director of Research, B. R. Jacobs, went to Washington the week of March 26, where he represented the National Association at a hearing called by the Standards Committee on March 27. Another purpose of Director Jacobs' trip is to present personally an application for exemption or relief pending adoption of regulations governing the labeling provisions of the act.

The bulletin concludes with specific recommendations that will mean considerable savings to manufacturers who are compelled to re-invest in labels during this transitory period.

### *Fair Labor Standards Act*

Labor relations as they effect the workers in a plant on one side and the National Labor Relations Board on the other, are still "headaches" to most employers. They are particularly so to many macaroni-noodle manufacturers who wish to be fair in their relations to their employes and to the provisions of the Fair Labor Standards Act.

Helpful service along this line was given to the members of the National Macaroni Manufacturers Association, by President Lester S. Dame, in a special bulletin issued last month. It discusses a concrete case of the present status of an agreement entered into before the effective date of the act and whether or not workers may continue to be employed in accordance with the provisions of the agreement even if they conflict with the provisions of the Act, and until the agreements expire by their own terms.

The Act provides a minimum wage of 25 cents per hour and no agreement that will not net that wage can be legal. But there is nothing in the Act, says the bulletin, which purports to relieve an employer or his employes of any obligations he or they may have assumed under a legal contract or agreement.

Collective bargaining is fully explained as is the controversial matter of who are bona fide representatives under the act. It makes clear the union's status under regulations promulgated by the National Labor Relations Board.

The bulletin discusses intelligently another question that has been puzzling manufacturers. It concerns agreements covering hours of employment affected by the provision of the Act that says that "no employee shall be employed more than 1,000 hours or 2,000 hours during any period of 26 or 52 weeks, as the case may be." Overtime as it affects agreements of this kind, was clarified in the helpful bulletin.

This and other services by the National Association are highly appreciated by members for their timeliness and specific application. Such services will increase in value to the whole industry in proportion to the membership of the National Association that stands ready to serve an ever increasing number of supporting members.





QUALITY  
IS  
SUPREME  
IN

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

# THE MACARONI JOURNAL

Volume XX

APRIL 15, 1939

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## New Food Law's Drastic Changes

Every macaroni-noodle manufacturer, every purveyor of food, is or should be studying seriously the many provisions of the new Food, Drug and Cosmetic Act that goes into effect June 25, 1939. The Secretary of Agriculture is given authority to prepare and promulgate rules and regulations, including definitions and standards, for the free and fair enforcement of the Act.

Therefore, the Secretary of Agriculture has called several conferences of producers and manufacturers and distributors affected by the law, seeking their advice on definitions and standards that have been accepted by the industries as fair and reasonable. Regulations covering several products have already been adopted and promulgated. While requirements specifically applying to macaroni products have not yet been announced, there is a possibility that they soon will be.

Time is short. The effective date is fast approaching, and there will be some last minute scurrying by those who have given the matter little thought. Recognizing the importance of the New Food Law and the need of giving the members of the National Macaroni Manufacturers Association all possible advance information and helpful advice, the officials of the Association have been studying all developments and issuing regular informative bulletins not only with respect to the general provisions of the law, but on the plans that are being formulated for their enforcement.

This service is highly appreciated, enabling members to save many times their yearly association dues. It is unfortunate that so many inquiries for information from members could not be given the consideration shown regular members, but that is a matter of policy. An organization's first duty is to its members. There are many ways in which association memberships may be made to pay profits.

Are statements on your labels in accordance with the provisions of the new food law?

Mis-labeling is a violation, even if unintentional, and users of incorrect labels are subject to a fine of \$1,000. Specific ingredients must be declared and other facts must appear on labels to make them legal.

An entire year is allowed macaroni-noodle makers to adjust their labels. Many firms have already made the necessary adjustments, and others are fast using up all old label inventories with intentions to order new ones as soon as the Food and Drug Administrator announces the final rulings. It takes time to print new labels, to delay is costly. A single oversight can result in governmental entanglements, in unsalable products and stiff fines.

Are your products of the standard required by the Food and Drug Administration?

Definitions and standards are being prepared by the Department of Agriculture. The National Association has offered to cooperate with the government officials in fixing and establishing for macaroni products reasonable definitions of standard of identity, of quality and of fill of container.

The Association executive suggested to the administration that definitions and standards under the old Food and Drug Act might be used as a basis in considering regulations to be

promulgated under the new act. The service and experience of the Association's Director of Research have been placed at the disposal of the regulatory commission which welcomes the valuable data, the technical research work and the helpful information thus supplied them by the organization directly interested in the welfare of the macaroni-noodle industry.

The National Association further recommends that in the event that definitions and standards of identity, quality and fill of container are not promulgated as of June 25, 1939, that the members of the macaroni industry, including non-members of the National Association, be exempted from the requirements of the law for a reasonable time to permit the formulation, promulgation and effective application of rules that may be adopted governing macaroni products.

However, macaroni, spaghetti, egg noodles and kindred products were not included on the list of exempted products issued by Secretary of Agriculture, Henry A. Wallace, on February 15, 1939. Any likelihood that the Food and Drug Administration will add macaroni products to the exempted list is very remote. This would indicate that the regulatory body hopes to announce definitions and standards before the effective date of the Act, June 25, 1939.

Are your containers properly protective? Are they of materials that will not render the contents injurious to health? Are they of the proper shape and form so as not to mislead buyers?

Are the descriptions on labels, wrappers and packages in keeping with legal requirements? Is your brand name properly displayed? Are the containers of a make that will eliminate contamination, as far as possible?

Are your finished products absolutely free from artificial coloring matter? Are the ingredients of a standard permitted under the Act?

Macaroni-Noodle manufacturers who belong to the National Association should feel free to consult their officers to avoid liabilities, injury to reputation and heavy losses through seizures and fines.

The government has several remedies under the new act:

It may seize and condemn all offending merchandise found to be in violation of the general and special requirements of the Act.

It may obtain court injunctions to restrain further manufacture and distribution of questionable products.

It may assess fines and even commit violators to imprisonment.

A recognized authority reasons that the important thing for manufacturers to do at the moment is "to square their labels, containers, and accompanying advertising with the provisions against misbranding. As printing labels and advertising is expensive and requires time, a misstep there means not only serious sacrifices in the cost of printing, but possibly, confiscation of the product, and certainly heavy losses of sales while new labels and packages are being produced."

The National Association is rendering a fine service to its members in this and other lines. It would appreciate the privilege of serving an increased number of manufacturers.

# Report of the Director of Research For March

Dr. Benjamin R. Jacobs

There is considerable interest among Macaroni manufacturers both in and out of the Association concerning the labeling provisions of the new Food Law, which becomes effective June 25, 1939.

Under the Law there are three labeling requirements which the Macaroni manufacturers must observe: (1) the net weight of the product; (2) the name and address of the manufacturer, distributor or packer of the product, and (3) the names of the ingredients used in the manufacture of macaroni products when two or more ingredients are used in the same product and also until standards of identity for macaroni products are established.

### Statements on Labels

These requirements are in fact very simple. The question is to where on the label these required statements must be made and the size of the type in which they shall appear are a little more complicated. The law states that the required statements must be made in a conspicuous place on the label. The degree of conspicuousness shall be determined by the size of the label and other statements which may appear thereon.

The Food and Drug Administration in its regulations for the administration and enforcement of the Food Law holds that these statements to comply with the law must appear on the principal side or sides of the label. Therefore, a package that has two or more sides or panels which may be displayed to the consumer, should have the required statements on each side or panel. The law also provides that these statements shall be made in the English language and the regulations prescribe that if any of the above required statements are made in a foreign language on the label then all statements must appear on the side of the label.

### Labeling Requirements Under Food and Drug Bill

The following summary of information required to be declared on the principal label of a food when the Food and Drug Act goes into effect on June 25, 1939, has been outlined by Mr. Ole Salthe, acting as a consultant with the Food and Drug Administration:

1. Name of product
2. Name and place of business of the manufacturer, packer or distributor
3. Net weight, measure or numerical count.
4. If fabricated from two or more in-

### Size of Type in Statement

Concerning the size of type, there is no prescribed requirement in this regard. However, the size of type will be controlled entirely by the size of the package as well as by the size of type in which other statements may appear on the same side of the label. There should not be much difficulty in complying with these requirements so far as the position they occupy, as well as the size of type in which they are printed. The easiest way in which these can be determined is for each manufacturer when examining his labels to place himself in the position of the consumer rather than the manufacturer and to look at the label from the viewpoint of the consumer who wants to know, first, what the net weight of the product is; second, who made the product and where he is located, and, third, what the ingredients are from which the product is made. If a manufacturer does this he will have no difficulty in complying.

### Want Practical Standards

Today is April 5 and I have just returned from Washington where I have been discussing with officials of the Food and Drug Administration exemptions which we believe should be extended to the Macaroni Industry concerning the declarations of ingredients on the label. For many years the National Macaroni Manufacturers' Association has been trying to get standards for macaroni products which are enforceable. We have not as yet succeeded in this because we have always relied on standards based on the raw materials used in the manufacture of these products. We have not succeeded because these raw materials lose their identity when converted into macaroni products. Therefore, the Association has determined to

ingredients, the common or usual name of each ingredient must be declared, except when a standard of identity has been promulgated.

5. Spices, flavorings and colorings may be declared as such, without naming each.
6. Artificial flavoring and artificial coloring must be declared.
7. Chemical preservative must be declared.
8. If imitation, must be labeled as imitation.
9. If represented for special dietary uses, information concerning its vitamins, minerals, and other dietary properties must be fully disclosed.

establish standards for macaroni products based on the characteristics of the manufactured finished macaroni products which will include, to some extent, the quality of the raw material but will also include the craftsmanship of the manufacturer. We feel, therefore, that requirements which cannot be easily enforced and which do not convey to the consumer any idea of quality are impractical and deceptive and will result in unfair competition. We should have a decision on this matter very soon, probably before this article appears in the JOURNAL, but if an exemption is granted it will only include plain macaroni products. It will not include egg noodles as these are undoubtedly made from two or more ingredients and every macaroni manufacturer manufacturing egg products should immediately begin to label his products as above indicated for (1) and (2). The ingredient requirement should be as follows: "Made from flour, eggs and salt" or where yolks are used the statement should read "Made from flour, egg yolks and salt." Where salt is not used this should, of course, not be declared. Manufacturers using dried eggs should state this fact as follows: "Made from flour, dried eggs and salt."

### Free Service to Members

Any member of the National Macaroni Manufacturers' Association may send me his labels and I will be glad to give him information concerning the labeling requirements as this is one of the functions of the Association. These should be sent to me at No. 2 Grace Court, Brooklyn, N. Y. Manufacturers who are non-members of the Association and desire to send these labels may do so and will receive the same service but a charge will be made to them for it.

*Printer's Ink* of March 16 reproduced this outline and stated: "This list is of course an outline and should not be used by any manufacturer as a substitute for a reading of the law itself, or of the regulations issued by the Food and Drug Administration on December 28, 1938."

The same article reprints Mr. Campbell's letter of February 28, 1939, in which the Chief of the Food and Drug Administration indicated the unwisdom of manufacturers and distributors still postponing the task of revising labels because of rumors of further announcements from the Department clarifying, interpreting or elaborating upon the Act and regulations.

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THE MACARONI JOURNAL

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## Serve Macaroni to Slash Meat Bills, Says Hodgdon

### Semolina Product Called Wholesome and Nutritious

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

One of the most wholesome and nutritious food products in our present dietary is macaroni, made from semolina. And this food product can be used quite extensively as a substitute for meat in a well-balanced menu.

#### Macaroni With Parsnips

Half package macaroni  
2 cups cheese sauce  
4 large parsnips, cooked and diced

Boil macaroni for nine minutes in 2 quarts rapidly boiling water in which half tablespoon salt has been added.

One or two minutes more may be allowed if extra tenderness is desired. Drain. Place macaroni on hot serving platter and in the center put the cooked parsnips.

Pour the cheese sauce over all.

But as in all food industries, there are some manufacturers who used fraudulent practices in the making of macaroni. Some sell macaroni made from the cheapest flour that can be purchased. Instead of buying genuine semolina, they purchase cheap flour at half the cost and add soybean flour to it, color the product with tumeric in order to disguise the fact that it is an inferior cheap macaroni, and sell it as the genuine food.

Not so long ago, three carloads of soybean flour and artificially colored macaroni was seized in warehouses. This was destined to be used as a cheap substitute of macaroni without any designation of the fact that adulteration was used in the product. On the packages under question, I actually saw the words "Made from Hard Wheat," or "Made from Semolina." Such a description was a misrepresentation, because it misled the users of macaroni into believing the macaroni was made of hard wheat or semolina.

On other packages, I found soybean had been used in egg noodles, and instead of the egg noodles containing 5 per cent egg solid, they contained about 3 per cent. Soybean flour was used with an artificial color to make the egg noodles look as if they were rich in egg content. This racket has been going on for some time, according to the testimony of merchants who purchased this macaroni.

On the packages sold to the Jewish trade, rabbinical supervision was indicated. Upon investigation, it was found no rabbinical supervision had been had. Not being content with selling an inferior product, the company had short-weighted every grocer who purchased this product. In other words, their packages were short of the actual weight indicated.

Macaroni made of genuine hard wheat

rich in protein is an excellent substitute for meat. In these "lean days" when meat is so expensive, the family can have macaroni served a few times a week. Served with a sauce or fixed in one of the many novel ways now known to the housewife, macaroni makes a very delicious as well as nutritious main dish. Of course, meat should not be entirely eliminated from the diet as there are specific elements in meat which help to prevent certain diseases caused by an unbalanced diet.

The digestion of macaroni is rather rapid and less than 11 per cent of a good grade of macaroni is lost in the processes of digestion and assimilation. It has practically no by-products which are injurious to the system. It does not cause putrefaction in the intestinal tract.

Due to the widespread tendencies to cheapen macaroni products, it is necessary that one use care when purchasing this valuable food product. One must be assured the macaroni is worth the price paid for it, and that it is really macaroni.

A product is no better than the integrity and honesty of the manufacturer. It is the duty of every manufacturer to set a definite standard for his product and to insist that this standard be maintained consistently, even though his competitors cheapen their product and appear to be making a larger profit with their adulterated product. The public deserves to be given the best quality they will pay for the best.

### New Plant at Wichita

Wichita, Kansas, is to have a new and modern macaroni plant. It is in the process of construction and equipment under the supervision of N. M. Onofrio and L. A. Onofrio, formerly of Kansas City, Mo. It will be operated under the firm name of The Macaroni Manufacturers, Inc. and was expected to be ready for production early in April.

The new plant is located in the Kansas National Guard Armory Building at 115-117 South St. Francis Avenue, size 50 by 140 feet and three stories high. The founders of the new industry in Wichita have had a long experience in macaroni-noodle making. N. M. Onofrio frequently represented the Kansas City Macaroni and Manufacturing Company of Kansas City, Mo. at conferences of the industry. He resigned from the latter firm last Fall and with his brother will operate the newly equipped Wichita plant.

To bear fruit one needs to plant one's self.

### Quality Counts in El Paso

While the macaroni industry is still suffering from the orgie of low grade products encouraged by the durum wheat crop failure of 1937, the trend is happily towards higher quality products. There is still too much low-grade macaroni made in this country, but many manufacturers are treating flour macaroni as a necessary evil, concentrating their attention on the quality brands.

Flour or the cheaper grades of macaroni and noodles have been popular in the South for economic reasons, though many of the consumers there have learned from experience that the cent or two saved in buying inferior grades will not compensate for the heavy loss in body-building elements that are missing in the inferior brands.

Indication of the trend that is becoming more or less general throughout the United States comes from the country's most southerly large city, El Paso, Texas. An article appearing in the March 6, 1939, issue of the *El Paso Times* serves to point out this fact. "Macaroni Wins Recognition As a Valuable Food," says the article, "because it contains a large number of the chemicals needed by the body."

The article treats specifically with the products of the El Paso Macaroni Company and its Desert Gold brand made from No. 1 Semolina. Commenting on the increased sales of the firm's quality brand, Ernest Ponce, proprietor says, in part:

"The health value of macaroni, spaghetti and similar products is a thing that is just being appreciated. It is an excellent, yet inexpensive substitute for meat. 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 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 the nerves and muscles.

Important to our systems are such chemicals as calcium, magnesium, potassium, 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 the 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 other organs immediately suffer when mineral matter is not introduced into the system in sufficient amounts.

## Association Pages Progress

The "PARADE OF PROGRESS" about which much has been said and written during the past few months, is on in full swing. Grocery manufacturers, all grocery outlets and many consumer organizations are busy with the store celebrations fostered by the promoters, the Associated Grocery Manufacturers of America of which Paul S. Willis is president.

The past 30 years during which AGMA has flourished, have seen many changes in the social and economic life of America. Phenomenal progress has been made in the manufacturing and distributing of food and grocery products; unquestionably the greatest in any single period or generation in recorded history. Progress in the manufacture of macaroni and egg noodles during the period is symbolic of the progress generally made in all foods.

President Willis feels a sense of pride and pleasure in recalling that many of the country's fine manufacturers who are active members of AGMA, were among the charter members of the organization. "It is to their credit and to that of AGMA, that they have consistently and steadfastly worked together, solving difficult and controversial problems and gaining new recruits as the years have gone by."

These recollections are encouraging and refreshing and serve to presage a future worthy of those who pioneered. Back in 1908, a group of food and grocery manufacturers got together to see if something couldn't be done about specialty orders. They found that something could be done, not only about specialty orders, but about a multiplicity of other things that were of mutual interest and value to manufacturers of food and grocery products.

It seems appropriate to recall the early-day "Objects" of the Association, which have justified the passing years and which remain unchanged today: "(a). To promote and safeguard the welfare of the grocery manufacturing industry of America; (b). To elevate production and distribution of grocery products to the highest plane of efficiency, effectiveness and public service."

Membership in AGMA is open only to those manufacturers of grocery products who satisfactorily reflect good management, satisfactory trade and consumer relations, satisfactory working and sanitary conditions in their manufacturing establishments, satisfactory wage and hour regulations and who conform to the spirit, as well as the text of such important legislation as those pieces having to do with proper labeling of merchandise and with truth in advertising.

Today's membership is the largest in the history of the Association, appro-



KATE SMITH PAUL S. WILLIS

Kate Smith, radio star, and Paul S. Willis, AGMA President, confer on "Parade of Progress."

The First Lady of Radio is devoting considerable time on her regular noon-day commentary programs over the Columbia network during April in discussing the benefits of modern food manufacturing, in cooperation with AGMA's giant consumer-education project, April 6 to May 6.

"We women are too apt to take our grocer for granted," says Kate, "and we don't realize what the modern grocery manufacturer is doing for us in the interests of quality, service and economy. If the Parade of Progress can succeed in making clear to the public the benefits of up-to-date grocery methods, it will make a real contribution not only to the industry but the consumer-public as well. I'm for it, one hundred per cent, and I want all my listeners to know all about it, too!"

proportionately enough, since opportunities for service are greater than ever before and are increasing.

Guiding legislative genius of AGMA for 25 years has been its General Counsel, famed lawyer Charles Wesley Dunn. Mr. Dunn has fathered many significant laws relating to the industry and was one of the original framers of the present federal Pure Food and Drug statute.

Food and grocery products on shelves throughout the country today have been made possible through human ingenuity, inventive, chemical and mechanical skill that have been developed by commercial foresight and enterprise.

The manufacturing and distributing of food and grocery products is rich in tradition, in historic association. They have played a notable part in the commercial development of our country;

they have produced men of courage, character, vision and with business capacity, and sagacity.

To be worthy of those pioneers and of the men following in their footsteps, and to be worthy of the success thus far attained, three things are necessary:

First, a cheerful optimism which knows that so great an industry cannot fail to have a future worthy of our best effort.

Second, a respect for and correct estimation of the industry and its obligation to the nation it serves, and

Third, the confidence of Mrs. America in the ability of manufacturers of nationally known food and grocery products to give her the best possible values at the lowest possible price.

### Get Busy, Baby, You Owe \$432.65!

If you had been born 21 years ago, your debt would have been only \$90.59. This spending generation has taken a lot of your money. Get busy, baby, GET BUSY!

Okeh, I'll get busy. I'll accept the obligation. I'll tighten my belt and do my part. If I don't—well, I've heard my dad talk about the wickedness of repudiation and the miseries of inflation. So I'll try to pay.

And I'll not crab. I'll not question the expenditures, whether they were wasteful or unnecessary. They're water over the dam, anyway.

But, you grown-ups of this spending generation, don't put any more burden on our shoulders. Cut out this glib talk of how we can stand a \$55,000,000,000 national debt. Where do you get that "we" stuff!

Last year the national income was about \$490 apiece—not much more than each person's share of the government debt.

So, I'm already handicapped one year's work, set back 12 months behind the line. If we count the interest on the debt—which experience shows equals the principal before it's finally paid—I'm really set back almost two years. It's five times the handicap this spending generation had when you were a baby.

Sure, I know, there are lots of things we'd like to have, but I notice that pop has to say "No" to my brothers and sisters lots of times. "Can't afford it," he says. So, you big pops in Washington, learn to say "No" to the "brothers and sisters" who want you to buy things with my money. Tell them the truth, that we can't afford it until times get better. Maybe one reason times aren't better is because you've been spending too much of my generation's money.

—Nation's Business.



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

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

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

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

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

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

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

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

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

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

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

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



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

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

**WASHBURN CROSBY COMPANY**

(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC.

OFFICES: CHICAGO, ILLINOIS

## Packaged Foods in "Parade of Progress"

Americans are the best fed nation in the world.

Within the past three or four decades, America has learned more about feeding itself wholesome and appetizing meals than in any similar period in history. Grocery stores in all the 48 states carry more or less identical stocks of standard products, all of uniformly reliable quality.

In order to bring America to the realization that this situation actually has been created within four decades, the manufacturers and distributors of nationally known grocery products planned a "Parade of Progress" celebration. Under the sponsorship of the Associated Grocery Manufacturers of America, they began a systematic attempt to show the public some of the factors that underlie their industry.

As a joint co-operative enterprise, the Parade of Progress is already an unprecedented success. A recent attempt to estimate the number of individual retail outlets which will participate in the point-of-purchase demonstration in April indicates that a minimum of 178,000 stores will be involved; a group far larger than any that ever has joined an industrial promotion. They make the point that the American grocery industry has revolutionized living, and has done it within the space of less than four decades.

Forty years ago, the average grocery store was a far different sort of place from the one with which we are familiar today. Most of the limited variety of groceries were sold from bulk, out of open barrels, bins and kegs. There was a strange mixture of odors—kerosene, molasses, brown sugar, vegetation, eggs and tobacco. The customer was fortunate if the same mixture did not occur in the flavor of the items purchased. Waxed paper for handling foods was still to be introduced, and sanitation depended chiefly on the grocer's sketchy notions of cleanliness.

Among the first items to be packaged by the manufacturer were soda crackers. The housewife found she could buy crackers in convenient, sanitary packages for just about the same price—and even a little less than the stale, broken ones that came from barrels. That began the revolution.

Packaged macaroni, spaghetti, egg noodles and similar macaroni products were rarities at the dawn of the twentieth century. A few venturesome manufacturers experimented with the idea. The pioneers in macaroni-spaghetti-egg noodle packaging were the few American firms that had gone into the macaroni business when the general idea prevailed that the business was an exclusively Italian trade. The old Italian



operators preferred to stick to the Italian style of marketing the plant's output in blue-striped wooden boxes, contents 22 pounds, as this food was packed in Italy and shipped to every civilized nation on the globe.

The next generation of Italians, nearly all American-born, early recognized the need of changing to the American way of distribution, and packaging of macaroni products made rapid strides during the years preceding the World War. Soon packaged macaroni products were seen on the shelves of all leading stores, bearing the brand names of the more progressive manufacturers of this food. But it remained for the transparent package adopted in the early 'twenties by the egg noodle manufacturers to bring macaroni products out of the box into the more convenient, sanitary package. Today there is hardly a plant operating in this country that does not market its output, or a goodly portion thereof in handy containers of the more popular types and with the greatest consumer acceptance.

The buyer and the manufacturer both began to find out things about packaging groceries. The manufacturer discovered that he had created not only a selling-point but an obligation. With his name plainly printed on each carton, it was up to him to maintain his quality. If he failed to do so, it didn't take the buyer long to discover it, and that was hard on sales.

But the idea of packaging groceries definitely caught on. The use of bottles, cartons and cans made it possible to do more and more of the tedious processing in the factory. Vegetables were selected, cleaned and cooked before canning, leaving nothing for the housewife to do but warm them up. Technical skill in canning gradually resulted in the creation of a whole group of vegetables that were quite as satisfactory in their preserved state as if they had just come from the garden. Even the dried vegetables, when put in sanitary packages,

involved less work in the form of cleaning and washing. Weights were uniform, quality was better.

Then advertising stepped in. Here again, a practice which vastly increased sales also imposed a stern obligation. If a manufacturer's product was all he said it was, advertising was profitable to him. If it was lacking in any important respect, however, all the advertising in the world would not produce repeat sales.

Thus, it finally became possible for a manufacturer to make a product which he could advertise and sell a thousand miles away. Increased sales brought lower costs, and better methods constantly increased quality. (Incidentally, one of the things the Parade of Progress attempts to show the consumer is that the cost of advertising to her is negligible. If she needs figures, they are quoted—for example: out of the ten cents she pays for the best known widely advertised soup, the sum of thirty-six one-thousandths of a cent for advertising costs).

The Parade of Progress was conceived when manufacturers suddenly realized that this machinery was so smooth that few consumers paid any attention to it. They didn't realize that, in the very nature of the setup they were being given benefits that no other generation of mankind ever enjoyed.

The food industry as a whole employs one out of every four Americans who hold jobs. In a day's time it sells over 64 million dollars worth of food.

Thus, between April 6 and May 6 (actual dates of the store celebrations), America will be greeted with a barrage of eye and ear impressions—literally billions of such impressions—on the theme of Grocery Progress. No high-pressure advertising campaign of the past ever has packed so much consumer-relations dynamite into such a small package; nor would it have been possible for any single product or any single interest to secure such co-operation.

In this case it is the nation's largest industry which is being featured. That industry's progress has meant more in health, convenience, economy and leisure to America than that of any other single industry.

When the Parade of Progress has gone down the street and the last echo of the band has died away, the manufacturers of nationally-known grocery products hope that America will be better acquainted not only with the problems but with the achievements of the industry. And when people mention the "America Way," it will be remembered from now on that American groceries are the challenge of the world.

People are most apt to concede that a man is right when he prefaces what he says by stating that it is possible that he is wrong.

A point is apt to grow to something bigger than we thought possible, when it becomes the point of an argument.

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



Amber Milling Co.  
Flour and Semolina

Armour & Co.  
Frozen Eggs

Barozzi Drying Machine Co.  
Macaroni Noodle Dryers

Capital Flour Mills, Inc.  
Flour and Semolina

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

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

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



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

Commander Milling Co.  
Flour and Semolina

Consolidated Macaroni Machinery Corp.  
Brakes, Cutters, Die Cleaners, Driers  
Folders, Kneaders, Mixers, Presses and  
Pumps

Creditors Service Trust Co.  
Mercantile Collections

Eastern Semolina Mills, Inc.  
Semolina

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

Kansas City Shook & Mfg. Co.  
Box Shooks

King Midas Mill Co.  
Flour and Semolina

Lombardi  
Macaroni Dies

F. Maldari & Bros. Inc.  
Dies

Minneapolis Milling Co.  
Flour and Semolina

National Carton Co.  
Cartons

National Cereal Products Laboratories  
Consulting and Analytical Chemists

Peters Machinery Co.  
Packaging Machines

Pillsbury Flour Mills Co.  
Flour and Semolina

Rossotti Lithographing Co. Inc.  
Cartons, Labels, Wrappers

The Star Macaroni Dies Mfg. Co.  
Dies

Stella Cheese Co.  
Grated Cheese

Triangle Package Machinery Co.  
Packaging Machinery

Washburn Crosby Co. Inc.  
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.  
Minneapolis, Minnesota

You  
COMMAND  
the Best  
When You  
DEMAND



## Old Dad Mac Noodle Says:

### Believe It or Not?

Isn't success in salesmanship measured by the confidence prospective purchasers have in what the salesman says?

A man comes in to sell me a gadget he says will save me an hour of time every business day. My time is worth money, more money than the gadget costs. An hour a day will more than pay for it in a month. My judgment is not good if I believe the salesman and do not buy the gadget.

But, probably, I do not fully believe him. His story may sound too good to be true, or it may be told in an unconvincing manner. For one reason or another I doubt, and he does not make the sale.

It is the business of the salesman to



make his selling talk so convincing that no doubt of its honesty may enter my mind.

The story is told that Dwight L. Moody, the great evangelist, once was to preach in the vicinity of Oxford Uni-

versity. Two Oxford students discussed going to hear him.

"You don't believe what he says, do you?" one asked.

"No," responded the other, "but he does and I'd go even farther to hear a man who believes what he says."

Unquestioned sincerity on the part of the salesman is needed to get his sales talk across. The first thing to influence me to believe what a salesman says is the certainty that he himself believes it. No sales story the salesman tells with his tongue in his cheek gets anywhere. No salesman can make me believe what he himself does not believe.

Ripley may sell people on the "Believe it or not" basis, but those of us with something tangible to sell will be foolish to try it.

## Sell Yourself and Win Friends

"Early to Bed, Early to Rise Success Theory Is Hokey!"

Says James T. Mangan

"Back in school you were taught that if you wanted to be a Big Success the thing to do was to follow the Golden Rule, 'early to bed, early to rise.' You were told when you grew up and went to work that the sure way to get on was to get in early and leave late. You were taught that if you slaved faithfully and well for years and years, the Big Boss would automatically come along and make you a Big Shot."

"Phooey," says James T. Mangan in his new book, *The Knack of Selling Yourself*. "The Merit System which we had crammed down our throats in school just won't work. The people who get on, who make big money—the Big Shots, if you like—are those who are smart enough to sell themselves."

"Millions of people today with brains and real ability are being pushed around by others who have no brains and less ability simply because they don't know how to sell themselves. You may be loaded with talent but unless you can sell it, it isn't worth two cents."

In his new book, Mangan sponsors the "Get-There" System as being the only practical success theory to follow today. His book certainly packs a punch. Just as Dale Carnegie suggested that America should become a nation of back-slappers, hand-shakers and "call me by my name" fans, so Mangan believes we should become a nation of salesmen—selling living merchandise—ourselves.

"Toot your own horn," he says, "nobody else will do it for you." "Put up a front and get away with it" is another piece of advice. "Be an egotist and make

them like it" is another of his formulas—but that one seems pretty hard to follow through on.

This book is strong meat. It's written in a fascinating vivid style which is Mangan's own.

What worries the writer is this: What's going to happen if everybody gets a copy of this book and follows Mangan's advice to sell ourselves into being Big Shots? Who's going to do the work?

### The Food Stamps

The food-stamp experiment will be tried in a half dozen cities. Any relief family may take the stamps, or refuse them. A family takes \$16 of orange-colored stamps and buys food, and as a bonus gets \$8 in blue stamps, also good for food purchases. Supposedly, the family receives \$8 in extra food which costs them nothing, and supposedly this increases consumption. This supposedly reduces the costs of Government, and justifies giving away this surplus food. The merchant gets the \$8 and it is cash at the bank for him. He, at least, is safe in the food-stamp experiment.

If this scheme works out in a half dozen cities it will be made national. If it is a flop Secretary Wallace may be depended upon to revise it, or give us something new.

Sounds like stomach-pumping! It's simple, too.—*National Industries News Service*.

When an employe is late, the boss naturally suspects that his date with his job is one he isn't particularly interested in keeping.

### Packaging Institute Formed

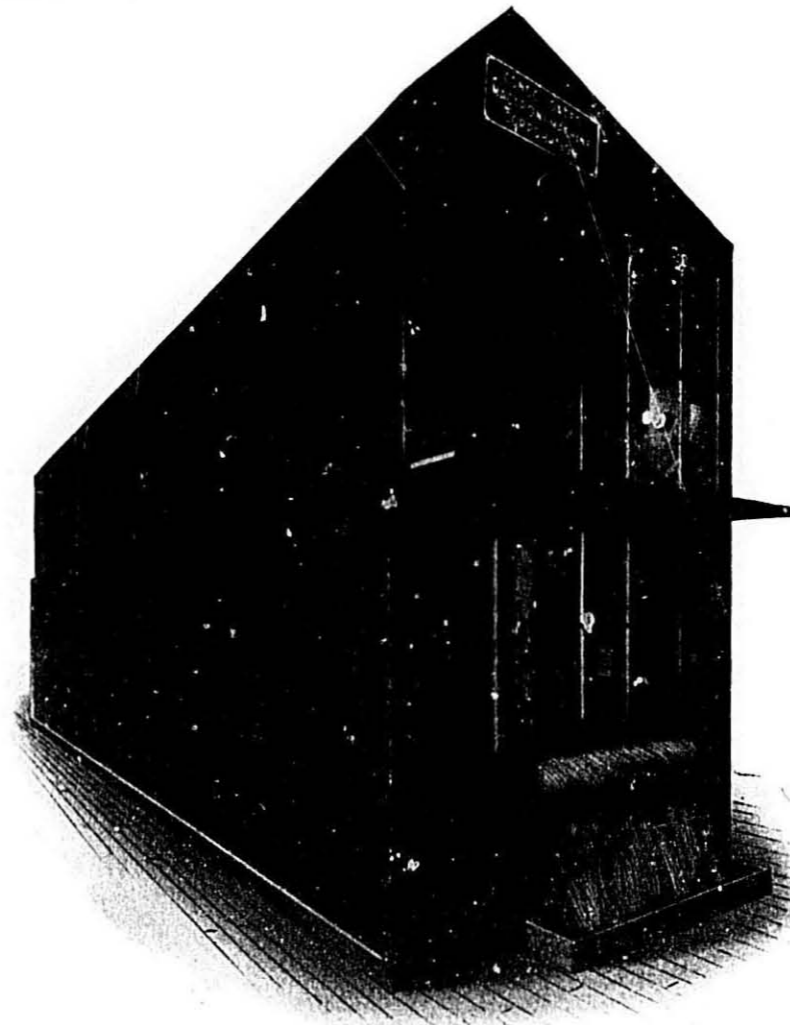
The closing of the Ninth Annual Packaging Exposition in New York City brings official announcement of the formation of the "Packaging Institute," comprising an amalgamation of two important associations in the packaging industry—the Packaging Machinery Manufacturers Institute and the Production Manager's Association.

While each association will continue to function individually, as in the past, meeting to discuss problems pertinent to their own interests, joint meetings will also be scheduled to foster, improve and abet the status of the packaging industry as a whole. One of the objectives of the "Packaging Institute" will be to formulate constructive publicity designed to educate the general consumer on the benefits to be derived from good and effective packaging.

The president of the Packaging Machinery Manufacturers Institute, Mr. H. H. Leonard, who is also president of the Consolidated Packaging Machinery Corp. of Buffalo, and the president of the Production Managers Association. The vice president is Mr. Wm. Bristol Jr., who is vice president in charge of production at Bristol-Myers Co., Hillside, N. J.

The packaging industry which this new organization will serve is regarded as one of America's foremost businesses—now approaching a total of approximately four billion dollars sales volume annually. It embraces fields such as tin cans, glass bottles and jars, machinery, paper boxes, plastics, cellophane, rigid transparent cellulose, collapsible tubes, fibre cans, closures, corrugated shipping boxes, etc. The packaging industry stands in the front line, providing the first point of contact between the consumer and the producer, and as such is highly valuable in establishing the importance of the consumer in social and economic trends in business today.

## Consolidated Macaroni Machine Corp.



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

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

Specialists For Thirty Years

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

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

156-166 Sixth Street

BROOKLYN, N. Y., U. S. A.

159-171 Seventh Street

Address all communications to 156 Sixth Street



## Washington's Macaroni Law

Based on a similar law that has been operating in California with some degree of success, the legislature of the State of Washington recently adopted legislation to govern the manufacture and distribution of macaroni products in that state. This it will do by the license method or by permits which are renewable annually through the office of the Director of Agriculture of the State of Washington.

According to Frank A. Ghiglione, former director of the National Macaroni Manufacturers Association and the chief executive of Ghiglione & Sons Macaroni Corporation of Seattle, Washington, the new law was sponsored by the manufacturers of macaroni products of his state and in his belief will be given the full support of the leaders of the industry. The Bakers Bureau, Mr. Brit Fowler, Administrator, was also very active in promoting and in supporting the legislation for which there is great hopes for relief.

A similar law has been proposed to the legislature of Oregon, with considerable chance of being adopted later in the present session or early in the next. If and when this is done, the entire Pacific Coast macaroni production and distribution will be governed by state acts in-

tended to conform with the regulations of the Federal Trade Commission.

### Washington Macaroni Act of 1939

The Washington State Macaroni Act of 1939 aims to regulate the manufacture and distribution of macaroni and related products by defining the food, establishing standards and providing for permits and certificates.

The primary objective is "to protect the safety, health and welfare of the people of the state; to prevent or eliminate unsanitary, unhealthful, fraudulent, unfair or uneconomic practices and conditions in connection with such manufacture and distribution which endanger public health, defraud consumers, and jeopardize the public source and supply of a nourishing, healthful food."

"Macaroni Products" are defined as follows: Macaroni Products shall mean macaroni, spaghetti, vermicelli, egg noodles and all related products in whatever form or style the same may be prepared."

Permits to manufacture and distribute macaroni products in the State of Washington will be issued by the Director of Agriculture to approved applicants. Permits will cost \$25.00 a year and will be issued annually. They are not transfer-

able. All permits will automatically expire on December 31. Funds created by such permits or licenses will be used in fully enforcing the provisions of the act.

No persons afflicted with any contagious or infectious disease will be permitted to work in any macaroni-noodle factory unless they possess certificates from recognized physicians certifying to the holders' health. Such certificates shall not exceed \$2.00 in cost, and must be renewed every six months.

### Filing of Prices

The law also provides for the filing of prices, etc., and all violators of filed prices are liable to loss of permits and additional fines. Many of the provisions in the Trade Practice Rules promulgated by the Federal Trade Commission as sponsored by the National Macaroni Manufacturers' Association concerning branding, labeling, advertising, coloring, and such, are provided for in the law that is now in effect.

Interested manufacturers, particularly those from other States whose products are shipped into Washington and distributed there through distributors or direct to retailers, may obtain copies of the new law by addressing the Director of Agriculture at Olympia, Washington.

### Salesman Remarries His Divorced Wife

Nathan Dubinsky, a salesman for Viviano Bros. Macaroni Company, March 30, remarried at City Hall his former wife, Mrs. Clara Dubinsky, who obtained a divorce from him in December, 1937.

They are living at 1406 Granville place with their three children, Harlan 15, Charlotte 12, and Albert 10.

His wife had obtained the divorce on a charge of general indignities. Dubinsky said the remarriage was partly the result of a recent reconciliation and partly for the sake of the children.

### Boston Firm Buys Lowell Plant

The press of New England announced last month the purchase of a new plant in Lowell, Massachusetts, by the Prince Macaroni Manufacturing Company of Boston. The property involved in the deal is known as the Lowell Bleachery, located at Carter, Livingston and Chambers Streets.

The buildings involved in the deal include a factory building of four stories, 250 feet long by 200 feet wide, with a railway siding. The building is equipped with two hydraulic elevators and is mod-

ern in every other respect. The sale also includes an office building and about 319,000 square feet of land which can be used for expansion purposes as business necessitates.

The Prince Macaroni Manufacturing Company is one of the largest manufacturers of Macaroni Products in New England. Its present plant is located at Commercial Street and Atlantic Avenue in Boston. The firm is a Massachusetts corporation and has been in continuous operation for 25 years. G. LaMarca is president of the company. It is expected

The happy medium ultimately comes to be regarded as what it is—neither one thing nor another.

Better near the bottom with an easy conscious than up at the top with a troublesome one.

The only trouble with the machine age is that we failed to think up the necessary adjustments to it.

What's put off to a more convenient time, invariably turns up to be done when it is twice as hard to do it.

that the Lowell plant will be ready for occupancy about May 1, when installation of the most modern macaroni-making and drying machines will be completed.

### Wholesale Trade January, 1939

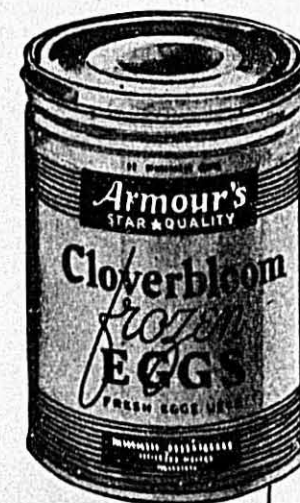
The dollar volume of wholesale trade during January increased about 4 percent from January 1938 according to reports from 2,560 wholesalers cooperating in the monthly joint study of the National Association of Credit Men and the Bureau of Foreign and Domestic Commerce.

Total sales of the reporting group during January amounted to 169 million dollars as compared with 162 million dollars for January last year and 189 million dollars in December 1938.

The improved sales conditions prevailing in wholesale trade during January is reflected in the percentage comparisons with the last three years. Whereas December sales were up 1½ per cent from December 1937, January sales were up 4 per cent from last January. December 1938 sales were down 11 per cent from December 1936, but January sales were down only 8 per cent from January 1937.

"TRUE EGG COLOR EVERY TIME!"

Order SPECIAL COLOR Cloverbloom Frozen Eggs . . .  
They're packed especially for noodle makers!



• Determining the solids content of Cloverbloom Frozen Eggs with the Zeiss refractometer. A special technique for the use of this scientific instrument in determining egg solids was developed by Armour Research men, and is now used exclusively in all Armour plants.

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

IT takes specially selected eggs to give your noodles the full rich color they need. That's why you should use Special Color Cloverbloom Frozen Eggs. They're high color eggs selected and packed specifically for noodle makers. They're a sure cure for whitish, washed-out noodles, because they put natural, golden egg color into your products. Try them . . . and see the difference!

Special Color Cloverbloom Frozen Eggs are packed in the mid-west, the egg producing center. They're prepared only in the spring months, to be sure of highest quality. Their solids content never varies. And they're Clarified\*, to remove all traces of grit, shell and fibrous substance. Why not place your order now?

\* Armour's exclusive Clarification process is protected by U. S. Patent No. 1,944,772.

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

For information, write to

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

## The Long and Short of It

### Federal Trade Commission Moves to Decide Question of Long vs. Short Spaghetti

Two actions by the Federal Trade Commission taken on March 31, 1939 are of wide interest to the spaghetti and noodle manufacturers of the country. One involves a Chicago firm on the question of whether the length of spaghetti has anything to do with its quality or genuineness and the other concerns a stipulation entered into with the government by a Brooklyn distributor to cease selling ingredients prohibited by laws and regulations.

The newspapers of the country have been enjoying a real "festa" over the charge made by the commission in its complaint against the John B. Canepa Company. There have been numerous articles thereon and a fine play of words, mostly beneficial to macaroni products, while humorously discussing the question of the merits of long and short spaghetti.

The complaint alleges that the respondent company sells and distributes its spaghetti in long containers and in booklets and other advertising matter infers that "macaroni and spaghetti products not made in long lengths are not genuine and are not of fine quality." The commission declares that these statements are "false, deceptive and misleading." The manufacturer has until April 28 to show cause why his claims should not be held "false and misleading."

Facetiously, the *Washington, D. C. News* of March 31, reports the action as follows:

#### Spaghetti's Still Spaghet'

"Those awkward creatures who sit in the darkest corners of Italian restaurants and slup minestrone while their sad eyes stare enviously at deft brethren reeling great coils of spaghetti into smooth mouthfulls, to day are given an official out.

"The Federal Trade Commission thoughtfully sheathed its fork and tablespoon and spoke out boldly in defense of the poor fumbler who as a child never learned to master the cat's cradle and who now is late to work at least once a month because he gets tangled in his own shoestrings.

"With clear consciences and unsullied chins, said the F.T.C., these butter-fingers can have their meat balls cooked with elbow macaroni and eat the combination with a ladle while the more dextrous diners rattle and entwine the strands."

Other newspapers carried the commission's complaint under such headings

as: "Spaghetti a la Ruler"; "Inch or Yard, It's Spaghetti"; "Short Spaghetti Good Too"; "No matter how long, It's Still Spaghetti."

#### Must Cease Misrepresenting Egg Noodles

The second action by the Federal Trade Commission involves a distributor, Reuben-Richards Company, Inc., Brooklyn, N. Y. It has entered into a stipulation with the Commission to cease misrepresentation in regards to a coloring material (nature not revealed) for treating noodles to give them the appearance of containing more egg ingredients than are actually present. Respondent agrees to discontinue distributing its preparation—"Richards Danish Vegetable Base—For Noodles," for use in noodles and related products.

#### What Is Semolina

In order to properly define "semolina" and to set up standards for same, the Food Standards Committee, United States Department of Agriculture, held an informal conference in Washington, D. C., on March 27, 1939. Bread of different kinds, flour, farina rye flour, and whole wheat flour were likewise to be studied.

Factual information only was sought at this informal gathering. Said information was later to be studied in anticipation of the adoption of definitions and standards of identity under the Federal Food, Drug and Cosmetic Act. The call issued by W. B. Frisbie,

#### A Label's Importance

"A label is more than a scrap of paper and a splash of ink; it is more than a haphazard combination of type and art; it is the bearer of either true or false imputations; it holds the key that unites two realms—the realm of fact, substance, authenticity, with the realm of thought, imagination, conviction. To compose a proper label is a responsibility not to be lightly assumed; it might put something in a wrong category; it might even put somebody in jail."—Charles R. Cosby, Executive Secretary, Label Manufacturers National Association, in "The Photo-Lithographer."

Chairman Food Standards Committee, was as follows:

Washington, D. C.  
March 2, 1939

To Manufacturers of Flour, Whole Wheat Flour, Semolina, Farina, Rye Flour, White Bread, Whole Wheat Bread, Milk Bread, and Raisin Bread:

The Food Standards Committee will meet in Washington, D. C., Monday, March 27, 1939, in the offices of the Food and Drug Administration. At this meeting the members will give consideration to features upon which definitions and standards of identity under the Federal Food, Drug, and Cosmetic Act for the following products should be based:

Flour	White bread
Whole wheat flour	Whole wheat bread
Semolina	Milk bread
Farina	Raisin bread
	Rye flour

Factual and other pertinent information on these schedules will be considered by the committee. For the purpose of conserving time, it is desirable that all such information, so far as possible, be submitted in writing, addressed to the Secretary of the Food Standards Committee, Food and Drug Administration, U. S. Department of Agriculture, Washington, D. C. Since there will be little opportunity for presenting directly to the members of the committee information which can not be submitted in the form of letters, all requests for appearances before the committee should be made in advance and appointments arranged through the secretary of the committee.

This meeting of the Food Standards Committee is in no sense the public hearing which the Act requires and for which formal notices are issued by the Secretary of Agriculture; but it is for the purpose of informally acquiring information concerning those factors which should be embodied in proposals for discussion at a public hearing to be held on some future date.

W. B. FRISBIE,  
Chairman, Food Standards Committee

April 15, 1939

THE MACARONI JOURNAL

17

#### In Memoriam

J. Edwards Smith, one of the best known journalists in the Northwest, died at his home in Minneapolis, March 23.

Since the launching of the MACARONI JOURNAL twenty years ago, Mr. Smith had been actively connected with it in an editorial capacity. The valuable services which he has rendered to the editor of this journal will be sadly missed.

In addition to his services to the MACARONI JOURNAL, Mr. Smith was employed for many years by the *Minneapolis Journal*, *Sparks Magazine*, and *Finance and Commerce* of Minneapolis. He was widely and favorably known in the publishing field of the Northwest, and numbered his friends by those who knew him. His many fine qualities will long live in the memory of all who knew him.

Mr. Smith was born at Escanaba, Michigan, and for a time resided at La Crosse, Wisconsin. He came to Minneapolis about a half century ago, and resided there until his death. He was seventy-one years old.

Funeral services were held at 11:30 A. M. Saturday, March 25 at Lakewood Chapel, with interment Sunday at La Crosse, Wis.

#### Enforcement of Food, Drug And Cosmetic Act

Secretary of Agriculture Henry A. Wallace recently issued the following statement in response to inquiries concerning the legislative postponement of the effective date of some of the important provisions of the Federal Food, Drug, and Cosmetic Act now being proposed by some representatives of the industries affected:

"The Department is aware of a sentiment among some manufacturers of foods, drugs, and cosmetics for a postponement of the effective date of the Federal Food, Drug, and Cosmetic Act. This law was enacted June 25, 1938, but only a few of its provisions became effective at that time. The general provisions of the Act do not become effective until June 25, 1939.

"On numerous occasions the Department has expressed gratification at the promptness with which most food, drug and cosmetic manufacturers have brought about label revisions and effected other changes in their practices to meet the terms of the new law.

"In some instances the sentiment for postponement is being fostered by those who opposed the enactment of the law and who appear to be unreconciled to compliance with its consumer-protective features. But it is clear that in most instances this sentiment is based upon a general apprehension regarding the fate of substantial investments in stocks of labels now on hand, as well as concern about the congestion in label-manufacturing establishments, which in some cases makes it impossible for orders already placed for new labels to be filled before June 25. Apprehension is also

based on the possibility that adequate supplies of certified coal-tar colors will not be available for use in manufacturing goods which will be shipped after June 25. The new statute prohibits the shipment of articles containing coal-tar colors that have not been certified.

"A condition of this kind is inevitable in any transition from an old to a new order of things. Obviously, the Department does not expect the impossible. It has repeatedly advised manufacturers of its intention to give sympathetic consideration to these problems and deal with them in a manner equitable to all. In following this policy it is expected that

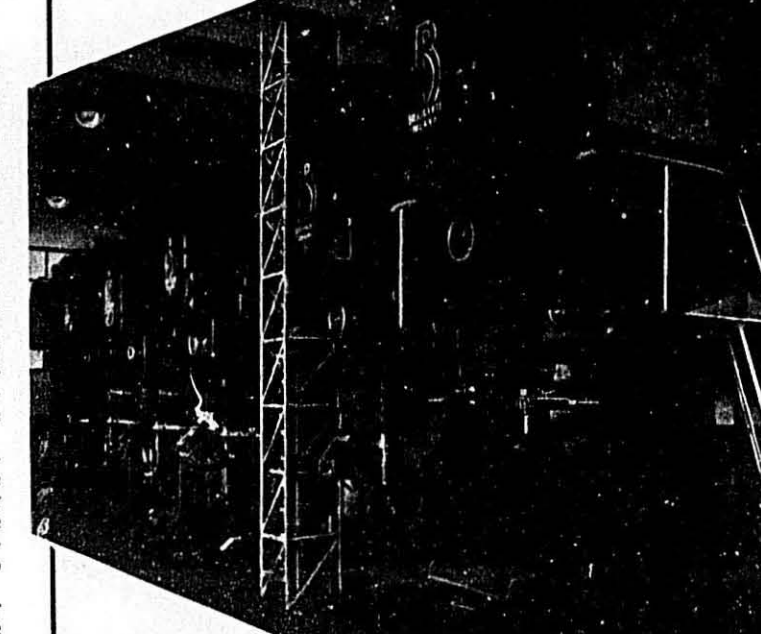
manufacturers who have been doing a legitimate business will suffer no undue disturbance during the period in which they are continuing efforts, clearly characterized by common sense and good faith, to revise and print new labels where these are necessary, to effect inexpensive corrections of present stocks of labels, or by other expedient to bridge over the transition period. Manufacturers with whom this question has been discussed have signified their ability under such a policy to meet the situation satisfactorily without the necessity for postponement of the effective date of the Act."



#### Offers the Braibanti

... the automatic macaroni machine which mixes, kneads and extrudes in one continuous operation ... Produces top quality goods at high speeds and reduces costs.

Elmes has the exclusive United States and Canadian rights on all Braibanti machines.



A battery of Braibanti machines in a modern European plant. Similar machines are making remarkable records in America. Send for complete information.

CHARLES F. ELMES ENGINEERING WORKS

213 N. MORGAN ST. Chicago SINCE 1851



What about law enforcement on our streets and highways? Do the drunks in your community get by with a small fine, and are they allowed to go back on the roads and repeat their offense?

It behooves every citizen who travels on our highways and who obey the traffic laws to investigate this.

Fixing tickets is as bad a violation of decency and courtesy as the crime itself. Spineless enforcement, usually diluted with politics, can never reduce highway accidents. It's bad enough for motorists to wink at the law, but when the law winks right back, the people in the community are not safe on the highway.

Check up on this point and remember—"It's Smart to Drive Carefully."

### Awarded Safety Medal

Safe-driving gains due respect not only for the driver but for the firm he represents. A truck or car carrying the name of a macaroni-noodle manufacturer and advertising his brands is looked upon as a traveling spokesman. While it goes quietly on its way and about its business, the sponsoring firm is respected and its products esteemed. When accidents happen, an unfavorable reflection results. Here's an interesting item from the Toledo press:

W. H. (Harry) Kontz, Toledo representative of the C. F. Mueller macaroni-noodle company, Jersey City, N. J., has been awarded a gold medal by his company for completing 10 years of driving service without an accident. Mr. Kontz has driven more than 150,000 miles, mostly in Toledo.

### Stick

STICK—it is the rare quality that distinguishes geniuses from triflers.

STICK—it's yours if no combination of circumstances can tear you loose from your conviction that it will be.

STICK—in addition to whatever other merit the project, undertaking or cause may have, it must have loyal adherents.

STICK—the worthwhileness of doing that isn't to be challenged every few days. It has demonstrated its character and manhood building qualities for too many generations, to be doubted.

STICK—what you want you must give yourself to. What you would be rewarded with, you first must serve without reward.

STICK—when it seems futile throwing away of yourself to do so. It is the only way to be sure of putting enough of yourself into something, to become something.

### Will Assume Operations

After a period of inactivity the macaroni factory at Pittsburg, Kansas, will renew its producing operations under a new superintendent. Production on a full time basis started early in April at the plant of the Italian Macaroni Manufacturing & Importing Company. For some time the firm that operates the plant has been giving its whole attention to the importing of Italian products and their distribution throughout the Southwest.

Carlo San Paolo is now in charge of production. He first learned the art of macaroni making in Italy. Since his arrival in America, he has been employed in the plant of the Domino Macaroni Company in Springfield, Mo. for twenty years and with the Viviano Brothers Macaroni Company in St. Louis for ten years. Before his departure to Kansas, he served as foreman in the Faust Macaroni Company plant in St. Louis.

### Macaroni Rich Food

Tacoma, Washington, housewives who flocked to the Homemakers' School conducted by Mrs. Ethyl Warren were astonished to learn, many of them, that macaroni, spaghetti and egg noodles make up a family of foods, since each of them is prepared from the same basic ingredient—a hard glutinous wheat relatively rich in protein.

"Macaroni Products," says Mrs. Warren whose school, was sponsored by the *Tacoma News Tribune*, "are an excellent source of food energy for growing children. Under normal conditions they are almost completely digested, leaving practically no waste. Except for the addition of eggs to egg noodles the members of the Macaroni Family of foods are identical in contents. This means that in many recipes spaghetti or egg noodles may be substituted for macaroni and vice versa, with satisfactory results."

### Isms and Facts

The well-known American sense of humor crops out again in a series of definitions of "isms." Washington is chuckling over these definitions attributed by the *New York Times* to an anonymous Republican Senator:

**SOCIALISM**—If you own two cows, you give one to your neighbor.

**COMMUNISM**—You give both cows to the government and the government gives back some of the milk.

**FASCISM**—You keep the cows, but you give the milk to the government. The government sells some of the milk back to you.

**NEW IDEALISM**—You shoot one cow, milk the other, and then pour the milk down the sink.

The trouble is that we think there's no time like the present, only in connection with something we want to do.

### Taxes Take One-Fourth of the Working Day

Many and varied are the problems facing the American business man and by no means the least among them is the apparently growing conviction of our politicians that the passing of regulatory legislation is the ultimate solution for all our economic ills. These laws cover a constantly widening field but one thing they usually have in common—they involve the collection of bigger and bigger taxes. Who pays the taxes? The business man, of course.

One quarter of the working day of every worker and producer is now required to meet the tax demands upon American business, according to figures issued by the United States Chamber of Commerce. In a striking illustration, using the face of a clock for the purpose, the fact is shown that we all work two hours and twelve minutes of each day to pay the tax collector.

That the bulk of the funds collected go to various politically administered relief agencies is common knowledge and the actual need for the expenditure of a portion of the money is readily admitted by the average business man. But there is an equally firm conviction that the application of sound business methods in the spending of these millions would result in less political patronage and more efficient results.

The one bright spot in this otherwise dismal picture is the ability of the American voters to change this situation if they really decide they want to do so. For, after all, our elected representatives are our servants and we can turn them out of office at election time as readily as we put them in. There are still enough practical, independent business men left in the country to make themselves heard if—and when—they choose to demand a return to common sense methods in government and an end of the squandering of millions of dollars by political theorists.—*Pacific Coast Review*.

### A Pound's a Pound?

CAMDEN, N. J.—(U.P.) When is a pound of spaghetti not a pound of spaghetti?

The answer, according to a Norris-town, Pa., macaroni products manufacturer, is that it depends on "weather conditions in the store where the spaghetti is kept."

At least, that's what he told Judge Gene Mariano when he was arraigned in police court to answer charges of the weights and measures department that his one-pound packages of spaghetti were three-eighths of an ounce to an ounce short.

Judge Mariano dismissed the charges.

What makes the big difference in men is whether going to work is regarded as a daily thrill or a daily grind.

### NARGUS Signs Geauque for Five Years

To Be in Full Charge of National Grocers Institute

Edwin P. Geauque of San Francisco has been appointed to direct National Grocers Institute by officials of the National Association of Retail Grocers of the United States. Gerrit Vander Hooing of Grand Rapids, Michigan, President of NARGUS, and Mrs. R. M. Kiefer, newly-appointed Secretary-Manager of the National Association, made the appointment, acting on authority of a resolution passed by the Board of Directors of the Association at its annual meeting at the Hotel Sherman here in January.

National Grocers Institute is the new infant prodigy of the Association. Launched only in January to promote the idea of vocational training for retail grocers and clerks, it is already sensationally successful and its influence is already being felt in the entire food industry. Grocers and clerks from every state and from many foreign countries have registered for the work and the first published lists of students reveals the names of many prominent grocers and food industry executives.

Geauque is one of the two American Fellows of the Institute of Certified Grocers of London, the British equivalent of National Grocers Institute, which

has been training British grocers and clerks for more than thirty years. For a number of years he was prominently identified with the food industry on the Pacific Coast, serving for a time as Director of Publicity and Public Relations for the California Retail Grocers and Merchants Association. Later he was drafted as Secretary of the Alameda County Retail Grocers Association, which includes in its territory the California cities of Oakland, Alameda and Berkeley. In recent years he has been engaged in making market surveys in Europe and in the Orient.

Although the headquarters of National Grocers Institute will be in Chicago and a large clerical force is now at work there under Geauque's direction, he expects to spend much of his time in the field in contact with the trade. He will continue to maintain his winter residence in California and his summer home at Pod Auger Farm, his historic estate in New England. During April and May Geauque is scheduled to make a national speaking tour on behalf of the Institute. His first official appearance before the membership of the National Association of Retail Grocers will be at the 42nd annual convention of NARGUS at Kansas City, June 18-22.

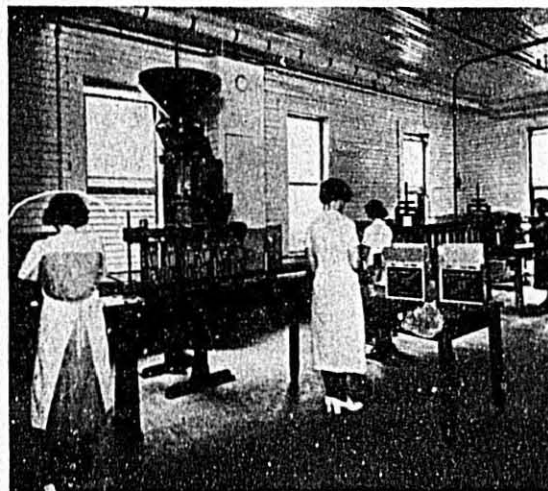
Having a partly built structure for tomorrow beats having only plans for tomorrow.

### Egg Noodles-Tuna Fish Casserole

To assist millions of housewives with their planning of suitable meals for Lent, Betty Crocker, famous radio announcer representing Washburn Crosby Company, devoted much of her radio time in the March 17 broadcast to the suggestion that a "Casserole of Noodles and Tuna Fish" is the answer to the housewives' Lenten worries. Her message went out over a network of sixty radio stations that blanketed the country with the sound advice that macaroni products are best for the meatless meals which millions choose to serve during that season.

A broadcast of this nature is being made annually by Betty Crocker during the pre-Easter and the Easter Seasons. "Naturally," says the announcement by the sponsoring firm, "macaroni, spaghetti and noodle manufacturers are thoroughly conscious of the fact that their products come into their own in no uncertain fashion during Lent, as meat substitutes. The fact that her timely messages on meatless and one-dish meals tie in so often with the use of noodles, macaroni and spaghetti is by no means a coincidence. Her hearty support of semolina products is prompted both by a sincere respect for them as delicious and wholesome food, and an earnest desire to help her company's many good friends of the macaroni industry whenever possible."

## LOW COST PACKAGING AT Procino Rossi with TRIANGLE EQUIPMENT



PROCINO Rossi Corporation, Auburn, N. Y., is one of the many firms enjoying the benefits of low cost packaging with simple, flexible, economical Triangle Equipment. The unit shown is the Triangle SK Net Weigher and SI Carton Sealer for weighing, filling and sealing macaroni products in cartons.

Investigate the complete line of Triangle Equipment for packaging macaroni products—you will find there are machines ideally suited to your needs, machines that will give you better packages at costs so low you'll have the edge on competition.

Send samples of your packages and ask for complete details on Triangle Equipment to handle them. No obligation. Write today.

## TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

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

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

"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



### Adulterated Products Condemned

In its ceaseless fight against artificially colored and misbranded macaroni-noodle products, the Food and Drug Administration of the U. S. Department of Agriculture reports two seizures in its March issue of "Notices of Judgment Under the Food and Drugs Act." The two cases reported involve products manufactured and distributed in two extremely opposite territories, Florida and Washington.

In one case the charge was that the products were made of mixed ingredients and were artificially colored to hide inferiority. In the other, deficiency in egg and artificial coloring is charged. The judgments, as published, follow:

#### Coloring Hides Inferiority

29698. Adulteration and misbranding of macaroni products. U. S. v. 120 1/2 Cases of Spaghetti, et al. Default decree of condemnation. Portion ordered delivered to a charitable organization; remainder ordered destroyed. (F. & D. No. 42982. Sample Nos. 10436-D to 10439-D, inclusive.)

These products were made from wheat flour and were colored with a yellow color which gave them the appearance of macaroni products made from semolina. Two lots also were short weight.

On or about July 7, 1938, the United States attorney for the Southern District of Florida, acting upon a report by the Secretary of Agriculture, filed in the district court a libel praying seizure and condemnation of 399 cases of macaroni products at Jacksonville, Fla.; alleging that the articles had been shipped in interstate commerce on or about May 14, 1938, by Cox's Warehouse from Atlanta, Ga.; and charging adulteration and misbranding in violation of the Food and Drugs Act as amended. Portions were labeled in part: "Tampa-Maid Brand Spaghetti [or 'Macaroni']" \* \* \* "Fertita Macaroni Co., Inc., Tampa, Florida." The remainder were labeled in part: "Vittoria Brand [or 'Fertita Brand']" \* \* \* Manufactured by Fertita Macaroni Co. Inc. Tampa, Florida."

All lots were alleged to be adulterated in that they were mixed and colored in a manner whereby inferiority was concealed.

The Vittoria brand was alleged to be misbranded in that the Italian phrase "Pasta Di Semola Superiore Qualita," borne on the label, was misleading and tended to deceive and mislead the purchaser since it implied that the article was made of semolina. The Tampa Maid brand was alleged to be misbranded in that the statement "6 Ozs. Net When Packed," borne on the label, was false and misleading and tended to deceive and mislead the purchaser when applied to an article that was short weight; and in that it was food in package form and the quantity of contents was not plainly and conspicuously marked on the outside of the packages, since the statement made was incorrect.

On October 4, 1938, no claimant having appeared, judgment of condemnation was entered and it was ordered that the portions found suitable for food (226 1/2 cases) be delivered to a charitable institution, and the remainder destroyed.

M. L. Wilson,  
Acting Secretary of Agriculture.

#### Egg Deficiency

29495. Adulteration and misbranding of noodles. U. S. v. 20 Cases of Noodles. Default decree of condemnation and destruction. (F. & D. No. 43190. Sample No. 23069-D.)

This product having been shipped in inter-

state commerce and remaining unsold and in the original unbroken packages, was found at the time of examination to be deficient in egg, to contain added coal-tar color, and to be short weight.

On August 3, 1938, the United States attorney 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 20 cases of noodles at Lewiston, Idaho; alleging that the article had been shipped by the Coast Food Products, Inc., from Seattle, Wash., on or about May 9, 1938; and charging adulteration and misbranding in violation of the Food and Drugs Act as amended. The article was labeled in part: "Oriental Maid Coast Food Products Seattle Fresh Egg Noodles."

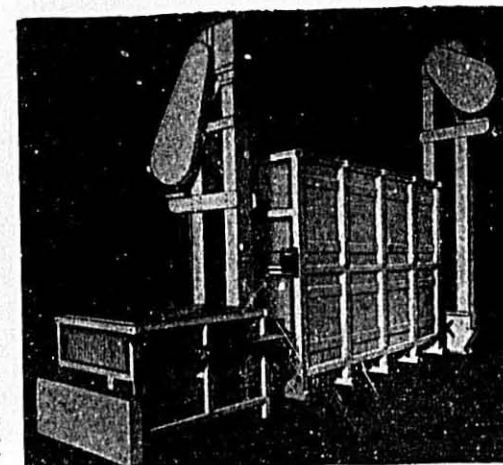
Adulteration was alleged in that an artificially colored product deficient in eggs had been substituted wholly or in part for egg noodles, which it purported to be; and in that it was colored in a manner whereby inferiority was concealed.

Misbranding was alleged in that the statements "Egg Noodles" and "8 ounces," borne on the label, were false and misleading and tended to deceive and mislead the purchaser when applied to an article that was deficient in egg, contained added coal-tar color, and was short weight.

On August 31, 1938, no claimant having appeared, judgment of condemnation was entered and the product was ordered destroyed.

M. L. Wilson,  
Acting Secretary of Agriculture.

**KEEP COSTS DOWN PROFITS UP**  
with **CHAMPION EQUIPMENT**  
—QUICKLY PAYS FOR ITSELF OUT OF SAVINGS



CHAMPION ENGINEERS  
WILL GLADLY MAKE  
SUGGESTIONS FOR  
PLANT IMPROVEMENT

### THIS CHAMPION SEMOLINA BLENDER

LOW PRICE

EASY TIME  
PAYMENTS

is one of the time-saving, cost-reducing units engineered by CHAMPION for the Macaroni and Noodle Industry. Eliminates heavy lifting, insures sanitary handling, uniform sifting, complete aerating, and perfect blending of the flour—plus cleanliness of the dies. Enables you to produce better products that command highest market prices, and increases output and profits. Is automatic in operation and sturdily built for life-long service with virtually no upkeep expense. Quickly pays for itself from savings.

MAIL COUPON FOR COMPLETE DETAILS

**CHAMPION MACHINERY CO.**  
JOLIET, ILL.

CHAMPION MACHINERY CO., Joliet, Ill.

Send me full details regarding your CHAMPION SEMOLINA BLENDER; also, price, terms and tell me about your Easy Installment Payment Plan. I am also interested in a.....  
NAME .....  
COMPANY .....  
ADDRESS .....  
CITY ..... STATE .....

Other Champion Profit Producing Equipment includes Dough Mixers, Weighing Hoppers, Water Scales, Noodle Brakes—all Accurate and Automatic.

## Five Miles to a Bushel

Recognizing that macaroni products are becoming more and more accepted by Americans as ideal foods for the meatless days of Lent as well as in delightful combinations with meats of all kinds throughout all other seasons of the year, the *St. Paul (Minn.) Pioneer Press* of March 6, 1939, devoted a whole page for its profusely illustrated, timely story on spaghetti and egg noodles. The story is by John H. Lienhard, staff writer, with illustrations by Carl Ermisch, *Dispatch* Photographer, taken at the plant of the Minnesota Macaroni Company, St. Paul, Minn.

The article is referred to here as an example of the most favorable kind of publicity that manufacturers can get when they cooperate with the press of their community. The Macaroni Story is always interesting to readers of newspapers and magazines, particularly when written the "newsy" way employed by the author who referred to the relation of the finished product to one of the Northwest's principal grain products, (durum wheat) the linear measurements of a pound of spaghetti, and the value of the hole in macaroni, all interesting features.

Ten very interesting green on black illustrations were shown on one of the leading pages of the *Daily Magazine* of the *St. Paul Dispatch-Pioneer Press*, depicting all the important steps in the manufacturing process. The article says, in part:

"The next time you feel inclined to complain about the mileage you get out of the old bus, give a thought to the macaroni industry. St. Paul macaroni makers get only five miles per bushel. Yet they never complain—in fact they think they have some pretty good machinery—producing enough to gird the globe each week and to provide enough alphabets for all the soup along the way. There are weeks when they turn out enough alphabets to print a dozen Bibles.

The macaroni business here is intimately intertwined with the great plains

of the Northwest where the golden No. 1 amber durum wheat grows in profusion.

### Hard Grain Best

It is this flinty-hard grain that makes the best macaroni products.

It was nearly 40 years ago that M. A. Carleton, little appreciated cerealist of the United States Department of Agriculture, dug up durum on the plains of the Ukraine and brought it to America. At his recommendation a little mill at Oakes, N. D., milled some and it was sent to the Minnesota Macaroni Company to be turned into macaroni.

"It is certainly better than any imported macaroni I have seen in this country in recent years," he wrote the company in April, 1903, after receiving a sample.

It is the extremely heavy, sticky gluten of the durum that makes it a good macaroni wheat, says Dr. Ross Gortner, head of the biochemistry department at University Farm.

"The same quality prevents durum from producing satisfactory bread," he explains. "The gluten sticks so tight that the gas in the bread dough cannot force it apart and blow it up into a light loaf.

"The housewife demands yellow macaroni but she wants her bread to be white. Accordingly, out here at University Farm, the plant breeders deliberately work to get yellow macaroni wheat but white bread wheat."

### Vitamins Retained

The yellow pigment which is permitted to remain in macaroni, but is excluded from the bread, represents Vitamin A, he explained.

The formula for macaroni and macaroni products is very simple—just semolina and water or flour and water for the cheaper grades. Semolina consists

of the wheat berry, ground into a grainy, yellow bran meal after the bran and germ have been removed. It is a bright golden yellow. Flour is used only in the cheaper, competitive grades of macaroni.

Why the hole in macaroni? Minnesota Macaroni Co. officials are not sure whether it is so sauce can run into the hole or whether some people just like to bite on the hollow stuff.

The macaroni-spaghetti family of foods is an ancient one, believed to have originated in China. One Italian legend attributes spaghetti to the carelessness of a Chinese maiden who let strings of dough form while she kneaded and talked to her lover.

An Italian sailor, named Spaghetti, saw its possibilities and brought some home to Italy, according to the legend. Italy still uses sixty-five pounds of macaroni products per person per year, compared with 4½ pounds in the United States.

## Macaroni Imports and Exports for January

According to the Monthly Summary of *Foreign Commerce*, published by the Bureau of Foreign and Domestic Commerce for January, 1939, macaroni imports showed a decrease while the exports increased slightly.

### Imports

Macaroni products amounting to 65,200 pounds with a value of \$6,336 were imported during the month of January, 1939, showing a decrease over the previous month whose imports totaled 149,914 pounds worth \$13,714.

### Exports

For the month of January, 1939, the report shows 298,498 pounds worth \$19,766 exported while in December, 1938, only 254,465 pounds worth \$17,500 were exported.

During the month of January, 1939, there was exported to our insular possessions a total of 137,841 pounds of this foodstuff.

## SELLERS AND SAVERS

Maldari Dies produce smooth, inviting Macaroni Products—Their uninterrupted satisfactory performance keeps down production costs—Their removable pins and renewable chambers hold down repair and replacement costs—Try them and see for yourselves.

## 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"

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

Patents granted—none.

### TRADE MARKS APPLIED FOR

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

### See-More

The private brand trade mark of David Glass & Sons Wholesale Grocers, Inc., Brooklyn, N. Y., for use on macaroni, spaghetti and other groceries. Application was filed Sept. 9, 1938, and published March 7, 1939. Owner claims use since December, 1937. The trade name is in very heavy lettering.

### Save More

The private brand trade mark of Save More Markets, Inc., Jamaica, N. Y., for use on spaghetti and other food products. Application was filed Dec. 28, 1938, and published March 7, 1939. Owner claims use since Nov. 18, 1938. The trade name is written in large black letters.

### Gold Seal

The private brand trade mark of American Stores Company, Philadelphia, Pa., for use on spaghetti and macaroni. Application was filed Aug. 19, 1938, and published March 28, 1939. Owner claims use since 1895. The trade name is in shaded lettering.

## Ole Salthe Edits Service

Prentice-Hall, Inc., New York City, recently announced the institution of a new service to manufacturers, wholesalers, and retailers of food products and others who should be preparing to meet all the requirements of the new Food, Drug and Cosmetic law that goes into effect June 25, 1939.

The service covers the act and its application to food concerns; report bulletins issued frequently to keep subscrib-

ers continuously informed on the new developments and to furnish them with practical suggestions on packages, their contents, labels, etc.; related Federal laws and parallel state laws.

The service is edited by Ole Salthe, special consultant of the Food and Drug Administration and advisor to the late Dr. Royal S. Copeland, U. S. Senator from the State of New York and author of the new law. Mr. Salthe is well known to the macaroni-noodle manufacturers, particularly those in the New York area. He served as the New

York Deputy Administrator under the Macaroni Code and was Regional Secretary of Region No. 2 during the Code era. Mr. Salthe was formerly Director of the Bureau of Food and Drugs, Department of Health, New York City.

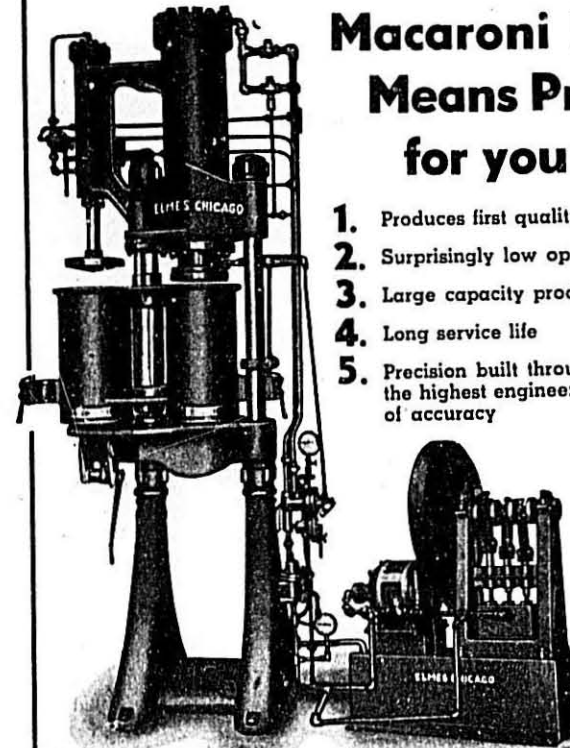
Macaroni-noodle manufacturers interested in avoiding trouble under the new law, getting relief from their worries over the act, reducing expense in its observance and keeping continuously up-to-date on the new law, will find the Prentice-Hall Food and Drug and Cosmetic Service an invaluable aid.

## 5 Reasons Why This Hydraulic

# ELMES

## Macaroni Press Means Profit for you...

1. Produces first quality macaroni
2. Surprisingly low operating cost
3. Large capacity production
4. Long service life
5. Precision built throughout. Meets the highest engineering standards of accuracy



Complete specifications furnished on request.

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

# MACARONI PUBLICITY

Place the Macaroni Family in the Spotlight

## Macaroni Products in Summer Menus

National Macaroni Institute recommends a cooperative educational campaign to break down present prejudice against serving this fine grain food during the summer season.

Is there any good reason why millions of Americans should be permitted to continue their erroneous thinking that macaroni, spaghetti and egg noodles are not suitable in spring and summer menus?

Is this fine grain food, as some wrongly reason, edible only in the "R" months, as are oysters, or are the manufacturers and distributors too soft-shelled to tell the public differently?

These are but two of the questions pointedly put to the progressive manufacturers by the Director of The Macaroni Institute in an effort to create sufficient interest in and support of an educational publicity campaign which it strongly recommends, a campaign that appears both timely and an industry necessity.

Experience convinces all that there is no greater need for collective action than for a determined drive to put macaroni products in their proper light before the many who should consume this food regularly throughout the year. Manufacturers know that macaroni can be served just as appetizingly and just as satisfactorily on July 15 as on December 15. It's all in the way in which it is prepared. Manufacturers know how to prepare summer dishes of their products, but why keep that a secret? Why not take the consumer into their confidence? Why not teach the incredulous millions that macaroni products are equally ideal in all seasons?

To help correct this wrong thinking is the bounden duty of all friends of the

trade. It is the obligation of every progressive manufacturer and all interested allies, the responsibility of the entire industry to sponsor a never-ending fight against ignorance of the true facts about this finest of grain foods.

"To level-off the year-round consumption of macaroni products by bringing the spring-summer LOW more nearly on a par with the fall-winter HIGH, an educational campaign should immediately be promoted by those who apparently will be more directly affected by the increased consumption of this food," recommends the Director of the Institute. "The National Macaroni Institute stands ready to lead the fight if the manufacturers and allies will agree to finance such a campaign. The gigantic task of correcting wrong public thinking about our products can not be accomplished by one stroke, but a quiet and effective campaign of publicity can be inaugurated with a few thousand dollars, practically every cent of which will be expended for the purpose for which it is solicited, without commissions or fees and other heavy expenses."

Business conditions generally are most discouraging, especially in the macaroni trade, admits the Institute, but reasons that if more attention were given to promotion of a permanent nature, such as the proposed Spring-Summer Educational Campaign, many of the ills of the trade would disappear.

Sooner or later the Industry will be compelled to do something in a big way to overcome this harmful prejudice against

the eating of macaroni products during the warm seasons of the year—harmful thinking not based on facts. The sooner the better for all concerned. The National Macaroni Institute awaits the verdict of those whose cause it will always fight. So, let's have a consumer education campaign to show Americans how to prepare macaroni products into ideal and delicious dishes for all-weather meals.

**Know Macaroni—You'll Like It Better!**

Mrs. Gaynor Maddox, Staff Writer, NEA Service

Italians eat a lot of macaroni. So do Americans. The average Italian (if there is such a thing) eats 50 pounds a year, whereas the American, the second largest consumer, eats only 4½ pounds.

Do you understand your macaroni and other pastes? Spaghetti, vermicelli and macaroni differ from one another only in form. They all can be made from the same dough.

### High Energy Food

Noodles—or egg noodles—must have eggs in them according to the Food and Drug Administration definition. If they are made without eggs they must be labeled "plain noodles" or "water noodles."

As energy foods at reasonable prices, macaroni products rate high. Dry maca-

### 36TH ANNUAL CONVENTION

The 36th Annual Convention of the National Macaroni Manufacturers Association goes to New York City this year, meeting there on June 26 and 27. Headquarters will be at The Park Central.

The affair this year will have all the usual convention features and many new ones arising out of new activities and changed conditions. The program will be "strictly business" with the manufacturers providing most of the talk and action.

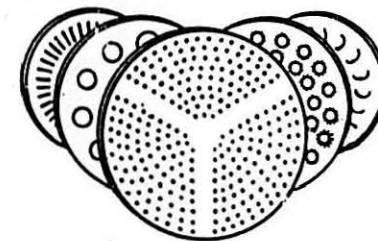
The official business sessions, practically all the entertainment and interesting exhibits, will be held in the Cocoanut Grove of the famous hostelry that will house the convention.

New York City was selected because it is the center of the macaroni-noodle manufacturing trade in the Eastern part of the country and easily available to manufacturers and allies from every part of the country. The World's Fair which opens next month will be on in full swing by June and visitors to the macaroni convention will find it convenient to take in the fair during their trip to the convention. The Fair management has officially designated June 28, as National Macaroni-Noodle Day at the New York Fair.

Interested macaroni-noodle manufacturers are invited to make their plans early, especially to reserve their room accommodations as soon as possible. A program of general interest is being planned by those in charge and all are invited to attend the 26th Annual Convention of the Macaroni Industry in New York City, June 26 and 27, 1939. Bring your family and friends.

## STAR DIES WHY?

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



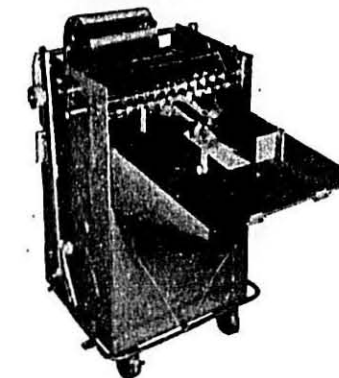
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... and IT SAVES  
it's cost within a short time

This PETERS CELLOPHANE SHEETING AND STACKING MACHINE is used throughout the MACARONI INDUSTRY where sheet cellophane is used for hand wrapping or making bags by hand. Material is purchased in rolls, saving 10-25%. Sheets are then automatically cut to size on this fully automatic machine, which requires no operator. Hand-

dies sheets from 2"-24" wide by 3"-28" long. Can be equipped with Electric Eye to handle printed material. Also Predetermining Counter and Slitter, if desired.

Ask us to send you complete information on this inexpensive machine and see how easily costs can be reduced by cutting your own material from roll stock.



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## UNIFORMITY

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Much Abused Word.  
We Prefer to Use the  
Word



UNIFORMITY when  
Referring to Our  
Colburn No. 1 Semolina

EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street

New York, New York

roni furnishes about 1,600 calories a pound. Egg noodles also have the slightly added food value of their egg ingredients.

However, the egg is a small proportion of the product. An eight-ounce package of noodles as a rule contains no more than the equivalent of one whole egg. Noodles therefore are valuable chiefly for their calories and not as a substitute for eggs in the diet.

**Yellow Macaroni Best**

When you buy your macaroni products, look for yellowness. Yellowness is by commercial custom the first criterion of desirable macaroni in the raw. Certain strains of durum wheat are richest in prized yellow.

Under the standards of the Food and Drug Administration, no artificial coloring matter may be used to touch up white or dull gray macaroni or noodle products in interstate commerce. Yellow cellophane wrappers are likewise frowned upon as an obvious attempt at deception. Housewives should train themselves to read labels to make sure that they do not get plain or water noodles without egg content unless they want just that and are paying accordingly.

The home test of macaroni is in the cooking, of course. Good macaroni will keep its tube shape when boiled while it swells up to twice its original size. It will be firm but tender, not pasty and sticky. Poor quality macaroni when cooked will have a "starchy," "floury," or "musty" taste. For best results, cook your macaroni products rapidly in large quantities of salted water.

**National Association Service Organized**

Reginald S. Leister, food publicity consultant, has formed a new organization to be known as National Association Service, with offices in the Home Bank Building, Toledo, Ohio. For the past five years Mr. Leister has served as Director of Publicity and Research for the Modern Science Institute, Inc.

National Association Service will specialize in educational publicity campaigns for leading food associations. All accounts previously handled by Modern Science Institute will be taken over by the new concern.

Mrs. Emily W. Leister, graduate home economist and former head of the home economics department of The Modern Science Institute, will be in charge of the Home Economics Division of the new organization.

Those who always want to be somewhere else, still want to be somewhere else when they get there.

Some men's idea of moving heaven and earth to get something done seems to be to move others to do it.

**Hits Spaghetti Cutting**

Should spaghetti be broken into small bits for the convenience of those who have not learned the spaghetti-eating technique? Should it be eaten with a fork or a spoon, or merely inhaled as some of the caricatures would infer?

These and other questions treating with spaghetti technique and proper cooking were subjects discussed by Mrs. Katherine Baldrige in one of this famous food authority's many lectures on home-making at the cooking school conducted in Wausau, Wisconsin last month. The demonstrations and lectures were sponsored by the *Record-Herald* of that city.

**Roll on Fork**

In connection with a demonstration of the preparation of Italian spaghetti, the lecturer termed it as a social error ever to cut or otherwise break off the long strands of spaghetti. She then showed her audience the proper way to

roll spaghetti onto a fork in readiness for eating it.

In the same discussion, she emphasized the advantages of a well-equipped kitchen. She advocated making the kitchen the most attractive room in the home, because housewives spend so much of their time in their kitchens.

**Pictures Ideal Kitchen**

"I want a place where the boys can bring their friends to raid the icebox and sit around and talk basketball with their mouths full; where I can sit down to check up the grocer's slips; a place with a little desk and shelf for cook books and a view that isn't over the sink; a place to have a potted plant; a room in which, when friends arrive just as the bread is coming out of the oven, we can tear a loaf apart, butter it and eat it. At the same time, I don't want the extra mileage of grandmother's kitchen," she said.

**Some Automatic Presses in America**

Five American macaroni factories are using automatic macaroni machines manufactured by Braibanti of Parma, Italy, according to a list of installations published in the January-February, 1939, issue of *"Il Pastificio Moderno"* of Milano, Italy. The listing shows the number of machines installed in macaroni factories throughout the world since the automatic machine was first placed on the market in 1934.

Not until 1939 did the machine find an American buyer. In that year one was installed in the C. F. Mueller Company plant in Jersey City, N. J. The firm added another machine in 1938.

**March Production a Great Increase Over February—Southwest Leads**

March flour production, as reported to *The Northwestern Miller* by mills representing 60% of the nation's flour output, totaled 5,891,642, compared with 5,140,396 during February. This is the largest March production in four years. Last year the month's total was 5,489,828 bbls; two years ago it was 5,283,344 bbls and three years ago 5,407,271 bbls.

All sections reported increases, the Southwest leading with about 315,000 bbls ahead of the month before. Northwest production increased 184,000 bbls, and Buffalo mills produced 99,000 more barrels of flour than in February. The eastern division of the Central West produced 77,350 more and the western division showed a 21,435-bbl increase. The Southeast production was 48,000 bbls higher than during the previous month.

Following is a detailed table of production during March, 1939:

	TOTAL MONTHLY FLOUR PRODUCTION				
	March, 1939	Previous month	1938	1937	1936
Northwest	1,244,074	1,060,209	1,110,793	1,197,350	1,394,853
Southwest	2,095,373	1,780,067	2,037,215	2,202,167	1,747,244
Buffalo	885,288	786,794	858,897	828,419	880,138
Central West—Eastern Div.	528,777	451,429	293,442	318,690	346,790
Western Division	287,583	266,047	338,556	285,519	280,388
Southeast	159,109	152,461	374,172	253,858	303,450
Pacific Coast	691,438	643,389	476,753	466,831	454,408
Totals	5,891,642	5,140,396	5,489,828	5,528,344	5,407,271

The Prince Macaroni Manufacturing Company of Boston, V. LaRosa and Sons of Brooklyn, and Ronzoni Macaroni Co., Inc., Long Island City, N. Y., also installed machines of this make in 1938.

Charles F. Elmes Engineering Works of Chicago are the United States representatives of this new machine which incorporates in one machine the mixing, kneading and pressing processes.

The listing referred to includes all installations to December 15, 1938.

The Consolidated Macaroni Machine Corporation of Brooklyn, N. Y., recently announced the development of an American-made Automatic Macaroni Machine, designed to incorporate in one machine the whole process of converting semolina into finished macaroni products.

**A Call to Conference**

For a group study of problems confronting the Macaroni-Noodle industry and for the purpose of uniting to solve these problems, every progressive manufacturer in America is invited to attend the 1939 Conference of the Industry in New York City next June.

The Conference will convene at The Park Central Hotel on Monday, June 26, and continue in session until late in the afternoon of June 27.

Trade conditions and their possible improvement will be discussed by manufacturers and allies and a program of merit will keep visitors busy with their own business throughout the two day conference.

The Conference is open to every interested operator. It is being sponsored, as usual, by the National Association that for over 25 years has been unselfishly serving the trade, watching its growth from its early inception to its present day greatness.

It is quite urgent that all who plan to attend this year's conference see to it that their room reservations are made early. The New York World's Fair will be at its height the last week in June and rooms will be quite scarce. The management of the headquarters hotel—The Park Central—has courteously consented to set aside a block of rooms at regular rates for the accommodation of macaroni-noodle manufacturers, their families and friends. They insist, however, that reservations should be made early. Write now for your rooms.

Why not arrange a combined business and pleasure trip for the week of June 25, planning to take in both the Macaroni Conference and the New York Fair at the same time and at one expense?

Remember—You're invited. The dates are June 26 and 27, 1939. Headquarters are—The Park Central, New York City.

**Competitive Prices Boost Foodstuffs Export Volume**

Exports of food products from the United States during the first seven months of the fiscal year 1939 showed a large increase in the volume of products shipped, although the value of these

products, amounting to \$227,249,000 for the seven months ended January 1939, was only 3% higher than the \$220,440,000 figure for the comparable period of the last fiscal year, according to C. Roy Munde, Chief of the Commerce Department's Foodstuffs Division.

More competitive prices account for

the relatively larger increase in quantity shipments as compared with dollar sales, in practically all the items covered in this survey.

A decline of 23% in the January 1939 exports of \$30,988,000 from the January 1938 exports of \$40,276,000 is largely accounted for by corn and wheat.

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**THE MACARONI JOURNAL**  
Braidwood, Illinois

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Enclosed is check to cover—\$.....  
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United States and Canada.....\$1.50 a Year  
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### Motorcar's Debt to the Chemist

A section of the American Chemical Society served as the sounding board for a dramatic story of the chemist's role in the development of the automobile when T. A. Boyd of the research department of General Motors told how the retail price of cars was lowered between 1925 and 1937 on an average of \$300 per vehicle, thus saving the purchaser 30 per cent at the same time he was getting a bigger and a better automobile.

Tires are one of the chemist's contribution. Charles Goodyear started his experiments with rubber by mixing it with sulphur and then heating the mixture which changed gum elastic from a useless stuff, into one of the most useful materials in the world. The research chemist pointed out that each car now has 250 or more parts of rubber and that 80 per cent of all rubber goes into automobiles.

The chemist and metallurgist have eliminated waste in the iron and steel industry, and encouraged the development of alloy steels as materials of construction. The materials with which cars are being finished nowadays are almost entirely synthetic chemical products, thereby reducing the time needed to paint a car body from the four to nine days formerly required to but a few hours.

Citing the chemist's gift in the matter of the investigation of petroleum, back in 1855, and the subsequent developments in the refining of gasoline, Mr. Boyd explained that while all these improvements have been yielding more and better gasoline, the retail price of gasoline, exclusive of taxes, has gone down steadily.

Every element of the motorcar, except a few wooden pieces and possibly the water in the radiator, is either a chemical or metallurgical product, or else it has chemistry involved in its manufacture.

It is even a chemical reaction, namely, the burning of gasoline and air, which makes the automobile go. But other factors mentioned by Mr. Boyd as important include safety glass, aluminum, brass, bronze, bearing metals, spark plugs and other items. He found the useful information that one-fourth of all the industrial research laboratories in the country are maintained either by the automobile industry itself or by the makers of materials used in motorcars.

### Bank Accounts as Slogan Prizes

Winners of the Goodman's Noodle Slogan Contest were announced in advertisements that appeared on March 20. The contest was sponsored by A. Goodman & Sons, Inc., 634-640 East 17th St., New York City to promote the popularity of their egg noodles and other maca-

roni products. Thousands of slogans were submitted by old and new users of this firm's products and judging was done by competent authorities who make it a business to handle contests of this nature.

First prize, a \$250.00 bank savings account, went to Mrs. Julia Glasser, 1645 Grand Concourse, Bronx, N. Y. The second prize, a \$100.00 bank savings account went to Mrs. Sylvia Seigel, and third prize, a \$50.00 bank savings account to Miss Marion Stickney. In addition, 500 prizes of savings accounts went to customers that submitted slogans of merit.

The winning slogan was—"Goodman's for Balanced Meals on Balanced Budgets." A close second was—"Purity you desire, Quality you admire, economy you require—Goodman's."

The sponsoring firm is highly pleased with the results of the contest. They noted a sizeable increase in the sale of their packaged products during the period of the contest, as it was required that a package top be submitted with each slogan.

### Being Right Has Its Responsibilities

Knowing our goods as we do, we salesmen are pretty much right in everything we say about our goods. That would be a one-hundred percent perfect situation if it were not for the fact that too often we are wrong in our manner of being right.

Knowing that we are right in what we say, we are apt to bank so much on the strength of being right that we neglect to be tactful in stating our facts. That might not matter if our sole objective were that of proving ourselves to be right. But in our case being right and proving it achieves nothing if we lose a sale in the process.

In sales work, we need to do something more than to assert that we are right. We need to plead with people to make them see our propositions as we see them, in their own interests. We have to state our facts persuasively rather than with the outrightness of knowing that we are right.

Being right in everything we say about what we are selling achieves nothing if it prompts autocratic statement of our facts. The very situation of our facts being indisputable makes it doubly important to state them modestly and in a way that prompts amiable acceptance of them.

To the fellow who says he could use a raise: the boss could use the ability that would earn it.

In business, a good attendance record is that only if it is a good attending to business record.

### Label Erasure Expensive

American firms that buy foreign-made goods to use as premiums to sell American-made products should not be ashamed of the foreign-made label to the extent of trying to erase it. It's against the law. Commenting on this, the *Northwestern Miller* of March 6 presents the following case:

#### Label Erasure Expensive

The Loose-Wiles Biscuit Co. was fined \$500 recently by a federal judge in St. Paul for obliterating "Made in Japan" from salt and pepper shakers it used for premiums, a violation of the customs laws.

James J. Giblin, assistant United States attorney, filed an information and complaint which said the firms New York office bought 250,000 salt and pepper shakers in 1932 from Japan. They were properly stamped under the customs laws.

Some 14,000 sets were stored in a Twin Cities warehouse. The baking company paid a stamping firm \$54 to obliterate the "Made in Japan" when the sets were used in a sales campaign, Giblin said. The maximum penalty is a \$5,000 fine or a year in jail or both.

Moral: American-made premiums should be good enough to offer to American buyers of American-made products, trinkets or what-have-you.

### There Are No Good Reasons for Not Buying

Reasons for not buying are things to fight against. Be so strong for what you are selling, so outright bigoted in your opinions in favor of buying it, that any reason for not buying it will sound unreasonable to you.

What determines selling, or failing to, isn't so much how good the reason for not buying sounds to the customer, but how it sounds to the salesman. If he lacks determination to sell and is inclined to give up too easily, any reason for not buying is apt to sound disastrously logical to him.

Reasons for not buying block sales so generally because most salesmen give up in the face of any stated reasons for not buying. Such reasons don't at all mean that the customer has made up his mind not to buy. Quite generally reasons for not buying are stated with the hope that the salesman will clear them away. Think of reasons for not buying that way—as reasons the customer would like you to get out of the way quite as much as you want to demolish them, if you are a salesman in the real sense of the word.

The chap who wants to make sweeping changes usually has a new broom and wants to use it.

### QUALITY SEMOLINA

## DURAMBER

NO. 1 SEMOLINA

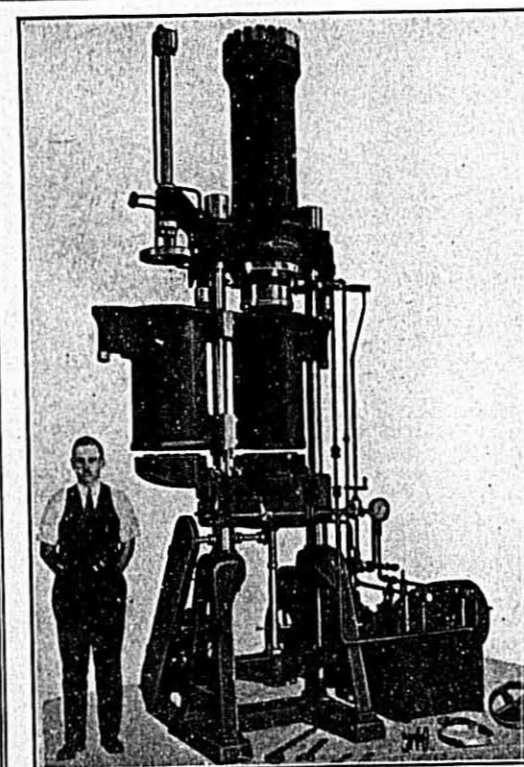
## SPECIAL

GRANULAR

### AMBER MILLING CO.

Exclusive Durum Millers

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

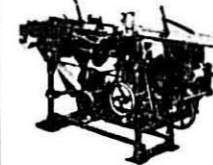


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COSTS ARE . . .  
**TOO HIGH —**



It will pay you to investigate PETERS CARTON FORMING AND LINING MACHINES and PETERS CARTON FOLDING AND CLOSING MACHINES which set up and close respectively 30-60 cartons per minute.

Send us samples of your cartons or their dimensions and we will be pleased to recommend the most economical and efficient model machines to meet requirements.

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### Honorary Officers Under S. S. Unemployment Compensation

The Bureau of Internal Revenue recently issued a statement with respect to the inclusion of officers of an association or corporation in computing the number of employes for the purposes of the unemployment compensation tax.

The release states that the Bureau has had occasion to reconsider its ruling which held that in determining the total number of employes for purposes of the tax imposed by Title IX of the Social Security Act, honorary officers of a corporation, who function only as directors and receive no compensation as officers or directors, should be included. In so reconsidering the Bureau states that:

"It has been concluded after further consideration of the matter than an honorary officer of a corporation may not, in any real sense, be regarded as an officer within the contemplation of Section 1101 (a) (6) of the Act. In determining whether this conclusion applies in any particular instance, however, it is necessary first to decide whether the individual involved is in fact an 'honorary' officer. While this decision must in turn rest upon a consideration of the facts in each specific case with respect to which the question arises, in general it will be considered that an officer of a corporation is an 'honorary' officer within the meaning of the foregoing rule if (1) he is specifically designated an honorary officer; (2) such designation is solely to do him honor or to have him included in the organization because of his name, prominence, or standing in the community; (3) it would not ordinarily be necessary to fill his office should he die or resign; (4) as such officer, he does not actually perform any service and is not required or expected to perform any; and (5) as such officer, he does not receive, and is not entitled to receive, remuneration. If it is determined upon a consideration of these factors that an individual's relationship to a corporation is in fact solely that of an honorary officer, he is not an employe of the corporation for purposes of Title IX of the Social Security Act and should not be included in determining whether the corporation is an employer of eight or more so as to be subject to the tax imposed under that title."

### Free Bread Not Free Flour

Relief of the needy is one of the country's gravest problems. The agency in charge of this humanitarian service finds it almost impossible to please all interested in the work. The bakers, for instance, are in full accord with the relief work that must necessarily be done, but for their own protection, they feel that the agency should distribute flour in the form of bread, reasoning that in so doing they would give relief to a burdened baking industry.

Flour millers have taken an interest

in the suggestion. The Commander-Larabee Milling Company, Minneapolis, Minn. is currently circularizing the baking trade to get the bakers' slant on the present plan of flour relief. It hopes to bring the plight of the bakers to the attention of the authorities at Washington. Accompanying the questionnaire is a statement, in part, as follows:

From our contacts with bakers all over the country we find that bakers generally have sustained a more or less serious loss of business during the past few months as the direct result of the distribution of relief flour by the government. Reports from some territories indicate that this loss has been more acute than in others; but it appears to have had an adverse effect on bakers generally all over the country.

While no one objects to the granting of relief where needed, and while most people are sympathetic to extending this relief through governmental agencies, it does seem that it could be done in a way that would accomplish fully as much good to relief clients, and without the injury to legitimate business. It would seem that relief extended in the form of food would be much more effective if it were given in the form of BREAD than in the form of flour.

### Are You Sold?

Are you fully sold on what you are selling? If so, that's all there is to it. What has sold you so fully and completely on what you are selling is the knowledge you have regarding it. So all you have to do to make sales is to see to it that your prospect or customer knows as much about what you are selling as you do.

What we know we shortly come to think everybody should know. That is a mistake we can't afford to make in selling. If the customer is not convinced it is because he lacks some of the knowledge which convinced us as salesmen. The art of the thing is to get the knowledge of our goods it took us months or years to acquire, into the mind of the customer in from five to fifteen minutes!

Too commonly salesmen give a customer a little information about what they are selling and then switch to urging the customer to buy. Mere verbal pushing of the customer is a crude way to try to make a sale. The customer will act when he has enough reasons for acting; when the reasons for acting solidly outnumber reasons for not acting. They'll feel as you do about what you are selling only when and as they have as much knowledge of it as you have.

Getting a favorable decision in selling is almost entirely a matter of making a bid for that decision only when enough sales facts have been registered to insure the winning of that favorable decision.

### An Average Plant

The question has often been asked, "What is the average-size macaroni-noodle plant?"

According to statistics compiled by the American Photo-Engravers Association of Chicago as the basis for presenting a memorial to the President and Congress praying some relief from and changes in the present unemployment compensation tax law, an average plant in the Macaroni-Industry would be one employing twenty people and paying them an average annual wage of \$889.00.

This deduction is compiled from the 1935 and 1937 U. S. Census of Macaroni Manufacturers. Included in these census figures are the wages and number of employes in 353 plants, a few of which employ more than 100 workers and the larger number giving only part-time work to five or fewer employes.

It would be interesting to know how many plants in the country are actually "average" in size. A fair and reasonable guess would be that not over 20 per cent to 25 per cent of firms listed as manufacturers of macaroni products would classify as "average," both in the number of workers employed and in annual wages paid.

By way of comparison, based on the compilation referred to, the average number of wage earners per establishment in the 281 industries studied, was 44 and the average annual wage per wage earner was \$1,022.

Comparison by industry groups shows that the Food and Kindred Products group employed an average of 16 wage earners, paying them average annual wages of \$1,003. From this it is noted that the average number of employes in the macaroni industry is somewhat higher than the average for the 281 industries surveyed, but the annual wages are considerably lower than even the food group average.

### State Accuses Noodle Firm

Acting for the Secretary of State of Indiana, Attorney General Omer S. Jackson recently started proceedings in the circuit court to forfeit the corporate franchise of Mrs. Hartig's All-Egg Noodle Company, Inc., Osceola, Indiana.

The suit alleges the company has failed to file corporate reports with the Secretary of State as required by law and asks the court to dissolve the corporation and administer its assets for all that is just and proper.

The suit lists the following as officers of the corporation: Albert DeHaan, Grand Rapids, Michigan, president; Mrs. Emma Hartig, Osceola, Ind., vice president and, Arthur E. Hartig, Osceola, secretary-treasurer.

The man who is on the level is half way to the top.

## STREAMLINED MACARONI DIES

Good Raw Materials and Dependable Dies Insure Quality Macaroni Products

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

## LOMBARDI'S MACARONI DIES

### Stamps for Surplus Foods

Reliefers will get tickets instead of cash—and 50 per cent more, good only for groceries

A scheme to induce 6,000,000 families on relief to buy the nation's surplus foods, to create business for retailers and to do away with the costly Surplus Commodities Commission is being tried by the government. The plan, long under consideration, went into effect April 15, 1939, in six selected cities as an experiment. If it works as expected, it will be expanded to cover the entire country.

Surplus stocks of certain commodities have increased alarmingly and the Secretary of Agriculture has been seeking ways and means of disposing of said surpluses without demoralizing the normal markets not only of the commodities involved but those of related and competitive products. It is felt by the proponents that the stamp plan will succeed without hardship to any trading groups.

As outlined, the plan is this: The government will issue two kinds of stamps. One orange colored, the other blue. The relief client may take these stamps in lieu of cash. If he or she does, they will be deducted from their relief check.

The orange colored stamps are worth 25 cents; the blue 12½ cents. For every orange stamp the relief client accepts he gets free one blue stamp. In each book containing \$4 worth of orange stamps there will be \$2 worth of blue stamps. Thus the relief client is induced to accept the stamps in lieu of cash because of the bonus in blue script.

### Blue for Surplus

The orange stamps have full cash value to purchase any food or household commodity that money might buy. But the blue stamps, which the client gets free, must be used to buy the commodities the Department of Agriculture lists as surplus commodities.

Under the plan the retailer buys all

the surplus commodities at wholesale prices. He sells them in the regular way at retail prices. He sends the orange and blue tickets to the bank like cash.

The only things the orange stamps can't be used for are liquors, wines, beer or tobacco.

The blue stamps, being free and insuring the reliefers \$1.50 per person instead of the present \$1 per person allowance, are the inducement for the clients to take the orange stamps instead of cash. With such staple foods as butter, eggs, potatoes, canned goods and fresh fruits, and even beef, often on the surplus list, the blue tickets will become desirable.

The stamps will be deductible from WPA as well as from direct relief checks. The plan has the approval of the Associated Grocery Manufacturers of America, the Co-Operative Food Distributors of America, the National American Wholesale Grocers Association, National Association of Food Chains, National Association of Retail Grocers, National Voluntary Groups Institute and the Independent Food Distributors Council.

### How Much Does The Employee Get?

Sherman Rogers conducted a survey of his own to find out how much the average employe thinks he gets out of each dollar of income produced by the manufacturer. He spent three weeks talking to 518 men; 86 men believed that they got less than one cent out of each dollar; 378, including the 86, thought they got less than five cents. Only four out of the entire 518 thought that they got as much as ten cents out of each dollar.

What are the facts? Statistics compiled by the present administration show that these 518 men were far wrong in their guesses. Out of all the income received and paid out by manufacturers of the United States, the employe received 84 cents of each dollar!

No other system of government equals the American standard of living. For instance, here in the United States, the

average man has to work only 3 hours and 26 minutes to buy a pair of work shoes. In Great Britain he has to work 5:14 hours; in Germany, 12:13 hours; in Italy, 39:45 hours.

The average American can buy more shoes, overalls, potatoes, butter—more of everything with an hour's work than in any other country in the world. America gives us more cents out of the manufacturer's dollar and therefore our buying power per hour's work hits the peak here. Men may have their theories and their dreams but so far the facts prove that Democracy leads the parade!

—The Silver Lining.

The good loser is invariably an ultimate winner.

### National Cereal Products Laboratories

Benjamin R. Jacobs, Director

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

Laboratory—No. 30 Front St., Brooklyn, N. Y.  
Offices—No. 2 Grace Court, Brooklyn, N. Y.  
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Quality and price will meet your requirements.

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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  
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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.....30 Cents Per Line

Vol. XX APRIL 15, 1939 No. 12

### What's Your Capacity

A friend of the macaroni trade, one who has contributed much and long towards the promotion of the trade, would like information that would be invaluable, if available. He writes:

"I would like very much to secure a list of all the macaroni manufacturers of this country, with their present capacity based on a 8-hour production basis."

The first part of the request was easily complied with, but in the files of neither THE MACARONI JOURNAL nor the headquarters of the National Association is there any data on the present capacity of the plants in this country. It would be helpful to every manufacturer in the country if such information were confided confidentially by every one in the business. How can this be brought about?

The information sought is PLANT CAPACITY, not PRODUCTION. What harm could result to any firm, even if it became publicly known that its equipment was sufficient to convert 20 or 50 or 125 barrels of raw materials into finished products during an 8-hour day?

As manufacturers are the best judges of the capacity of their respective plants, it's up to them to help give the information wanted. The headquarters' staff will be glad to compile figures voluntarily contributed and to keep same confidential except as to totals. Let's all act at once. (The Editor).

### Mineralized Macaroni

Macaroni products are generally accepted by food experts as foods that are high in caloric values. Their mineral deficiency is often overlooked or considered inconsequential. Believing that the food can be improved by processes that compensate for the deficiencies referred to, President Lester S. Dame of NMMA recently addressed a timely bulletin to the members concerning this particular merchandising problem. As the bulletin is intended for supporting members only, it will be referred to here only in part:

"The subject of the mineralization of foods," says the bulletin, "is becoming more important daily. It is a commonly accepted fact that the American diet is low in minerals and that steps are being taken by various food industries to attempt to correct this deficiency at a nominal cost to the consumer.

"Manufacturers who are adding minerals to their products are finding that it gives them a feature which stimulates sales and builds greater volume. H. C. Sherman in his book, 'Chemistry of Food and Nutrition' states as recently as 1932 that the ordinary mixed diet of Americans and Europeans, at least among the dwellers in cities and towns, is probably more often deficient in a particular mineral salt than in any other chemical element.

"Frank L. Gunderson, Ph.D., Biochemist, Nutrition Laboratory, The Quaker Oats Company, Chicago, Illinois, states in his paper on 'Nutritional Economics of Dietary Salts': 'There are accessible in commercial quantities a number of strictly edible salts. . . They include carbonate, citrate, gluconate, lactate, phosphate, and bone meal. Any of these salts could be used to fortify foods. Out of the entire list, however, there are many possibilities for practical fortification of economical foods. For example, it might be a step in the right direction if such foods as macaroni, spaghetti, noodles, etc., were moderately enriched with ( ) at the manufacturing plant where this particular salt is available at relatively low cost. If 1 per cent of this particular phosphate were incorporated in an inexpensive food, for example, MACARONI, retailing for 10 cents per pound, each pound of product would contain 6.38 grams of the particular salt recommended, and a gram of this added phosphate would cost the consumer but 2 cents.'

"Many food manufacturers outside the Macaroni Industry have already realized the advertising possibilities of the added mineralization of their product, and as evidence of this I refer to the recent advertising programs of General Mills on their product—KORN KIX, and the Cream of Wheat Corporation on their products—CREAM OF WHEAT. Also the Quaker Oats Company's new cereal, LITTLE KURNELS.

"It is not necessary that a manufacturer be a venturesome type in order to consider using such a product in macaroni or noodles. It is beyond the experi-

mental stage and today it is a sound business policy, that nets returns in dollars and cents, to appeal to consumers through other than the stereotyped methods we have used in this industry, up to this time.

"Manufacturers are struggling to share in that portion of the consumer's dollar spent on foods which they have enjoyed in years past. Here, in my opinion, is the vehicle which could very well be employed to advantage in stimulating added acceptance of macaroni products.

"An appeal to the consumer could very well be made through the thought that, in line with the modern ideas that food should contribute to health, macaroni or noodle products have been enriched with an important healthful mineral, the mineral most likely to be lacking in our diets, the 'builder-upper' mineral needed in largest quantities by both children and adults, for more beautiful teeth, stronger bones and properly working muscles."

Moral—Support the National Association. It's ready to help you!

He whose only thought is to buy cheap probably will contemplate that as the sole achievement of his purchase.

### BUSINESS CARDS



### 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.

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### CLASSIFIED ADVERTISEMENT

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

FOR SALE—One Werner & Pfleiderer and One P. M. Walton Screw Presses, complete with 8 dies. Very reasonable. Address "C-11," c/o Macaroni Journal, Braidwood, Ill.

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EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

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*National Macaroni Manufacturers Association*  
*Local and Sectional Macaroni Clubs*

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
MANUFACTURER

**OFFICERS AND DIRECTORS 1937-1938**

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## A Poem With a Punch

In the belief that the macaroni-noodle manufacturers who feel that they must cut prices, slash values and lower qualities in order to "get the business," thereby making a bad situation worse, might listen to reason if it were stated poetically, a member of the trade submitted the following parody to President Lester S. Dame of the National Macaroni Manufacturers Association. It is a parody on the children's favorite, "Ten Little Indians," but the number "ten" is symbolic of a greater number of the tribe referred to in the Macaroni Industry:

### The Ten Little Chisellers

Ten little chisellers, cutting all the time;  
One cut a little more, then there were nine.

Nine little chisellers, feeling kinda great;  
One forgot overhead, then there were eight.

Eight little chisellers, looking up to heaven.  
One took a credit risk, now there's only seven.

Seven little chisellers thought they wouldn't mix;  
One quit the business, and that leaves six.

Six little chisellers, all still alive;  
One cut the price again, now we have five.

Five little chisellers, crying for more;  
One couldn't pay his bills, now we have four.

Four little chisellers, all full of glee;  
One forgot freight rates, now we have three.

Three little chisellers, didn't know what to do;  
One met a low price, now there's only two.

Two little chisellers, a-cutting, by gum;  
One cut the other's throat, now we have one.

One little chiseler, left without a penny;  
He can't cut no more, so now we haven't any.

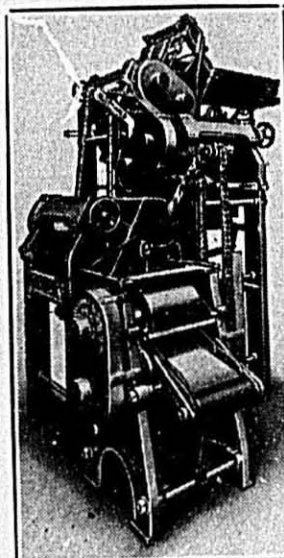
Commenting on the pointed poem, anonymously sent him, President Dame says: "The manufacturer of a quality product need not resort to chiseling to enjoy a greater sales volume. The intelligent housekeeper is interested in a quality product at a fair price. She does not expect the same type of merchandise if the price is low. On the other hand, if the product is standard and the cost is reasonable, you stand a far greater chance that she will repeat her order for the quality brand."

"There's more truth than poetry," in that observation. A cut in price and a cut in quality gain for the first cutter a temporary, short-lived advantage until others even more foolishly meet his cut and go him one better. Thus is started the noose which will be the death to both.

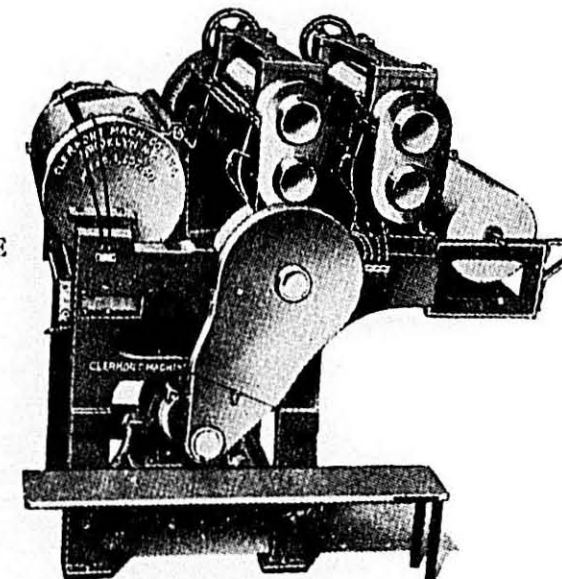
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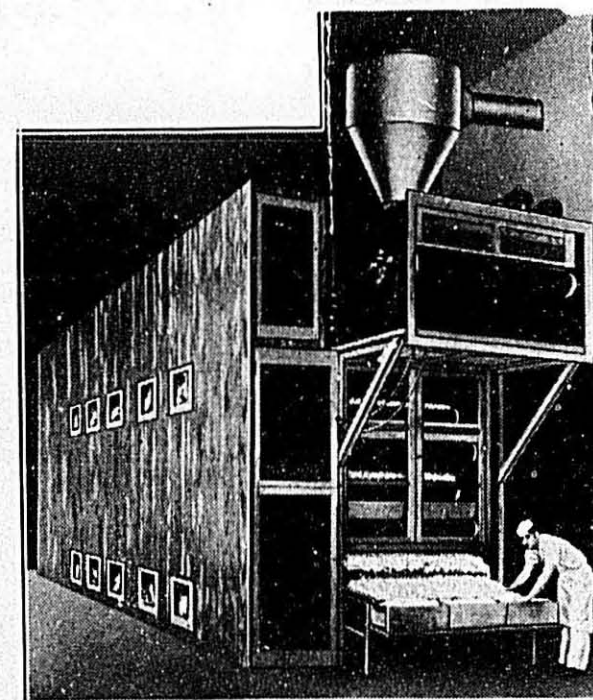


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268 Wallabout St.

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## KEEP HOUSEWIVES ASKING FOR YOUR PRODUCT

**WHEN** women start specifying the same brand each time, sales zoom upward. Women do this when they discover that your product is packed with flavor and quality.

**WISE** egg noodle and macaroni manufacturers ... men who can't risk the reputation of their product on cheap Semolina or Durum products ... know that consistent use of the Pillsbury line is "quality insurance."

**DON'T** take chances. Use Pillsbury's complete line and assure yourself of more repeat sales.

**Pillsbury's Best No. 1 Semolina**

**Pillsbury's Best Durum Fancy Patent**

**Pillsbury's Durum Granular**

**Pillsbury's Durmaleno Patent Flour**