

**THE
MACARONI
JOURNAL**

**Volume XXI
Number 11**

March 15, 1940

The Macaroni Journal



Braidwood, Illinois

MARCH 15, 1940

Vol. XXI, No. 11

"Cheap"

Former President, Theodore Roosevelt,
once said:

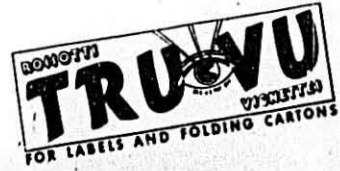
"I do not prize the word 'Cheap.'
It is not a word of comfort nor of
inspiration.

"It is a badge of poverty—a sign
of distress.

"Cheap merchandise means
cheap men, and cheap men
mean a cheap country."

Based on food values, Macaroni Prod-
ucts are inexpensive no matter at what
price they sell. The highest quality brands
are but a penny or two more per package
than the inferior grades.

Why "Cheap" Macaroni Products?



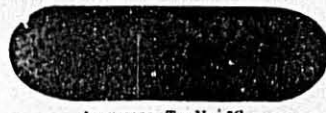
DITALINI Tru-Vu 7B



FUSILLI COL RUCCO Tru-Vu 13



DITALI Tru-Vu 7A



ALPHABETS Tru-Vu 7C



MAC. PRODUCTS (FLAKE SHAPE) SOUP Tru-Vu 70



ELBOWS Tru-Vu 7



NOODLE SOUP Tru-Vu 387



NOODLE SOUP MIX Tru-Vu 59



SPAGHETTI AND MEAT BALLS Tru-Vu 500



NOODLE SOUP MIX Tru-Vu 82



SPAGHETTI Tru-Vu 63



SPAGHETTI Tru-Vu 501



MAC. PRODUCTS (BARLEY SHAPE) SOUP Tru-Vu 69



MEAT BALLS SANDWICH Tru-Vu 116

SPAGHETTI AND MEAT BALLS Tru-Vu 115

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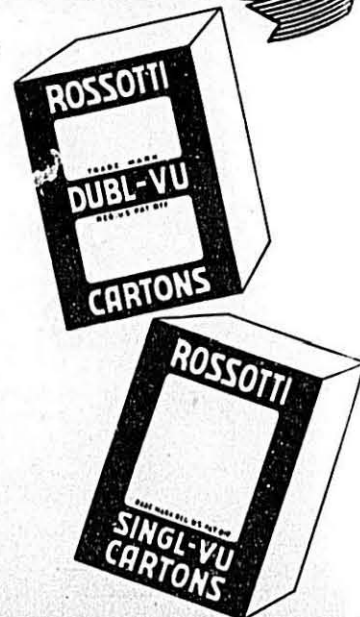
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Attend Our "Coming of Age" Party

Macaroni-Noodle Manufacturers of America—Allied Members of the National Macaroni Manufacturers—Regular Advertisers in our Official Organ—Suppliers of products and services necessary to profitable production and distribution of quality Macaroni Products—Everyone in any way concerned in the present and future welfare of industry:

We cordially invite you to attend our "Coming of Age" Party, April 15, 1940, when we will appropriately celebrate the Twenty-first Anniversary of the launching of The Macaroni Journal as the official organ of the National Macaroni Manufacturers Association, and the recognized Spokesman of the Industry in this country.

You may profitably participate in so many ways. Here are a few suggestions:

MANUFACTURERS:

- a—Make sure to get a copy of the Anniversary Edition by subscribing for the regular mail delivery every month for a year. Cost: \$1.50 (Foreign—\$3.00).
- b—Send items of interest for publication therein.
- c—Place a Complimentary Card in the Anniversary Edition. Cost: \$5.00—Space 2½" by 2½".

ALLIEDS:

- a—Order a copy of the Anniversary Edition sent to all Executives and Branch Managers. (25c a copy.)
- b—Contribute articles as requested.
- c—Place a Complimentary Card for all Department and Branch Office Executives.

ADVERTISERS:

- a—Plan April advertising in keeping with the celebration.
- b—Order the insertion of a personal Complimentary Card for each of your Executives, Department or Branch Managers. Cost: \$5.00—Space 2½" by 2½".
- c—Send along articles as requested.

SUPPLIERS:

- a—Make the most of this opportunity to introduce your products and services favorably to the Buyers for the 370 plants who annually spend almost \$75,000,000.
- b—Reserve immediately any advertising space desired for direct advertising or complimentary to some of your good customers in the Industry.
- c—Order copy of the Anniversary Edition (April 15, 1940) for your files.

Come to our "Coming of Age" Party in the "make-up" you choose. We'll entertain you properly and you will be entirely pleased with the friendly spirit which will thus be created.

National Macaroni Manufacturers Association



QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XXI

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Number 11

Organization Makes for Supremacy

Of all the living creatures that inhabit the Earth, civilized Man is supreme for the simple reason that he has always shown his ability to organize the efforts of the thinkers in all things that aim at the improvement of conditions under which men live. Even the savage value organization, but more so in matters of wars. And the lower animals combine for self-protection.

But Man has developed the idea of united action to the greatest degree. He quickly outstripped all others in this respect and early rose above the rule of the jungle, because his sense of organization made him increasingly appreciative of the rights of others. The rule of the jungle is still, "take until you're taken;" but it has no place in the thinking of modern men.

In the jungle, death by violence, or starvation, is still the "regulator" of all things. Some nations and some individuals are still inclined, more or less, to observe the rule of the jungle. They do it by forcing others to do things against their natural inclinations, or by opposing progress through the reactionary thinking that they nor their creed can never "be taken."

But the truth is that men who have once tasted of life in an organized community, will never again revert to the jungle rule. They will face blunders and setbacks, they will stand for a certain amount of tyranny, but ever in their hearts will exist a determination to substitute the "give-and-take rule" of organized society for the "take-or-be-taken rule" of the jungle.

There is no lack of good examples of this thinking, this determination to organize efforts for the general good and the specific betterment of mankind. In the Macaroni Industry of this country, the existing National Macaroni Manufacturers Association is such an example. To the macaroni-noodle trade, it is outstanding in this respect.

Organized during the Industry's infancy, April 19, 1903, by a group of a score plus one manufacturers who realized at that early day the advantage of definite, co-operative organization, it has religiously adhered to the policy of trade promotion that prompted its formation and has since consistently fought those rugged optimistic fellows who feel that they will never "be taken."

The Macaroni Association that has at one time or other included practically every progressive firm in its ranks, is not artificial unless man's deepest nature is artificial; it is not unnatural if the nature of man is part of nature. Organized actions such as its early sponsors took nearly 37 years ago and which have had the support of many of the leading firms throughout the years, is not only possible; it is essential, and, in the end, inevitable.

Leaders in the Macaroni-Noodle Industry, especially those that were organization-minded, have contributed liberally of their time and money in promoting united action, not for individual gain, but for general improvement of conditions under which the struggling industry has earned a name for itself against

better entrenched and more popular foods. The organized movement has always won the services of able men who have held to their deeper convictions on group action, despite the indifference of many who have been greater bars than helpers; despite the many disappointments and the irritable conditions thus created by a divided industry.

Never has it even been nor will it ever be the intention of the real leaders of the organized movement in the macaroni trade to limit competition. They merely seek the general promotion of a business in which they have made large investments and on the success of which they have staked their future. But, if through the elimination or amelioration of unethical trade practices, a better business can be created for the ethical firms, that will be sufficient justification for the existence of the National Association throughout more than a generation and for the sacrifices of its leaders.

At no time have any of the leaders suggested harsh or coercive actions. Their conciliatory attitude and firm purpose in keeping membership on a voluntary basis resulted in a continuous organization with definite objectives. Other associations have been more flashy—but mostly flashes. They rose rapidly by limiting competition in their line of business by the "brass knuckle," the "bowie knife," the "lead pipe," and in recent years by "machine gun persuaders," but died of their own foolhardiness or governmental decrees. Compulsory members are poor timber.

If the manufacturers who compose the present Macaroni Industry will grasp the opportunity presented by the existing organization and uphold its program with vigor and patience, the ultimate objectives of the organizers and current supporters will be more easily realized. If the non-conformists in the business will consider the organization more in the light of a nucleus of willing operators who hope to attain better conditions for the entire trade; if they will accept the minor evils for the sake of the greater good aimed at, and support the sound development of the existing organization structure, benefits will accrue that will be far beyond the expectations of even the most enthusiastic.

There is always a level which gives the greatest advantage to all concerned, manufacturer and customer; there are always labor standards best for the combined interest of employer and employees; there are always playing rules which can give to competition a cloak of fairness and a drive towards constructive improvement to the trade. To find these levels of action is the fundamental purpose of the National Macaroni Manufacturers Association. To help it attain that objective every progressive firm should forget its "pet peeves," overlook the minor evils, and unselfishly support the Macaroni Industry's program by freely-volunteered Active Membership.

Mushrooms on the Menu

By Bureau of Home Economics, U. S. Department of Agriculture

On the bill of fare of many a place famed for its cuisine, mushrooms appear—frequently and in different guises. Chefs of these establishments usually are past masters at preparing mushrooms. For they regard them—as have food connoisseurs since ancient times—as a delicacy, a not-to-be-omitted ingredient of certain epicurean dishes.

Until the last decade or so a taste for mushrooms was one that only Americans with generous food budgets could indulge. But with increasing production and the lowering of prices, mushrooms have definitely come out of the food-luxury class.

It has been less than half a century since mushrooms first were cultivated commercially in the United States. Since then, it has expanded into a sizeable industry. Today, according to trade estimates, around 30,000,000 pounds are produced annually—about double the production of ten years ago.

Big mushroom center of the United States is in and around Chester county, eastern Pennsylvania, and including part of northern Delaware. This region produces a majority of the mushrooms of this country. Other centers are located near practically all large cities.

Ordinarily where fresh mushrooms are sold they are available from fall to early summer. They are sold by weight—usually by bulk or in 1 or 3 pound packages. Canned mushrooms are in season any time of the year of course. Canned mushroom soups often are on grocery best-seller lists.

It is not necessary to have an extensive knowledge of mushroom varieties to buy them intelligently. In most localities only one variety, a white mushroom, is sold. On a few markets, however, a more strongly flavored brown mushroom variety is available.

The main indicator of mushroom quality is freshness. Mushrooms are more perishable, dry out more quickly than most vegetables because they're made up of an open network of cells and have no protective coating. Freshness in mushrooms, as in other vegetables, shows up in a surface appearance that is not dried out and has no discoloration caused by age.

Mushrooms that command the highest price on the market are in the closed stage. That is, the protective "veil" that joins the cap to the stem has not been broken. This takes place

as the mushroom matures, exposes the gills on the underside of the cap. Mushrooms with "open caps," though not so attractive, still make good eating, if they haven't deteriorated otherwise.

Naturally, the best mushrooms to buy will not be badly misshapen or have spots or damaged places that extend deeply into the cap. Stems longer than 1 1/4 inches are undesirable, though all stems can be used in certain dishes.

Size makes no difference in the quality of a mushroom. But as a matter of convenience in cooking it's a good idea to have them uniformly large, medium, or small.

There are no such simple rules to guide anyone who ventures to gather mushrooms from the fields and woods. There are thousands of these wild varieties. A few are more common than the rest. Anyone who picks them should gather only those he can identify as edible as unmistakably as he distinguishes a rose from a vine of poison ivy.

Concerning the nutritive value of the mushroom—food specialists give it no gold stars in this column. Justification for eating it must come from its other contributions—it's special flavor—delicate texture—the distinction it gives to dishes to which it is added.

Mushrooms cannot be substituted for meat, nutritionists point out. For although they do contain some nitrogen, this is mainly not in the form of protein.

To prepare mushrooms for cooking, wash them well just before they are needed. Some cooks like to remove the skin from the cap of the mushroom, but this is not necessary if it is tender.

Cardinal principle of mushroom cookery is "use low heat and do not cook overlong." High temperatures and overcooking cause them to shrivel and toughen. Also, use little water. Mushrooms, themselves, are over 90 per cent water.

Broiled mushrooms are a definite addition to any grilled plate. Served on toothpicks they make interesting tidbits for party refreshments. Or for a more filling dish at the main course of a meal they may be served on buttered toast.

To broil, place the caps, gill side down, under the flame of the broiling oven for two or three minutes. Turn, sprinkle salt and pepper over the gill side. Place a small piece of butter

in each cap. Broil under the flame for a few minutes longer. Lift carefully from the boiler in order not to lose the juice.

Creamed mushrooms have a better flavor if they are floured, then browned delicately before the cream or rich milk is added to make the sauce. There'll be more surface to brown if the mushrooms are sliced lengthwise from cap to stem. For soups, they may be cut up in smaller pieces to brown.

Steak with mushrooms is a meal-time favorite of long standing. The mushrooms may be made into a sauce by cooking them in butter or drippings from the steak. Or large mushrooms may be broiled on a grill along with the steak.

One of the best of all ways to serve the large mushrooms is to stuff them.

Stuffed Mushrooms

- 1 pound large mushrooms (12 to 14)
- 4 tablespoons butter or other fat
- 3/4 cup chopped celery
- 2 cups fine bread crumbs
- 2 teaspoons onion juice
- Pepper
- teaspoon salt
- 1 tablespoon chopped parsley

Wash the mushrooms well, remove the stems close to the caps, and chop the stems fine. Melt 2 tablespoons of the fat, add the chopped mushroom stems and celery, cook for about 5 minutes, and stir in the bread crumbs and seasonings. Turn the mushroom caps gill side up, and fill them with mounds of the stuffing. Place the stuffed mushrooms in a shallow pan, pour around them the rest of the melted fat, cover closely, and bake in a moderate oven (350° F.) for 30 to 45 minutes. Toward the last, remove the cover and let the crumbs brown lightly on top, or set the pan of mushrooms under the flame of the broiling oven for a few minutes to brown. Serve on rounds of buttered toast.

Mushrooms With Macaroni Products

The National Macaroni Institute recently developed and generally recommends a mushroom sauce for serving with macaroni, spaghetti, etc., in tasty, all-season dishes. The recipe is equally delicious with or without meat. Except for the mushrooms, the ingredients are inexpensive and usually found on every kitchen shelf.

The Institute's recommended recipe for making a Mushroom Sauce that is growing in popularity, and a special

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recipe for "Spaghetti with Mushrooms," follow:

Italian or Mushroom Sauce

Meatless

In one-half cup of butter (melted) and one-half cup of olive oil, brown a cupful of finely chopped onions. *Let simmer.*

Add 1 can of tomato paste, one-half cup of celery, chopped fine, and 2 cloves of garlic, chopped fine. *Let simmer.*

Wash 2 ounces or one cupful of dried mushrooms well. Then soak them for one-half hour in luke-warm water. Remove mushrooms, but preserve one cupful of the mushroom-water. Add finely chopped mushrooms and one cup of mushroom-water to other ingredients in the pan. Season with salt, pepper, and other seasoning to taste, and *LET SIMMER* about one-half hour, stirring often to prevent "burning."

With Meat

Merely add one pound of freshly ground or left-over meat to the butter and olive oil when starting the above meatless sauce, and complete sauce, as directed.

Spaghetti With Mushrooms

(Its unequalled flavor cheers the appetite)

- 1/2 lb. spaghetti
- 1 can mushroom soup
- 1/2 lb. fresh mushrooms
- 3 tablespoons butter
- Salt and pepper to taste

Cook the spaghetti in boiling salted water until tender—drain. Combine with the diluted mushroom soup that has been heated to the boiling point. Sauté the fresh mushroom caps in the butter; until tender and serve with the spaghetti dish.

New Wage-Hour Administrator Cautions Business Men Regarding Possible Suits by Their Employees

The success of a group of track workers in suing a major railroad for double the amount illegally withheld from them in wages indicates that employees suits may be a major factor in the enforcement of the Fair Labor Standard Act, said Colonel Philip B. Fleming of the Wage and Hour Division, U. S. Department of Labor, shortly after his appointment as Administrator of the Division was confirmed by the United States Senate.

Colonel Fleming referred to the judgment handed down by Judge Isaac Meekins in the United States Court for the Eastern District of North Carolina at Fayetteville, against the Atlantic Coast Line Railroad in favor of five track workers who had sued under Section 16(b) of the Act.

"While the judgments awarded these five maintenance-of-way workers were about \$100 each plus court costs and attorney's fees of \$100 for each case," said Colonel Fleming, "this verdict evidently presents a very serious situation to the railroad, as similar suits may be brought by other workers."

Registrants—Mid-Year Meeting—January 22, 1940

Representative	Firm	City
A. S. Vagnino	American Beauty Macaroni Co.	Denver, Colo.
C. B. Schmidt	Crescent Macaroni & Cracker Co.	Davenport, Iowa
Carl D'Amico	G. D'Amico Macaroni Company	Steger, Ill.
R. B. Brown	Foulds Milling Company	Libertyville, Ill.
A. W. Greenwood	Foulds Milling Company	Libertyville, Ill.
J. H. Diamond	Goch Food Products Co.	Lincoln, Neb.
A. I. Grass	I. J. Grass Noodle Company	Chicago, Ill.
B. C. Ohlandt	Grocery Store Products, Inc.	New York, N. Y.
H. H. Rousseau	Grocery Store Products, Inc.	New York, N. Y.
P. J. Viviano	Kentucky Macaroni Co.	Louisville, Ky.
C. Travis	Keystone Macaroni Mfg. Co.	Lebanon, Pa.
Philip R. Winebrener	Keystone Macaroni Mfg. Co.	Philadelphia, Pa.
B. A. Klein	F. L. Klein Noodle Co.	Chicago, Ill.
J. J. Cuneo	La Premiata Macaroni Corp.	Connellsville, Pa.
N. M. Onofrio	Macaroni Manufacturers, Inc.	Wichita, Kan.
Thos. A. Cuneo	Mid-South Macaroni Co.	Memphis, Tenn.
W. F. Villume	Minnesota Macaroni Co.	St. Paul, Minn.
Albert Bavarino	Mound City Macaroni Co.	St. Louis, Mo.
H. E. Minard	C. F. Mueller Company	Jersey City, N. J.
H. D. Ross	Peter Rossi & Sons	Braidwood, Ill.
Lloyd M. Skinner	Skinner Manufacturing Co.	Omaha, Neb.
J. G. Luehring	Tharinger Macaroni Company	Milwaukee, Wis.
Frank Trafficanti	Trafficanti Brothers	Chicago, Ill.
Frank S. Viviano	V. Viviano & Bros. Mac. Mfg. Co.	St. Louis, Mo.
Gaetano Viviano	V. Viviano & Bros. Mac. Mfg. Co.	St. Louis, Mo.
Albert S. Weiss	Weiss Noodle Company	Cleveland, Ohio
John P. Zerega, Jr.	A. Zerega's S. S. Inc.	Brooklyn, N. Y.
Paul W. Kohler	Buhler Bros., Inc.	New York, N. Y.
C. W. Kutz	Capital Flour Mills, Inc.	Minneapolis, Minn.
Chas. W. Mullery	Capital Flour Mills, Inc.	Minneapolis, Minn.
Oreste Tardella	Capital Flour Mills, Inc.	Chicago, Ill.
C. P. Walton	Capital Flour Mills, Inc.	Minneapolis, Minn.
John Amato	Clermont Machine Co.	Brooklyn, N. Y.
P. H. Hoy	Commander-Larabee Milling Co.	Minneapolis, Minn.
Guastagni Tony	Commander-Larabee Milling Co.	Minneapolis, Minn.
Conrad Ambrette	Consolidated Mac. Machine Corp.	Brooklyn, N. Y.
Louis C. Ambrette	Consolidated Mac. Machine Corp.	Brooklyn, N. Y.
L. B. Steele	E. J. DuPont De Nemours & Co.	Wilmington, Del.
C. S. Foulds	Eastern Semolina Mills, Inc.	New York, N. Y.
Glenn G. Hoskins	Glenn G. Hoskins	Chicago, Ill.
Geo. L. Faber	King Midas Flour Mills	Chicago, Ill.
Alex G. Graf	King Midas Flour Mills	Minneapolis, Minn.
Wm. Steinke	King Midas Flour Mills	Minneapolis, Minn.
R. C. Benson	Pillsbury Flour Mills Co.	Minneapolis, Minn.
E. H. Edwards	Pillsbury Flour Mills Co.	Minneapolis, Minn.
H. J. Patterson	Pillsbury Flour Mills Co.	Minneapolis, Minn.
Alfred Rossotti	Rossotti Lithographing Co.	North Bergen, N. J.
E. L. Rhodes	Soy Flour Association	Chicago, Ill.
H. P. Mitchell	Washburn-Crosby Co., Inc.	Chicago, Ill.
H. E. Burgen	Washburn-Crosby Co., Inc.	Chicago, Ill.
E. S. Stetler	Food Industries	Chicago, Ill.
R. S. Leister	National Association Service	Toledo, Ohio
B. R. Jacobs	Director of Research	Brooklyn, N. Y.
M. J. Donna	Secretary-Treasurer	Braidwood, Ill.

Cites Macaroni Makers' Decision

He also referred to a recent decision on another phase of the law by Federal Judge John P. Barnes of Chicago rendered the last week in February, 1940, against two officers of the Chicago Macaroni Company, 2170 Canalport Ave., Chicago, Ill. They were the first defendants under the new law in the Chicago area, and had previously pleaded guilty to a charge of violating the wage and hour law, failure to pay the minimum wage of 25 cents an hour, failure to pay overtime and failure to keep the required records. In his decision on December 4, 1939, Judge Barnes had declared the pay-hour act constitutional.

Officers of the firm were fined a total of \$5,000. The company agreed to reimburse the 185 employes the back wages due them, about \$5,000, because of failure to pay the minimum of 25 cents an hour and failure to pay proper overtime rates.

"I am calling attention to this in the

hope that the management of establishments covered by the Wage and Hour Law—that is, those engaged in interstate commerce or in the production of goods for interstate commerce—who have not yet put their houses in order under the Act, will do so before situations like this accumulate to serious proportions.

"Any employer who has been violating the law by failing to pay the minimum wage of 30 cents an hour and at least one and one-half times the worker's regular rate for work in excess of 42 hours a week, will find the Wage and Hour Division field personnel in our 30 branch offices ready and willing to cooperate with him in coming into compliance with the Law."

Highway costs should be allocated fairly among all classes benefiting from the highways. The community should pay for benefits that accrue to the general public welfare.

Over-drying—Source of Unnecessary Loss

Report of Director of Research for the Month of February

By Benjamin R. Jacobs

Since the introduction of the automatic dryer for noodles and other macaroni products, our Laboratory has been determining the moisture content of these products in a number of plants. We find that some manufacturers are drying their products too long and therefore are having losses which, in the aggregate, amount to many thousands of pounds of product.

In some instances these products are being dried to as low as 6.5 per cent moisture content. If a manufacturer buys his farinaceous ingredients (semolina, farina and flour) containing around 14.0 per cent and converts them into macaroni products which contain only 6.5 per cent he has a loss of 7.5 per cent from this source alone. This is certainly more than the average profit realized at present from the sale of our products.

A large amount of these losses are directly attributable to lack of proper control and supervision in the plant over the drying equipment. I say this because I have had opportunity to note the variations which exist in the moisture content of macaroni products as they leave the dryer and which might be eliminated by closer supervision.

Some years ago I made some experiments which showed great losses in the moisture content of macaroni

products when shipped to various localities in the United States in different types of containers. The localities varied from Denver, Colorado, which has a high altitude and a very dry atmosphere, to such seaboard cities as San Francisco, California, Savannah, Georgia, Seattle, Washington, and Boston, Massachusetts, which are usually very humid. These experiments showed that the type of container is not so important as the locality in determining the loss of moisture. It is true that the triple wrapped package is very much better protected from rapid changes in moisture content but in the end the losses sustained in this type of package are the same as those sustained in a single wrapped package. On the other hand in certain localities such for example as Denver, Colorado, macaroni containing 13.5 per cent moisture lost 6.5 per cent in 45 days and in 180 days it lost 7.6 per cent, while in Savannah and San Francisco the loss in 180 days was approximately 2 per cent.

These large variations in loss of moisture reflect themselves in corresponding losses in the net weight of the products packed and therefore it becomes necessary for each manufacturer, particularly those who have wide distribution, to require strict con-

trol in the drying and packing departments. Many of these losses can be overcome by insuring a uniform moisture content in the product when it reaches the packing department and by shortening the time that the product remains unpacked after it is properly dried. In some instances the macaroni product leaves the drying room with a moisture content of 10 per cent or 1 per cent, which insures a good appearance, and toughness enough in the product to permit proper handling with the least amount of breakage. However, many times these products are not packed for a day or two, the moisture content has been reduced to 7 or 8 per cent and the product has become brittle and somewhat bleached resulting in a larger breakage and a poorer appearance. A little attention in the packing department or in the manner in which the products are held over will remedy this situation and will, therefore, result in a larger yield of the finished product as well as one of better appearance. Our Laboratory is equipped and has the experience for helping manufacturers to improve their drying methods and I will be glad to cooperate with you in increasing your yields and improving the quality of your macaroni products.

Slight Change in Wholesale Trade—January, 1940

Sales of wholesalers, based upon reports from 2,776 firms representing all parts of the country, increased 10.3 per cent in January over the same month a year ago, it was announced today by William L. Austin, Director, Bureau of the Census. In connection with this monthly joint study of the National Association of Credit Men and the Bureau of the Census, these wholesalers reported dollar sales amounting to \$182,377,000 in January. These sales were 6.2 per cent under December, 1939. Sales are shown as reported without adjustment for seasonal or price fluctuations.

Thirty-four of the 37 lines of trade which are covered by this current survey showed increases in sales during January over the previous year, while

only two reported a decrease.

Sales by 424 firms in the Hardware Group were up 15.3 per cent, led by sales of Heavy Hardware and Industrial Supplies as noted above, and followed by Plumbing and Heating Supplies (16.8 per cent) and General Hardware (9.7 per cent). Sales of Groceries and Foods (except farm products) were up 5.9 per cent from January, 1939, compared with the losses of 0.7 per cent and 5.2 per cent shown in November and December, 1939, respectively, from corresponding months in 1938. Not included in this group, and showing increases, were sales of Dairy and Poultry Products (14.6 per cent), Fresh Fruits and Vegetables (1.1 per cent), Confectionery (10.2 per cent), and Meat and Meat Products (6.9 per cent).

The cost value of stocks on hand at the end of January for 1,644 wholesalers was up from the beginning of the month (4.8 per cent) and had

increased 11.4 per cent over January, 1939. January is the sixth consecutive month that the dollar volume of inventories showed an increase over the corresponding month of the year before. In general the increases in inventories, however, occurred in lines where sales were also up, with the result that Stock-Sales Ratios were 184 in both January, 1938 and 1939.

Collections on accounts receivable during January, 1940, for 2,305 wholesalers showed no variation from the same month in 1939 and little from December, 1939. In January, 1940, 73 per cent of the outstandings were collected during the month, while in January and December, 1939, the ratios were 73 per cent and 74 per cent respectively. Accounts receivable were 10.1 per cent greater on January 1, 1940, than at the same time in 1939 and 8.0 per cent less than on December 1, 1939, thus closely following the trends in sales.

March 15, 1940

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Dear Betty Crocker:



THOUSANDS OF ENTHUSIASTIC HOME-MAKERS PRAISE BETTY CROCKER'S DELICIOUS SEMOLINA RECIPES!

Each year, hundreds of letters pour in to Betty Crocker's Home Service Department from your customers . . . enthusiastic letters from home-makers everywhere who have tried your products in Macaroni recipes recommended by Betty Crocker and found them "ever so delicious!" Excerpts from a few of these letters are published on this page. Read them as concrete proof of the good Betty Crocker is doing for you month in and month out. And remember, all the power, all the selling-appeal of Betty Crocker backs products made from Gold Medal Semolina! . . . and that power is reckoned in 6,000,000 radio listeners who follow Betty Crocker's twice-weekly coast-to-coast broadcasts and 1,340,000 families who read Betty Crocker's two newspaper features, "Mealtime Magic" and "Kitchen Clinic", syndicated in 381 daily and weekly newspapers!

"—May I have the printed recipe for the spaghetti dish heard recently on your program? I enjoyed the letters brought to life very much."—from Alhambra, California.

"—Will you please send recipe from the Spaghetti dish the boy made for his mother? I like your stories brought to life. They are very interesting and I like your recipes very much."—from Waterloo, Iowa.

"—I enjoyed the macaroni recipe . . . it week."—from Sunnyvale, Calif.

"—I listened to your broadcast this morning and enjoyed a hearty laugh over the spaghetti story. We are both very fond of spaghetti and this is a request for the recipe." From Spokane, Washington.

"—I certainly was surprised to hear the Macaroni recipe on Friday's broadcast because this is the only way I have ever cooked it." From Philadelphia, Pa.

"Yesterday, Friday, Dec. 1, you just raved about a Macaroni dish so I hurried for paper and

pencil to copy it down. You mentioned how old the recipe was so it all comes back to me. I, who am nearly 50 years old, remember my mother never served Macaroni any other way but the way you mentioned on your broadcast and I recall how delicious it was to all of us, as little as we were." from Annadale, Staten Island, New York.

"I happened to hear the Macaroni broadcast and I am going to make Macaroni for supper tonight." from Boston, Massachusetts.

"I heard your program over the radio today and enjoyed it very much. I took the menu and the Pioneer Macaroni and Cheese recipe and expect to use it very soon. I have been having a terrible time planning menus for evening meals—" from Des Moines, Iowa.



GOLD MEDAL SEMOLINA

"Press-tested"

WASHBURN-CROSBY COMPANY

(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC. . . . CHICAGO, ILLINOIS

Markups—Who Shall Judge

By Paul S. Willis, President, AGMA

I have been actively identified with the grocery industry for many years, and have participated in many discussions of distribution practices. One of the practices, which has been with us at all times, and which, in recent years, has received a greater amount of attention than any others, is the one dealing with "LOSS-LEADER" SELLING. While progress has been made in curbing this evil practice, the problem remains far from being solved, observes Paul S. Willis, President of Associated Grocery Manufacturers of America, Inc.

Some manufacturers have made progress in curbing this evil by closely working with distributors on a co-operative basis, but such improvement is not always of long duration, for invariably some dealer or dealers think it's smart to feature the item at a special price, and the effect of this is a general breakdown of any price structure.

The sponsors of the FAIR TRADE ACT hopefully expected that this law would solve the problem, but actual experiences so far have not proved this. There has been a reluctance on the part of a manufacturer to "price-fix" his product under this law, while competing brands remained "price-free." Also, with very few exceptions, no machinery was provided for the enforcement of these voluntary laws, and without such enforcement, we can all draw on our experience, and guess the results.

At this point, I want to establish the fact that wherever grocery manufacturers are using the voluntary FAIR TRADE ACTS, they are using these laws to establish a floor price below which a dealer shall not sell the product, and this floor price is usually at a price which approximates the cost of that product to the dealer. There is a marked distinction between using a law to establish a floor price, as against using the law to establish a resale price.

This brings me to the discussion of



Paul S. Willis

"loss-leader" legislation, popularly referred to as the "UNFAIR SALES ACT." The model bill created by the NATIONAL FOOD AND GROCERY CONFERENCE COMMITTEE stipulates that a dealer shall not sell a product below invoice cost or replacement cost, whichever is lower. This means that if a dealer pays 10c for an article, he cannot sell it below 10c. Our Association is publicly on record in support of this legislation. For its requirement is that a dealer cannot sell at a price below what he paid for the article, while on the other hand, he retains the freedom of benefiting from his own economies and efficiency. This law establishes a foundation which is perfectly sound.

As it applies to manufacturers, we subscribe to legislation as above described. If, beyond that, distributors feel that a mark-up should be included in the legislation, we have said to the dealers that we will do what we can to help them secure it provided the mark-up requested is a fair and reasonable one.

This brings me to the question: "What is a proper mark-up for the retailers?" "Should there be a mark-up for the wholesaler?" The repre-

sentatives of the wholesalers on the CONFERENCE COMMITTEE have contended there should not be a wholesale mark-up, and that being so, we can pass over on that. What is the proper mark-up for the retailers, if any, is a matter which must be very seriously considered. In discussing this, let's bear in mind that this legislation is intended to stop below-cost selling . . . it is not intended to assure a profit. Let's bear this distinction in mind. Now, if the law contains a mark-up which is too high, and by that I mean, if it is so high that it is above the cost of doing business of some dealers, then one must expect that the public and the legislators will resent and resist this legislation. And, steps will be taken to repudiate the same. You can bet on that! If the mark-up is at a point which nearly approaches the cost of doing business of the efficient distributors, then the effect will be that this minimum mark-up will result in becoming the maximum. We now have that experience in several markets. There is still the question: "What is the proper mark-up, if any?"

I have sat in on many meetings, where this matter was broadly and fairly discussed, and invariably the feeling has been that the total mark-up should not exceed 6 per cent. For, that figure is sufficiently under the cost of doing business, thereby eliminating the possibility of minimum prices becoming the maximum; and at the same time, the mark-up is sufficient to stop below-cost selling.

Summarizing, my feeling is that legislation as I have above described can function effectively to curb below-cost selling; and from a legal angle that is all we in the industry should attempt to accomplish. For such legislation says in effect, "If a dealer pays 10c for an item, he cannot sell it below 10c"; and, at the same time, it retains for the dealer the opportunity of benefiting to the fullest extent from his own efficiency and economy in operation.

to have legislated otherwise. The watchman not only watched the plant and the machinery, but he also guarded the goods that were in the plant for interstate commerce. It is inconceivable that Congress would have discriminated against such a plea by exempting him from the provisions of the Act.

Ports-of-entry and other highway barriers to interstate movement of motor vehicles should be removed.

Watchmen Are Eligible

The watchman in a macaroni plant is just as much engaged in production of goods that go into commerce as the man at the kneader or the press. That is how the recent decision of Judge Isaac M. Meekins of the United States District Court at Elizabeth City, N. Y., is being interpreted. The decision, dated January 30, 1940, re-

fers to watchmen in sawmills. It is being appealed.

The new ruling is significant in the interpretation of what occupations are "necessary to" production, handling or transporting. Judge Meekins commented as follows, in his decision:

"The watchmen are just as much engaged in the production of goods that are going into commerce as the man sawing a log. It would have been cruel of Congress

WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



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



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

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Consolidated Macaroni Machinery
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Semolina and Durum Flour
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Peters Machinery Co.
Packaging Machines
Pillsbury Flour Mills Co.
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Rossotti Lithographing Co. Inc.
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The Star Macaroni Dies Mfg. Co.
Dies
Sylvania Industrial Corporation
Cellophane
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



Aspirants for Graduate Grocer Degree Will Take First Examinations

Practical Questions Every Grocery Worker Should Know, Keynote of the Tests

Questions which Mrs. American Housewife might ask in any corner grocery store will make up the First Examination of National Grocers Institute, when the tests are given during the month of April. Out of the thousands of grocers and grocery workers who have started a study of the 250-page textbook which constitutes the First Study Course, just a few over seventeen hundred of them have indicated that they have learned all of the information in the book and are ready to answer any question which may be asked.

Examinations in some of the larger centers throughout the country will be personally supervised by Edwin P. Geauque, Executive Director of the Institute. In areas where there are fewer students, arrangements have been made to have public school officials handle the examinations locally.

Cash Prizes Offered

Students must pass the First Examination before they will be permitted to continue the work toward the degree of Graduate Grocer. If they fail to make a passing grade in the examination this year, they are required to go back over the First Course and take another examination. As an incentive to higher grades, the Institute and a number of prominent firms and individuals are offering cash prizes and special awards for top scores. The highest grade is worth \$150.00 in cash, there are several \$50.00 prizes and a long list of others at \$25.00, \$15.00, \$10.00 and \$5.00. Cups, plaques and other honors will reward additional contestants.

Prizes are divided into three zones: the United States Zone, Canadian Zone, and the Central and South American Zone. None of the students in Europe or the Orient have indicated their intention to take the examination this year.

Practical Questions

Typical of the questions which will be asked in the examination are: What are the five factors which determine the score of butter? Have mushrooms a high dietetic value? Can you tell the difference between pure cane sugar and pure beet sugar when both are refined to the same pure state? From what grain is malt made? What is braised food? What is the difference between cin-

namon and cassia? What is the difference between rolled oats and oat meal? Will yellow connective tissue of meat be made tender by cooking over a slow fire for at least one hour? What are capers? How many cups of liquid are there in a No. 2½ can? What are Egg Noodles and how do they differ from other forms of Macaroni Products?

A substantial list of well-known educators who endorse the work of the Institute is headed by Dr. Paul H. Nystrom, School of Business, Columbia University, who is also a donor of one of the prizes.

North Dakota Growers Of Durum Face Seed Problem

North Dakota durum wheat producers have a serious seed problem this season in the form of extensive mixtures of seed with hard red spring wheat or red durum, the state agricultural college states.

This problem was brought out sharply at 20 "seed clinics" completed in February in the principal durum wheat counties by the college extension service and the state seed department.

Approximately 1,400 samples of durum and hard red spring wheat were brought in for inspection, by the 1,324 farmers and elevator men who attended the schools.

"Less than half the durum samples were suitable for seed," W. J. Leary, extension service agronomist, said, "as the seed is badly mixed with hard red spring or red durum wheat."

Mr. Leary says that durum growers should be particularly careful this spring to plant only seed of known quality, as increased production of lower quality durum has had its effect on seed supplies.

"The dry fall in 1939 resulted in much volunteering," he adds. "Therefore amber durum should not be planted on land that was in hard red spring wheat, red durum or barley last year." He believes that planting amber durum in 1940 on such lands is very likely to result in mixtures with these grains. Mixed durum is discounted heavily on the market.

Hard red spring wheat samples checked at the seed clinics were found "quite satisfactory in quality, with about 10 per cent unsuitable for seed." The main difficulty was varieties of inferior milling quality.—*The Northwestern Miller.*

Organization Makes Man Supreme

Man has become civilized because of his inheritant ability to organize. Unemployment is verily a cancer in our society and because there is such misunderstanding about its origin and cure. The most pitiful aspect is that the people most directly affected those without jobs, have been injured irreparably. I charge no one with doing this purposefully. I state only what I am convinced is the fact, that is, we have handled our government-business relationship so stupidly that we have for years had millions unemployed without any necessity or justifiable reason. We have talked humanitarianism. What we have actually done can properly be called crucifixion.

Our error can be diagnosed generally by saying that instead of encouraging private business which must be the source of employment, we have done nearly everything which could be thought of to retard it. We have made an attempt to legislate prosperity. This has not worked in this country and it will not work. What I have said is the teaching of history. The bald truth is that attempts at planned economy do not function satisfactorily until and unless capital, labor and the means of production and distribution are fully regulated by government. Such a system you may call Fascism, Communism, Socialism, totalitarianism, planned economy or dictatorship. I call it dictatorship, because that word is anathema to the average American. The descriptive word, however, is not so vital as what actually takes place.

To solve unemployment, we must increase our productivity, not so much of necessities as of luxuries; not so much of consumption goods as of durable products. Furthermore, we must do this under conditions which allow of constant readjustments in production costs and in prices. In fact, a prime essential for the success of our entire economic system is to avoid any fixation by law or other influence of such important elements as wages, salaries, profits or hours of work. The very essence of our trouble for some six years has lain in a misunderstanding in government and among our people of these requirements. Pump priming and the theory of purchasing power as it has been applied have been disastrous. Both of these have had chiefly the effect of supporting consumption goods and of killing long-term confidence on which investment in durable goods always must rest. Government competition has added to the stalemate. Legislation to control costs, directly or indirectly, deals a death blow to any chance for a balanced recovery which would give full employment.

For true egg color... 45% solids...

PUT CLOVERBLOOM FROZEN YOLKS ON THE JOB!



It's Cloverbloom for Natural Color!

It's Cloverbloom for Higher Solids!

Because Cloverbloom Frozen Yolks for noodle makers are selected for uniform, deep color! They're checked against a scientific color-guide. They're picked for higher solids that mean rich, natural pigment... and that pigment means natural, golden color in your product!... more sales-appeal to your customers!



Cloverbloom Frozen Yolks must provide 45% solids. That's our standard... and we stick to it, to give you the kind of noodles that sell! Every can of Cloverbloom is packed with yolks that have been checked for this top-notch solids standard by the Zeiss Refractometer shown here... further checked by Armour's exclusive solids yardstick!

And in addition... Cloverbloom Frozen Yolks for noodle makers are Clarified to remove all trace of grit, shell, and fibre. They are packed in the Spring, when egg quality is highest. They come from strictly fresh, table-

grade eggs. And you can get 24-hour delivery service by refrigerated Armour cars and trucks, to protect their goodness right to your door. Better get that Cloverbloom order in now, for finer noodles and more business!



ARMOUR'S CLOVERBLOOM CLARIFIED FROZEN YOLKS

Frozen Egg Department, Armour and Company, Union Stock Yards, Chicago, Ill.

U. S. Wheat Carry-Over 300 Million Bushels

The United States wheat carry-over on July 1, 1940 is likely to total about 300 million bushels, the Bureau of Agricultural Economics indicated today in its monthly analysis of the wheat situation. This forecast is based on probable exports and shipments to U. S. territories of between 40 and 45 million bushels and probable domestic disappearance of about 670 million bushels for the 12-month period. Total supplies for the year were 1,009 million bushels, consisting of a carry-over July 1, 1939 of 254 million bushels and production of 755 million bushels.

Domestic wheat prices during February recovered almost to the peak levels reached in December. The advance was due to a change in speculative sentiment, with traders generally watching war developments and unsatisfactory crop conditions in Europe. Increased foreign demand for United States wheat and a fairly orderly liquidation of wheat loans also have contributed to the rise.

Wheat stocks in the United States on January 1, 1940 are estimated at 615 million bushels, or 39 million bushels less than a year earlier but 83 million bushels more than stocks on January 1, 1938. Stocks of hard red winter, hard red spring, and durum wheats together are about 3 million bushels larger than a year ago, but stocks of soft red winter decreased 23 million bushels and white 19 million bushels. On the

basis of the January 1 stocks figures and exports through December, domestic wheat disappearance for the July-December 1939 period is indicated to be 364 million bushels, compared with 385 million bushels in the same period a year earlier.

Present indications point to a European winter wheat area about as large as last year's. Early intentions were to increase the acreage, but this has been prevented by excessive moisture and in some countries by war conditions which hindered sowings. If the weather is favorable at spring seeding time the acreage of spring wheat will probably be increased. Cold weather with little snow cover in some sections, especially in the Danubian countries, and sharply fluctuating temperatures during the winter have caused considerable apprehension as to the condition of the crop.

World wheat supplies (excluding the U.S.S.R. and China) for the year beginning July 1, 1939 are now estimated to be about 250 million bushels more than for the preceding year. World stocks of old wheat on July 1, estimated at 1,189 million bushels, were about 590 million bushels more than a year earlier. On the other hand, world production is now estimated at 4,267 million bushels, or about 338 million bushels less than the record production in 1938. As a result of net reductions in Southern Hemisphere countries, the present world production estimate is 12 million bushels smaller than the estimate of a month ago.

Macaroni Shrimp Souffle

A Lenten Favorite

In her "Menu Suggestions" for the Friday dinner in Lent, Miss Sue Sutton, home economist of *The Family Circle Magazine*, recommends a very tasty and satisfying combination of macaroni and shrimp in the pre-Lenten issue of February 2, 1940. The recipe calls for—

- ½ lb. macaroni
- 4 tbsp. butter or margarine
- 4 tbsp. flour
- 2 cups milk
- 4 eggs
- 1 tsp. salt
- ¼ tsp. pepper
- 1 cup coarsely shredded shrimp.

Cook macaroni in large amount of rapidly boiling salted water until tender, about 20 minutes; drain. Run cold water through macaroni. Make a white sauce. Melt butter or margarine; blend in flour; add mill; grad-

ually; cook until thick, about 10 minutes, stirring constantly.

Pour over well beaten egg yolks; add salt, pepper, macaroni and shrimp; stir until well combined. Fold in stiffly beaten egg whites. Pour into well greased 2½ quart casserole. Bake in pan of hot water in slow oven (325° F.) 45 minutes or until done. Serves six.

A Delicious Side Dish

Here's a noodle accompaniment for any meat dish. It is "Buttered Peas in Browned Noodle Nests."

Merely cook noodles until tender; drain. Butter and season the noodles and form in nests. Fill center with buttered peas and broil slightly. Serve hot.

A man's best friends are his ten fingers.

General Mills Announces Employee Health Ass'n

Plan to Provide Sick Benefits and Hospitalization for General Mills' Workers

Donald D. Davis, president of General Mills, Inc., announced today establishment of a General Mills, Inc., Health Association. Chief features of the new association are sickness and hospitalization benefits to all of the 7,300 General Mills employees who join. In a letter addressed to the employees of General Mills, Inc., Davis states that the health association plan "offers employees a way to meet the emergency expenses of hospital confinement and of temporary disability due to sickness and accident."

To launch the health association, the company is contributing \$15,000, and during the first year it will make available a sum equal to the total amount subscribed by member employees. Each year thereafter it will contribute at least 20 per cent of the amount of member contributions. If the plan proves popular and if satisfactory reserves can be accumulated, it is the intention of the employees' benefit board, which will administer the health association, to increase the benefits to members or reduce member contributions.

The disability benefit feature of the association is offered only to the individual employee. The hospitalization benefit, however, takes in the employee and his immediate family as well, i.e., dependent wife or husband and all dependent unmarried children under eighteen years of age. Disability coverage costs \$4.80 a year and provides benefits of \$15 a week up to thirteen weeks in case of sickness or accident of any kind. Hospitalization coverage costs the employee 60c a month and provides maximum benefits of \$200 in any twelve consecutive months in the event he may require hospital care. An additional 40c a month makes a maximum hospitalization benefit of \$100 a year available to each individual dependent in the employee's family.

"The health association," Mr. Davis states further, "has the approval of the Minnesota insurance commission. Membership is voluntary, but we feel certain that our employees will recognize the unusual value and security offered by the plan and participate in it broadly."

The United States airmail service was established on May 15, 1918, over a single 215 mile route between Washington and New York.

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

The
Golden
Touch

King Midas Semolina

Leads in Quality

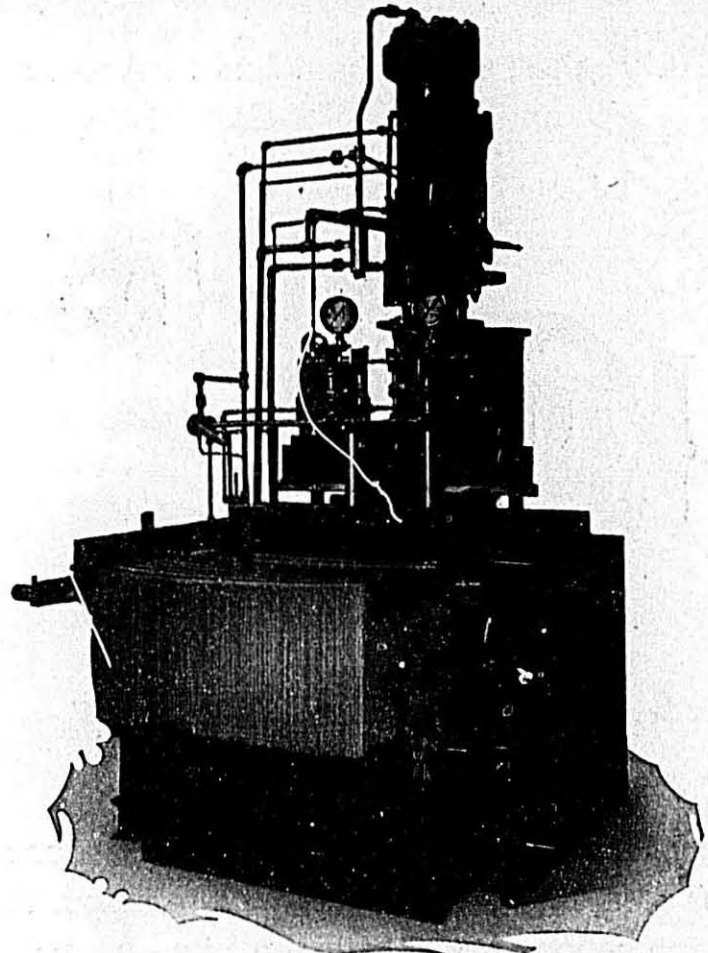
Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



Consolidated Macaroni Machine Corp.



Hydraulic Press with Automatic Spreader

The Ultimate in Presses. High Speed Production. 900 pounds per hour; 35 barrels net per day guaranteed.

Improve the quality and texture of your product. Increase your production and reduce your labor cost. Skilled labor unnecessary, as all operations are automatic and continuous.

Produces all types and forms of paste, from the finest to the largest, with equal facility.

Pressure being distributed equally on the face of the rectangular die assures practically even length of extruded strands of paste. Trimmings reduced to a minimum, less than 10 pounds per 200 pound batch.

Not an Experiment, but a Reality. This press has been in actual operation for several months and is giving perfect satisfaction.

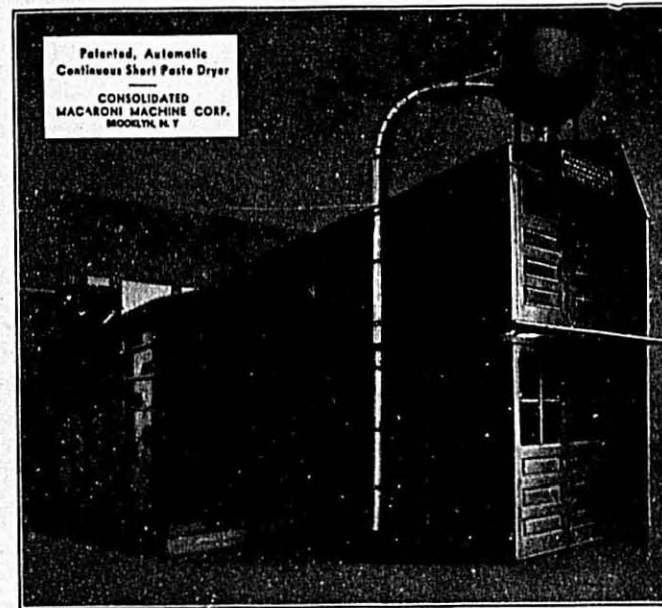
We can furnish you with new presses of this type or we can remodel your present hydraulic press and equip it with this spreader.

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

Consolidated Macaroni Machine Corp.



Patented, Automatic
Continuous Short Paste Dryer
—
CONSOLIDATED
MACARONI MACHINE CORP.
BROOKLYN, N. Y.

We show herewith some of our latest equipment designed by men with over thirty years experience in the designing and construction of all types of machines for the economical production of Macaroni, Spaghetti, Noodles, etc.

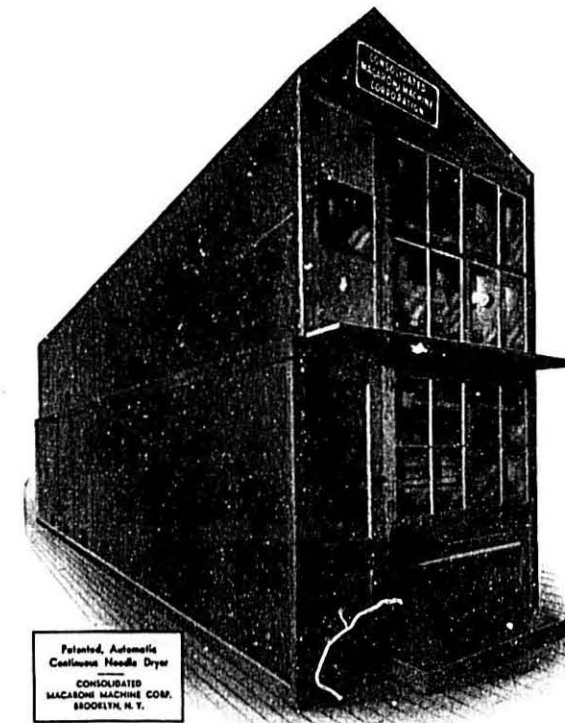
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

All the equipment shown has been installed in various plants and is now in actual operation.

Specialists for Thirty Years

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

For Noodles
For Short Pastes



Patented, Automatic
Continuous Noodle Dryer
—
CONSOLIDATED
MACARONI MACHINE CORP.
BROOKLYN, N. Y.

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

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

Address all communications to 156 Sixth Street

Employers' Digest

Of the Fair Labor Standards Act of 1938

Prepared by the Information Branch of the Wage and Hour Division of the U. S. Department of Labor as a guide to Employers' liability under the act. Further information concerning specific provisions may be obtained from the nearest regional office.

Part Four

Penalties—Child Labor

Penalties

Employees may bring suits themselves or through an agent in any court of competent jurisdiction to recover unpaid minimum wages or unpaid overtime compensation. Employers violating the wage and hour requirements are liable for double the unpaid sums plus court costs and reasonable attorneys fee.

The Federal Government may prosecute criminally for violations of the Act, including the discharge of, or discrimination against, any employee who has filed a complaint. Upon conviction the employer may be fined up to \$10,000 or, in the case of a second conviction, imprisoned up to six months. The Administrator and the Chief of the Children's Bureau may also ask a Federal Dis-

trict Court to restrain violations of the Act by injunction.

It is unlawful not only to produce goods for interstate commerce in violation of the Act but also to ship, deliver, or sell in interstate commerce goods so produced. This is the "hot goods" provision. Any person found with such "hot goods" in his possession, even though he is not the original producer, may be restrained by injunction from shipping these goods in interstate commerce. He may also be subject to the criminal penalties of the Act if he ships them knowing or having reason to believe that they were produced in violation of the wage and hour provisions of the Act.

No provision of the Act shall justify an employer in reducing the wage or increasing the hours of work of any of his employees.

Ellen Pennell Joins AGMA

The consumer relations program of the Associated Grocery Manufacturers of America, Inc., has progressed to where AGMA has enlarged its staff and is ready to go forward with the development of the five-point program recommended by its consumer relations committee and approved by the association at its 31st annual convention.

Miss Ellen Pennell has been appointed director of this important activity which is specifically designed to further acquaint the consuming public with the economics of production and distribution of food and grocery products, and with the story back of these nationally known brands.

Miss Pennell brings to the association a broad experience with consumer groups as a writer, lecturer, home economist and food authority.

Previously she was home economics director at Iowa State College, which has produced so many leaders in the field of consumer service. For the past eight years she has been, successively, associate editor of two national magazines. She is thoroughly grounded in all phases of nutrition, in the economics of grocery products manufacturing and in marketing. She is a member of the American Home Economics Association, the American Dietetics Association, Advertising Women of New York and the New York Fashion Group, Inc.

AGMA's five-point consumer relations program, as approved, includes making available more speakers, well informed and capable of answering consumer questions and of conducting forums, and expansion of the association's facilities for dissemination of information to various types of media. The program further recognizes the potential value of a coordinated plan of Employer-Employee

Child Labor

The child labor provisions of the Act prohibit the shipment or delivery for shipment in interstate commerce of any goods produced in establishments in or about which "oppressive child labor" has been employed within thirty days prior to removal of the goods. "Oppressive child labor" is defined as:

(a) Employment of children under sixteen, except employment of children between fourteen and sixteen years of age in such non-mining and non-manufacturing occupations as the Chief of the Children's Bureau determines not to interfere with their schooling, health or well-being.

(b) Employment of children between sixteen and eighteen years of age, in occupations found, and by order declared, by the Chief of the Children's Bureau to be particularly hazardous or detrimental to their health or well-being.

Employers can protect themselves from unintentionally employing a child under the legal age by having on file a Certificate of Age issued in accordance with the regulations of the Children's Bureau showing that the child is above the legal age for employment in the occupation in which he is engaged.

The following are exempt from the child labor provisions of the Act:

- (1) Children employed in agriculture while not legally required to attend school.
- (2) Children employed as actors in motion pictures or theatrical productions.
- (3) Children under 16 years of age employed by their parents, in occupations other than manufacturing or mining.

consumer relations among the one million employees of AGMA member companies and promotion of consumer relations through retailers of food and grocery products.

Plant Executive Dead

Alphonse Sirignano, president of the United Macaroni Company, with a plant at 202 W. Third St., Mt. Vernon, N. Y., died early in February. He was found dead by hanging in the basement of his plant. The County Medical Examiner pronounced that he died "a suicide while temporarily mentally disturbed."

The deceased was 57 years old and had resided in Mt. Vernon 45 years. He was always active in Italian-American affairs and spent most of his working years in the manufacture of macaroni products. His son, Raymond, is alderman of Mt. Vernon. Three other sons and three daughters survive, all residents of Mt. Vernon.

On Guard
 SYLVANIA CELLOPHANE stands "On Guard" protecting from harm the products which it covers.

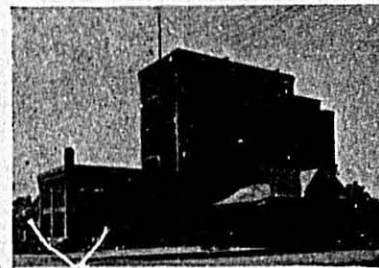
Sylvania Cellophane
 SYLVANIA INDUSTRIAL CORPORATION
 Executive and Sales Offices: 122 E. 42nd Street, New York
 Works: Fredericksburg, Va.

Branches or Representatives:
 ATLANTA, GA., 78 Marietta Street
 BOSTON, MASS., 201 Devonshire St.
 CHICAGO, ILL., 127 W. Randolph St.
 DALLAS, TEX., 809 Santa Fe Building
 PHILA., PA., 260 South Broad Street

Pacific Coast:
 Blake, Mott & Towne
 Offices & Warehouses in Principal Cities
Canada:
 Victoria Paper & Twine Co., Ltd.
 Toronto, Montreal, Halifax

DELUXE SEMOLINA

OUR
COLBURN
NUMBER 1
SEMOLINA



IS SO
PROCLAIMED
BY
ALL

EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office: 80 Broad Street

New York, New York

Macaroni Imports And Exports

International trade in macaroni products, both exports and imports decreased during the month of December, 1939, according to the Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce.

Imports

The macaroni imports dropped over 70% from the previous months. The December imports were only 63,940 pounds valued at \$5,748 as compared with the November imports amounting to 214,031 pounds worth \$26,368.

The total imports for the twelve months of 1939 amounted to 1,076,639 pounds valued at \$103,061.

Exports

Macaroni products took quite a drop (about 50%) in total quantity shipped to foreign countries in December over the previous month. The December exports amounted to 423,256 pounds valued at \$29,154 as compared with the November exports totaling 989,105 pounds valued at \$57,664.

During the year 1939 the exportation of macaroni products totaled 4,423,276 pounds valued at \$306,605.

Below is a list of the foreign countries to which this foodstuff was exported during December, 1939, and the quantities shipped to each:

Countries	Pounds	Insular Possessions	
Belgium	6,000	Alaska	15,887
Netherlands	36,025	Hawaii	56,938
United Kingdom	137,640	Puerto Rico	88,470
Canada	98,132	Virgin Islands	5,012
British Honduras	188		
Costa Rica	1,760	TOTAL	156,307
Guatemala	420		
Honduras	251		
Nicaragua	1,590		
Panama, Rep. of	8,287		
Panama, Canal Zone	27,842		
Salvador	635		
Mexico	46,896		
Newfoundland and Labrador	2,470		
Bermuda	57		
Barbados	821		
Jamaica	1,163		
Trinidad and Tobago	116		
Other British West Indies	1,914		
Cuba	7,144		
Dominican Rep.	8,397		
Neth. W. Indies	3,804		
Fr. W. Indies	200		
Haiti	4,962		
Colombia	1,871		
Ecuador	683		
British Guiana	26		
Surinam	80		
Peru	88		
Venezuela	1,621		
Saudi Arabia, Yemen, Etc.	3,182		
British India	240		
China	124		
Neth. Indies	210		
Hong Kong	1,727		
Philippine Islands	15,300		
Fr. Oceania	200		
Belgian Congo	34		
Union of So. Africa	108		
Gold Coast	186		
Other British W. Africa	408		
Liberia	654		
TOTAL	423,256		

Export: Drop But Imports Increase

Exports of food products from the United States during January, 1940, were nine-tenths as great as those of January, 1939. The decline in January, as compared with January, 1939, was not so severe relatively speaking as the decline for the July-January seven months' period of the fiscal year, according to the Commerce Department's Foodstuffs Division.

The decline in January compared with the year before was more than accounted for by the drop in wheat exports, and the smaller export movement was further contributed to by a sharp fall in apple shipments abroad. Most important food export items either gained in January, 1940, compared with January, 1939, or at the least compared very favorably in volume, and many commodities increased substantially in exports.

Notable among the export gains from January to January were soybeans—from 2,061,000 to 96,580,000 pounds; refined sugar (principally foreign sugar refined in the United States for export) from 9,000,000 to 31,838,000 pounds; fresh or frozen

pork—from 1,878,000 to 11,934,000 pounds; hams and shoulders—from 3,744,000 to 6,259,000 pounds; dry beans—from 1,515,000 to 9,743,000 pounds; and white potatoes—from 4,987,000 to 9,229,000 pounds.

Imports of food products into the United States increased by eleven per cent both for January and for the seven months ending January, as compared with the previous comparable periods. Dutiable cane sugar alone accounted for nearly all of the larger January imports—compared with January, 1939—according to the Foodstuffs Division, the figures being 305,247,000 pounds for the current month compared with only 74,866,000 pounds the previous January. These sugars represent largely a continuation of withdrawals from bonded warehouses which had accumulated prior to December 26, on which date the lower duty rate to Cuba was restored.

Other food products which entered the country in larger quantities on the monthly comparison were canned beef, tapioca, copra, castor beans, cocoa beans, and inedible molasses. Both fresh and canned tomato imports dropped substantially on the January-January comparison, as did preserved pork, cattle other than for breeding, and palm oil.

Trademark Rulings

Though there are general rules that apply to proposed registration of most trademarks, there are some on which the Patent Office's interpretations of laws and regulations must be obtained by the Commissioner of Patents before ruling on the eligibility of a mark.

Similarity of marks, prior registrations and many similar things determine the final decision. Recent examples of the type exercised by the Patent Office are: "Lemon-Up" and "Seven-U," are too much alike, says the Commissioner of the Patent Office in refusing to register the former in the name of Gerald G. Blach, Pittsburgh, Penna., after the Seven-up Company of St. Louis, Mo., protested it

would cause confusion with its mark covering a non-alcoholic beverage.

Kraft-Phenix Cheese Corporation, Chicago, was denied registration of the trademark "Chantelle" for cheese on the ground that it was "merely geographical," the name of a small place in France with no other meaning.

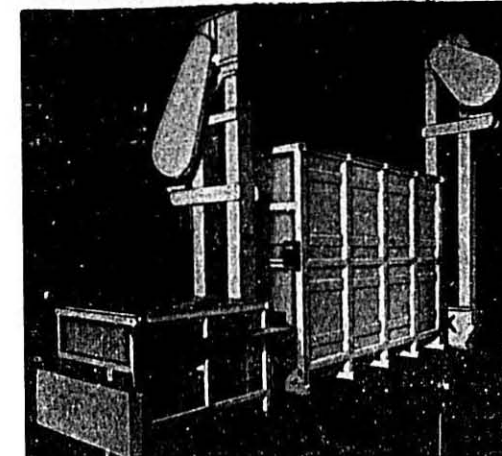
Search Reports

"Bingo"

A middle-western firm that sought to register the trade name "Bingo" will be unable to do so for his line of macaroni-noodle products because the name is already registered for several foods.

To the question of whether or not he

Save Time and Materials



CHAMPION Semolina Blender

You will profit by faster production with this automatic equipment.

It sifts, blends and aerates the flour to insure a top quality product.

Cleanliness helps to prevent scorched dies, saving costly replacements.

It is built extra sturdy for long service and low maintenance.

Mail coupon for details of Semolina Blender and other Champion units: Dough Mixers, Noodle Brakes, Weighing Hoppers, Water Scales, and Meters.

CHAMPION MACHINERY CO.

JOLIET, ILLINOIS

Makers of a Complete Line of Popular Priced Modern Bakery and Macaroni-making Machinery.

CHAMPION MACHINERY CO., Joliet, Ill.

Please send full details regarding Champion Semolina Blender and Sifter; price, terms, and tell me about your easy time payment plan.

NAME

BAKERY

ADDRESS

CITY STATE

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to macaroni products. In February, 1940, the following were reported by the U. S. Patent Office:

Patents granted—none.
TRADE MARKS APPLIED FOR
One application for registration of macaroni trade mark was made in February, 1940, and published in the Patent Office Gazette to permit objections thereto within 30 days of publication.

Orchard Park
The private brand trade mark of Shield Foods, Inc., Buffalo, N. Y., for use on macaroni, salad and other canned vegetables and fruits. Application was filed November 16, 1939, and published February 6, 1940. Owner claims use since about September 1, 1938. The trade name is in white type on a streamer of black.

could get the trademark registered in some States in the event that a national registration was impossible, the answer is that there is some probability that this can be done in some States where "Bingo" is not already registered.

The Search shows:

"BINGO" is registered for coffee by The Towell Coffee Co., 8 Pearl St., Cincinnati, O., December 11, 1917, and since renewed by the Dayton Spice Mills Co., 612 Linden St., Dayton, O.

"Bingo" for egg substitute powder, No. 130,318; for mustard, No. 138,580; for wheat confection, No. 171,337; for sweetened pop corn, No. 194,063; for canned fruits and vegetables, by W. A. Bauer Co., Norristown, Pa.

"Bingo" for fruit ice, No. 370,047; for

crackers, biscuits and cakes, No. 339,314, and others.

This registration of the same trademark for a variety of foods is but a sample of many similar registrations that lead the officials of the Patent Office to rule, a year or so ago, that in the future a trademark will not be registered for more than one product of the same general class.

The Patent Office would cite all of the above registrations against the proposal of the mid-western macaroni maker. His attorneys would have to overcome these interferences, either by getting the consent of all present owners of the trademark to let him use it on Macaroni Products, or to get proof of abandonment or by proving priority.

Recommendation: Try and get an unregistered mark.

Timely Comments by Mac Spagoodle

Ideas We Reject

Sometimes a business man rejects suggestions as to how he might better his business, because they are offered by an outsider.

He declares, "I know more about how to handle my business than anybody a thousand miles away. It's foolish for an outsider to try to tell the man who is right on the job how to do his work. Nobody knows my customers like I do." This attitude—"If he knew Susie like I know Susie"—is not calculated to help a man make more sales or manage his business better.

A manufacturer may not know a certain retailer's premises and his individual customers and problems, but he knows his own product and he knows what are the best ways of selling it, the ways others have found successful.

No business man likes to be thought reactionary, but we belong in that class if we prefer to experiment with our own untried methods rather than take up others of known effectiveness.

History is filled with instances of men rejecting ideas because they came from some source they deprecated. General Braddock did not think Colonel Washington could possibly tell British regulars anything about fighting and they buried General Braddock out on the Monongahela.

Sometimes our own methods, after years of trial and improvement, may do better than another's plans when we first try them out, but how foolish a business man looks when he has refused to accept a new idea and it develops into a world beater! The first locomotive on the B. & O. R. R. was beaten by a horse. The first round-the-world fliers did not make as good time as Mr. Dollar's boats. The first airplane would not stay up and the first submarine would not come up. New plans and their value to your business are not to be judged by first results.

If we are constantly on the watch for ideas from outside sources, and always open minded toward them, we will find ourselves moving up toward the head of the procession, leaving behind the fellows who can see no good ideas but their own.

(All rights reserved)

San Francisco Disaster

America's greatest earthquake occurred at San Francisco in 1906, when 700 persons were killed, with more than \$400,000,000 property damage.

DO

YOU WANT
SMOOTH
EVEN
CLEAR
COLOR
PLUS QUICK ABSORPTION?

USE

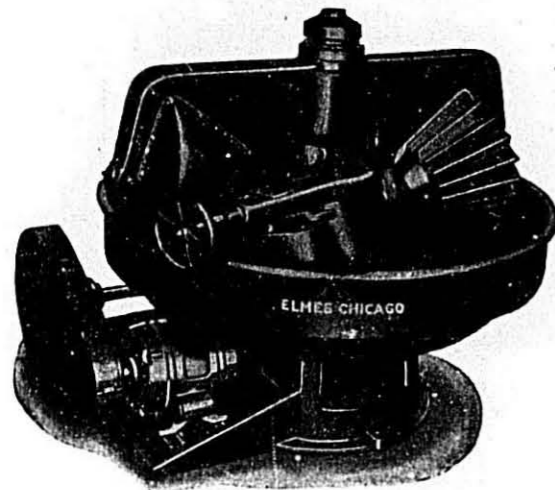
New Process Durum Semolina

MIDDLEPORT DURUM MILLS, INC.

Middleport, New York

Here's Why

An ELMES Kneader Will Pay You



STURDY CONSTRUCTION

The Elmes Kneader has the highest resistance to severe strains from clogging and overloading, because the vertical shaft, supporting yoke, kneader roll and plow arm are very heavily constructed of high grade materials.

MINIMUM SPACE

Designed to occupy a minimum amount of floor space.

SMOOTH OPERATION

The main driving shaft and the pan are mounted on roller bearings.

EASILY CLEANED

Cast iron guards protect both sides of the Kneader Rolls. One guard on each roll is easily tilted to permit cleaning.

CONVENIENTLY ADJUSTED

The plow is easily set at the desired angle.

Send for complete specifications.

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

Retired Manufacturer Dies

Salvatore Rappola, retired manufacturer of macaroni products, died at his home at 458 West Sise Avenue, Jersey City, N. Y., after a long illness. He was 75 years of age, coming to Jersey about 35 years ago from his home in Italy. He followed the occupation of macaroni-making, a trade he had learned as a young man in his Italian home city. He is survived by one son and four daughters.

New Food Plant

The new food products plant being erected in Watertown, Mass., will be ready for occupancy about the first of April, according to a recent announcement by G. Capaldi & Son, Inc., builders. In the new plant will be manufactured mushroom and other sauces for spaghetti, meats, etc. Also ravioli and other Italian food products. The plant, which is modern in every respect, is located at 202-216 Dexter Avenue, Watertown, Mass.

The solar system is the assemblage of asteroids, comets, meteoric material and planets, with their attendant satellites, which form a family of objects intimately connected with the sun and practically isolated from the other stars.

Recent Incorporations

G. SANTORO & SONS, Inc., Kings County, New York. Incorporated January, 1940, through I. Lewis Smith. Total capital stock, \$20,000. Manufacturing and distributing macaroni, spaghetti, etc.

READY SPAGHETTI, Inc., located at 310 West Superior St., New York. Capital consists of 50 shares of par value common stock at \$100 a share.

Incorporators are: L. Antognoli, J. I. Antognoli and G. Arico. Purpose is to deal in goods, wares and merchandise.

Cheese Stolen

Cheese valued at \$35.00 was reported stolen from the Liberty Macaroni Manufacturing Company in Buffalo, N. Y., early in February. Joseph Lojocono, owner of the factory, discovered the burglary. The thieves entered a building next door and then smashed a window of the macaroni establishment to gain entrance.

It's a Boy Again

Mr. and Mrs. Louis S. Vagnino of St. Louis, Mo., announce the birth of their second child, a boy, on Monday, March 4. His name is Thomas Henry Vagnino and some day he will be the chief executive of the Faust Macaroni Company.

The proud father is a past president of the National Macaroni Manufacturers Association and at present a member of its Board of Directors.

Incorporate Cheese Industry

The Wisconsin Natural Cheese Marketing Association was recently incorporated under the corporate laws of that state. Headquarters are in Green Bay. Eligible to membership in the association are all members of the Wisconsin Cheesemakers Association, any cooperative association or any independent farm group that makes or sells cheese, on acceptance of membership by the board of directors and on payment of the membership fee set by said board.

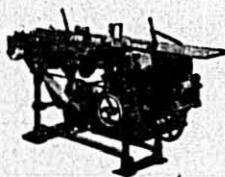
The purpose of the organization is to encourage the sale and distribution of cheese "in small and convenient packages; to purchase, receive, store, package, sell and distribute cheese and products made from cheese."

HOW TO REDUCE YOUR CARTON PACKAGING COST PER PACKAGE



SET UP YOUR CARTONS WITH THIS MACHINE...

If a production of 50-60 cartons per minute handles your requirements, investigate this PETERS SENIOR CARTON FORMING AND LINING MACHINE equipped with AUTOMATIC CARTON AND LINER FEEDING DEVICE. For a production of 30-40 cartons per minute, the PETERS JUNIOR CARTON FORMING AND LINING MACHINE is available.



CLOSE YOUR CARTONS WITH THIS MACHINE...

No operator is required for this PETERS SENIOR CARTON FOLDING AND CLOSING MACHINE which automatically closes 50-60 cartons per minute. If 30-40 cartons per minute will meet requirements, the PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE is available.

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

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

Eastern Semolina Mills, Inc.

Dr. Seymour Oppenheimer, treasurer of Eastern Semolina Mills, Inc., New York City, with mills at Baldwinville, New York and Churchville, Ky., recently announced appointments of interest to the firm's many clients and to the Macaroni Industry, at large.

"It is with pleasure," says Dr. Seymour, "that we announce the appointment of Mr. John H. Barton, President of the National Oil Products Corporation, as Vice President of our firm. Mr. Barton is widely known in the drug, food, leather and textile fields and has personally conducted for many years experimental farms of approximately 600 acres, where vitamin food experiments are carried on with live stock and poultry.

"Mr. Barton's interests have been very diversified and his activities have covered all major industries including agriculture, cement, drug, glue, leather and textile—cotton, rayon and wool.

"Of direct interest to the semolina-buying trade in the New York Metropolitan area is the association with our firm of Mr. Arthur Simonetti who has been for years an outstanding figure in the Semolina

Industry. For seventeen years, Mr. Simonetti was with the Duluth-Superior Milling Company as branch manager in charge of semolina sales, and is well known to the macaroni manufacturers of the entire country through his regular attendance at district conferences and national conventions of the Macaroni industry.

"It is with keen pleasure that we welcome both as active members of our organization."

New Plant for Mission Company

The Mission Macaroni Company, Seattle, Wash., announces the closing of a long term industrial district lease which involves the construction of a \$30,000 factory building for a new macaroni factory at the southeast corner of Eighth Avenue S. and Norman St. The building, on which construction has already been started, will provide 15,000 square feet of floor space and is to be of concrete and mill construction.

A considerable amount of new equipment is to be installed in the new structure which will afford the macaroni concern twice the floor space area of its present quarters on First Ave. S. Included in the plans is a spur track from the Northern Pacific rails to serve the plant.

Regaining Health

Allied Tradesman Is Convalescing From Serious Illness

The many friends of Thomas L. Brown, chief executive of the Durum division of Commander-Larabee Corp., Minneapolis, Minn., will be pleased that he is recovering nicely from a very serious operation that he underwent early this year. He is most appreciative of the many friendly letters sent him and the sincere good wishes expressed for his complete recovery.

Minneapolis, Minn.
1937 James Ave. South
March 1, 1940

Mr. J. Harry Diamond, President
National Macaroni Manufacturers Assn.
Lincoln, Nebr.

Dear Harry:

It was certainly very heartening to get your letter of February 12th which I received at the hospital and I want you to know that I appreciated your thoughtfulness and your kindness in taking the trouble to write to me.

I just got back from the hospital yesterday and while I am feeling first rate and came through with flying colors, it took a good deal out of me and it will probably be several weeks before I actually get back in the harness again.

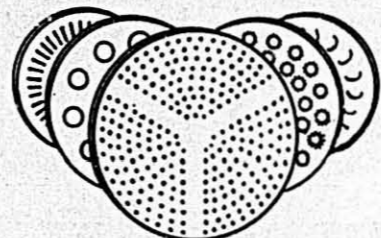
In the meantime I am looking forward to seeing you in June at the convention, if not before. With very kindest regards and best wishes, I am,

Sincerely yours,
T. L. BROWN.

Suggestion: Why not write Mr. Brown a little friendly note to his home address?—Editor.

STAR DIES WHY?

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



THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

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

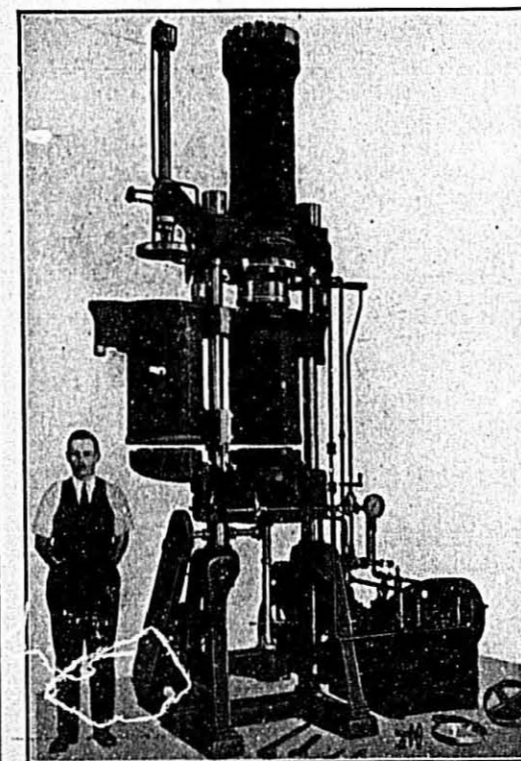
CAPITAL A/A No. 1 SEMOLINA
CAPITAL FANCY DURUM PATENT FLOUR
CAPITAL DURUM GRANULAR
CAPITAL STANDARD DURUM FLOUR

Each One a Quality Product

**CAPITAL FLOUR MILLS
INC.**

OFFICES
CORN EXCHANGE BLDG.
MINNEAPOLIS, MINN.

MILLS
ST. PAUL, MINN.



John J. Cavagnaro

*Engineers
and Machinists*

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

Specialty of
Macaroni Machinery

Since 1881

Presses
Kneaders
Mixers
Cutters
Brakes
Mould Cleaners
Moulds

All Sizes Up To Largest in Use

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



Many of us drive along at 60 miles an hour feeling perfectly safe and assured that nothing can happen. If weather and traffic conditions are favorable, and the vehicle is in the best possible condition, this does not present such an unusual problem.

However, inattention to traffic conditions, recklessness or thoughtlessness in driving, and the many other driving faults we all have, make 60 miles an hour too fast a speed.

Let us remember this: When you hit a stone wall or other immovable object when driving at 60 miles an hour, the force of the impact is as great as if you were to drive off the top of a ten story building. Can you imagine that shock?

It's Smart to Drive Carefully!

"Smash Hits" of 1939

Mand of the most dramatic smash hits of 1939 were not viewed on the stage or screen but on the highway, according to the tenth annual safety booklet just issued by The Travelers Insurance Company. The booklet, entitled "Smash Hits," records pictorially and graphically the facts about accidents in which 32,100 persons were killed and almost a million and a quarter others were injured last year.

"America's street and highway system is a vast stage on which is being presented the longest and most lavish procession in history," the foreword states. "In a pageant of such magnitude there are bound to be mistakes, usually caused by some actor who becomes confused or forgets his part. In the great spectacle as a whole these interruptions are scarcely noticed, but to those who by accident or indiscretion become involved, these unre-

hearsed by-plays often assume the proportions of a major tragedy."

Automobile Accidents Analyzed

Highlights from the annual report, based on official records of the 48 states, include the following interesting facts:

Exceeding the speed limit was responsible for 36.5 per cent of the fatalities and 22.5 per cent of the injuries in 1939.

Nearly 40 per cent of all traffic accident victims were pedestrians.

Almost 87 per cent of the fatal accidents occurred in clear weather and almost 80 per cent happened when the road surface was dry.

More than 93 per cent of the drivers involved in fatal accidents were male and less than seven per cent female.

More persons were killed on Sunday than on any other day of the week, while the heaviest injury toll came on Saturday. Wednesday was the safest day for travel. The period between 7 p. m. and 8 p. m. was the most dangerous hour of the day.

The motor vehicle death rate, based on mileage, is at least three times as high by night as by day.

Pedestrian Dangers Stressed

The report views with growing concern the increase in automobile-pedestrian accidents, particularly in metropolitan areas at night, and devotes an entire section to the problems of the man on foot. One graphic illustration shows that while a man takes one step and advances one yard, an automobile being driven at 30 miles an hour advances nine yards. Another shows that a pedestrian in dark clothing is all but invisible to the driver at night a mere 100 feet away but is clearly visible in light clothing up to 200 feet or more.

Failure on the part of both drivers and pedestrians to appreciate these and many other facts was largely responsible for the record of 12,470 pedestrians killed and almost 300,000 injured in 1939, the report states.

Many Special Features

Special features in the booklet include statistics and editorials on such phases of traffic safety as truck-passenger car accidents, compulsory motor vehicle inspection plans, night driving, and an article by Dr. George Gallup on male vs. female drivers.

The insurance company will distribute two and one-half million copies of the booklet this year in the interest of highway safety. Single copies or quantities are available through the company or any of its representatives.

Ronzoni Offers "Gulliver" Premiums

Ronzoni Macaroni Co., Long Island City, N. Y., is promoting its merchandising campaign in connection with the Paramount movie, "Gulliver's Travels" by offering buyers of its quality macaroni, spaghetti, vermicelli and soup pastes, sets of 9-ounce glass tumblers with colored pictures of the famous characters that appear in that popular film, running in all the important theatres in the country.

These fine premiums are being used to promote the sales of Ronzoni's "Soup Dainties"—small pastes or "pastina" which the firm is finding so popular as cooked cereal and puddings. The grocery trade is being offered some fine tie-up material in the form of counter display cards, window posters and 4-column page folders in colors for consumers.

Emanuel Ronzoni, Sr. is president of the firm and his son, Emanuel, Jr. is sales executive.

Canepa Builds Addition

The John B. Canepa Co., Chicago, Ill., manufacturers of Red Cross Spaghetti, are constructing a new building adjacent to their present plant which they will occupy about April 1. The building will be a two-story brick and steel building, and will be used for warehousing, with one floor reserved for offices.

FOR BETTER MACARONI — INCREASED SALES — MORE PROFIT USE

MALDARI'S INSUPERABLE DIES
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"

Packaging Firms To Confer

The semi-annual dinner meeting of the Packaging Institute will be held on Tuesday, March 26, 1940, at the Hotel Astor, New York City, at 6:30 P.M. This meeting, which occurs on the first day of the Packaging Exposition held at the same hotel, will be preceded by a cocktail party at which the Institute will be host. President William M. Bristol has appointed as committee on arrangements, Harold M. Bowman, Uril Packages, Inc., chairman; Morehead Patterson, American Machine and Foundry Company, and Frank K. Greenwald, National Starch Products, Inc.

A special meeting to discuss problems of the packaging machinery industry will be held by the members of the Machinery Division on Monday, March 25, beginning at 2 P. M., and continuing through dinner. Among subjects to be considered are patent problems and legislation, with a report by the patents committee which is headed by H. H. Leonard, Consolidated Packaging Machinery Corporation. The committee on arrangements consists of G. Prescott Fuller, Dexter Folder Company, Carl E. Schaeffer, Stokes and Smith Company, and Bryant W. Langston, Samuel M. Langston Company, Carl H. Lambelet, New Jersey Machine

Corporation, is President of the Machinery Division, as well as Vice President of the Packaging Institute.

New memberships announced today by the Packaging Institute are: Elgin Manufacturing Company, Elgin, Illinois, L. W. Duer, President (Machinery Division); American Stores Company, Philadelphia, Harold R. Bodtke (Production Division); Northam Warren Corporation, New York, J. M. Watson, Works Manager (Production Division); and Dennison Manufacturing Company, Framingham, Massachusetts, A. A. Hally (Supplies Division).

Macaroni-noodle manufacturers located in the vicinity of the convention city and the more distant ones who may be in that neighborhood on business during the last week of March will find it beneficial to take in the exposition, particularly those interested in the latest development of practical packaging. Programs may be obtained by requesting copies from the Conference Planning Division of American Home Management, 330 W. 42nd St., New York.

Sirens were invented to measure sound vibrations, but it was found that by altering the mechanism slightly, they could be turned into terrific squawkers.

February Flour Production Drops Sharply Behind Previous Month

Flour production during February, as reported to *The Northwestern Miller* by mills representing 64 per cent of the total national output, dropped 308,235 bbls. under the previous month's output, but gained 48,235 bbls. over the production of February, 1939. February production was 5,226,345 bbls., compared with 5,534,582 the previous month and 5,178,098 in February, 1939.

Two and three years ago, respectively, the month's production stood at 4,863,569 and 4,874,615 bbls. Accounting for more than half of the decline from January was the production of winter wheat mills of the Southwest, which reported a February output of 1,876,286 bbls., compared with 2,057,669 the previous month.

Northwestern production slipped back about 47,770 bbls. and Buffalo mills reported a decline of 75,885 bbls. under that of January, 1939. However, mills in Indiana, Ohio and Michigan gained about 15,535 bbls. during the month, and Pacific Coast plants reported a 21,360-bbl. increase.

Below is a detailed table with which monthly production may be compared as to producing section and year:

	TOTAL MONTHLY FLOUR PRODUCTION				
	February, 1940		February, 1939		
	Previous month	1939	1938	1937	
Northwest	1,126,518	1,174,290	1,097,911	1,040,041	1,019,400
Southwest	1,876,286	2,057,669	1,780,067	1,787,043	1,896,831
Buffalo	720,765	796,650	786,794	748,608	757,879
Central West—Eastern Div.	524,564	509,031	451,429	289,741	319,045
Western Division	246,328	271,826	266,047	268,548	254,278
Southeast	116,098	130,690	152,461	299,704	217,257
Pacific Coast	615,786	594,426	643,389	429,884	409,925
Totals	5,226,345	5,534,582	5,178,098	4,863,569	4,874,615

Fire Damages Buffalo Plant of General Mills

The new cereal plant of General Mills, Inc., at Buffalo, N. Y., suffered serious damage recently, when a fire, which burned for twelve hours, caused \$500,000 damage to the interior of the building. The origin of the fire is not known, and the plant, which was to have opened on Saturday, Feb. 17, will have to undergo extensive repairs. Considerable specially constructed machinery was destroyed, which must be replaced, and this may delay the opening for 90 days or more.

Gugino Firm Liquidated

The Gugino Macaroni Company, 34 Mechanic Street, Buffalo, N. Y., has decided to quit business and will undergo a quiet liquidation with no creditors other than the bank which has a loan covered by a mortgage on the property.

Chief executive of the defunct firm was Carmelo Gugino, who bought out the old Peoples Macaroni Company to establish the firm that has decided to definitely quit the macaroni manufacturing field. The machinery and other equipment will be disposed of in parcels to interested buyers.

Mr. Gugino is an outstanding citizen of Buffalo. His work for the Italian colony in Western New York was recognized several years ago by the Italian government when he was made a chevalier of the Crown of Savoy of Italy.

Rock Slipping Dangerous

Volcanic shocks from earthquakes are seldom as serious as those caused by the slipping of rocks along a fault line.

National Cereal Products Laboratories

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

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

Brooklyn 'Phones Washington, D. C.
CUmberland 6-2549 REpublic 3051
TRiangle 5-8284 ADams 8035

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

The MACARONI JOURNAL

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

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

PUBLICATION COMMITTEE

J. H. Diamond.....President
 P. H. Winebrenner.....Adviser
 M. J. Donna.....Editor and General Manager

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SPECIAL NOTICE

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

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns. The publishers of **THE MACARONI JOURNAL** reserve the right to reject any matter furnished either for the advertising or reading columns.

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

ADVERTISING RATES

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

Vol. XXI MARCH 15, 1940 No. 11

Are Your Packages Still "Deceptive"?

A willingness to cooperate with the Food and Drug Administration authorities by macaroni-noodle manufacturers everywhere was the reaction to the hub-bub created last November and December when numerous seizures were made on charges that certain packages containing macaroni, noodles and spaghetti were alleged by these officials to be "deceptive."

The same sentiments were expressed by manufacturers in both district and national meetings, but also a determination to find out what is a fair and reasonable tolerance in packaging these products whose space requirements vary considerably because of natural factors.

To get direct action on this feature of the new food law, Director of Research B. R. Jacobs was provided with a fund through voluntary contributions. The money will be spent in making a full investigation and in contacting officials in order to get the

fairest possible interpretations of the law governing packaging of macaroni products.

General warning has been sent the trade of the Government's wishes that each manufacturer be a judge of his own package—to place himself in the consumer's position in front of the counter and to satisfy himself whether or not he thinks the package "deceptive." If he thinks the package borders on the illegal, then to make the necessary changes in the size of the package or in the quantity of its contents to satisfy the law and the authorities.

In a check-up on the action so far taken by manufacturers to correct their packages, Mr. Jacobs has recently circulated a questionnaire to gain information that will enable him to present the Industry's case more favorably to the food law enforcing officials. Answers to the questionnaires should be sent Director Jacobs without delay.

Accompanying the circular was a list of the firms that have contributed to this special fund to date. Inadvertently, the name of the Prince Macaroni Manufacturing Company, Prince Ave., Lowell, Mass., was omitted from the list; so it is added to the corrected list below of financial supporters whose cooperation and contributions are appreciated.

Contributors

"The National Macaroni Manufacturers Association," says Director Jacobs, "through this office requested contributions from members of the industry for carrying on this work and the following members of the National Association contributed to the 'Deceptive Container Fund' by checks sent to the Association's Secretary-Treasurer, M. J. Donna."

Firm	Contribution
Cumberland Macaroni Mfg. Co., Cumberland, Md.	\$ 25.00
De Martini Macaroni Co., Brooklyn, N. Y.	25.00
A. Goodman & Sons, New York, N. Y.	50.00
I. J. Grass Noodle Co., Chicago, Ill.	10.00
Grocery Stores Products Sales Co., New York, N. Y.	100.00
Kentucky Macaroni Co., Louisville, Ky.	100.00
La Premiata Macaroni Corp., Connelville, Pa.	25.00
Megs Macaroni Co., Harrisburg, Pa.	25.00
C. F. Mueller Co., Jersey City, N. J.	100.00
Prince Macaroni Mfg. Co., Lowell, Mass.	25.00
Quaker Maid Co., New York, N. Y.	50.00
Skinner Mfg. Co., Omaha, Nebr.	50.00
Tenderoni, Inc., Joliet, Ill.	50.00
A. Serega's Sons, Inc., Brooklyn, N. Y.	100.00

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 QUALITY AND SERVICE
 GIVE US A TRIAL

NATIONAL CARTON CO.
 JOLIET, ILLINOIS

MERCANTILE COLLECTIONS

OFFICIAL REPRESENTATIVES FOR N. M. M. A.

WRITE—
 For Bulletins of Claims Placed by the Industry.
 For Pad of Service Forms and Information about our Procedures.

CREDITORS SERVICE TRUST CO.
 Tyler Building
 LOUISVILLE KENTUCKY

CLASSIFIED ADVERTISING

FOR SALE—One rebuilt combination Dough Breaker and Noodle Cutting machine, 14" operating width, 10" roll diameter, equipped with double gear reduction; 4 sets cutting rollers, sizes 1/16", 1/24", 3/8" and 3/16" length cutter attachment. Five horse power and 5 h.p. gear drive. Reasonable price. Address Box MCO c/o Macaroni Journal, Braidwood, Illinois.

FOR SALE—At Roundup, Montana. 10" Macaroni Press, cost new \$750. 1 Gramola C (Kneader), cost new \$535. Make me an offer. PAUL SIMONDI.

Canned Macaroni, Cream Sauce and Cheese

As a companion product to its canned spaghetti, its chicken-noodle soup, and other similar preparations, the Franco-American Company division of the Campbell Soup Co., Camden, N. J., recently started to market macaroni with cream sauce and cheese.

The new product is being promoted on Franco-American Lanny Ross radio program over the CBS network of 53 stations five times weekly during the afternoon.

QUALITY SEMOLINA

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EXTRA FANCY
 NO. 1 SEMOLINA

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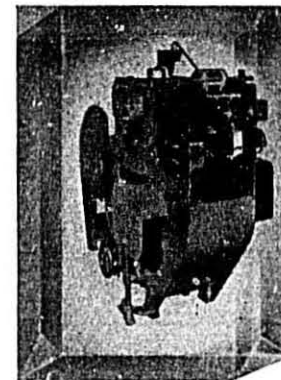
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DURUM PATENT

AMBER MILLING CO.

DAILY CAPACITY—2,000 BARRELS

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If you are using rectangular bottom cellophane bags to package your products, it will pay you to investigate this Fully Automatic PETERS CELLOPHANE BAG MAKING MACHINE.

With this machine it is only necessary to purchase your cellophane in rolls, either plain or printed, and as the bags are made you package your products.

Send us a sample of each size bag you are interested in making and we will recommend a machine to meet your specific requirements.

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

Renowned Manufacturers

OF

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The Only Firm Specializing In Alimentary Paste Dryers

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

We have solved the infestation problem for some of the largest macaroni factories in the Midwest. We can help you solve your problem. Consult us without obligation.

INDUSTRIAL FUMIGANT COMPANY, INCORPORATED
 2710 West 35th Street, Chicago Members Chicago Chamber of Commerce

<p>OUR PURPOSE: EDUCATE ELEVATE</p> <hr/> <p>ORGANIZE HARMONIZE</p>	<p>OUR OWN PAGE National Macaroni Manufacturers Association Local and Sectional Macaroni Clubs</p>	<p>OUR MOTTO: First-- INDUSTRY</p> <hr/> <p>Then-- MANUFACTURER</p>																																				
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The Secretary's Message

Ten Points for Business to Follow

The National Association of Better Business Bureaus, in cooperation with the Bureaus making up its roster, has suggested the following ten points for business to follow in connection with its advertising and selling practices:

1. Serve the public with honest values.
2. Tell the truth about what is offered.
3. Tell the truth in a forthright manner so its significance may be understood by the trusting as well as the analytical.
4. Be prepared and willing to make good as promised and without quibble on any guarantee offered.
5. Tell customers what they want to know—what they have a right to know and ought to know about what is offered so that they may buy wisely and obtain the maximum satisfaction from their purchases.
6. Be sure that the normal use of merchandise or services offered will not be hazardous to public health or life.
7. Reveal material facts, the deceptive concealment of which might cause consumers to be misled.
8. Advertise and sell merchandise or service on its merits and refrain from attacking your competitors or reflecting unfairly upon their products, services, or methods of doing business.
9. If testimonials are used, use only those of competent witnesses who are sincere and honest in what they say about what you sell.
10. Avoid all tricky devices and schemes such as deceitful trade-in allowances, fictitious list prices, false and exaggerated comparative prices, bait advertising, misleading free offers, fake sales and similar practices which prey upon human ignorance and gullibility.

It is fine to adopt and faithfully adhere to the ten-point program individually—but the greatest good for the greatest number will come from the promulgation of the program collectively, as members of the National Macaroni Manufacturers Association.

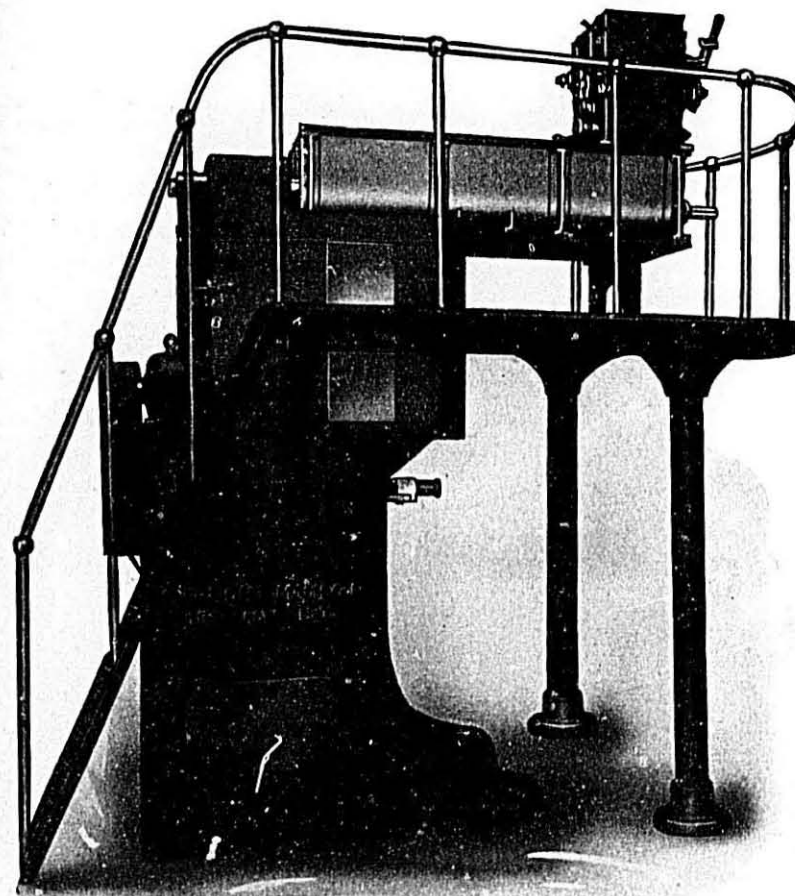
Again, all non-member firms are invited to volunteer their membership and to work unitedly for the above and other fine objectives.

M. J. DONNA, Secretary.

FOR THE MACARONI OF TOMORROW

Clermont Introduces

An Original Type of Continuous Automatic Macaroni Press
Has No Piston, No Cylinder, No Screw, No Worm



Operation as simple as it appears.

Is a rolling process; will work with soft or firm dough.

Suitable for short and long goods.

Producing 1200 pounds per hour of excellent product, golden yellow in color, glossy smooth finish, strong in texture, free from spots and streaks.

For Details Write to

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268 Wallabout Street

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**EENY, MEENY,
MINEY, MO**

THIS may be the way for youngsters to choose partners for a game, but not for a manufacturer to select a commodity on which the quality of his product is to be based. He must choose with far more care and discretion. That's why so many wise macaroni and egg noodle makers specify Pillsbury's Semolina and Durum products. There's no hit-and-miss choice involved. They know from experience that they're assured of finer flavor and quality in their product when they do.

A Complete Line

Pillsbury's No. 1 Semolina

Pillsbury's Best Durum Patent

Pillsbury's Durum Granular

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Each a *QUALITY* Product