

**THE
MACARONI
JOURNAL**

**Volume XXIII
Number 1**

May, 1941

MAY, 1941

The MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

A Convention Vacation

Time properly spent at Industry Conventions is time profitably invested.

The current National Defense Program presents both obligations and opportunities. Those in charge have recommended that bonuses be paid in lieu of customary paid vacations.

Mr. Macaroni-Noodle Manufacturer and Allied Tradesmen: Why not take a convention vacation? Combine business and pleasure by attending the Industry's National Conference and the National Association's Annual Convention at Pittsburgh, Pa., June 23 and 24, 1941.

●
Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

●
VOLUME XXIII
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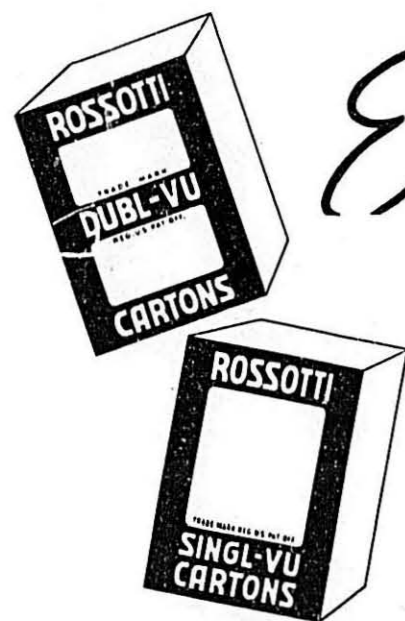
Through Mrs. Consumer's Eyes: 13 Angles on Packages

(REPRINTED FROM "SALES MANAGEMENT" SURVEY* BY SPECIAL PERMISSION)

QUESTION: In the following list, please check the space that tells how you feel about the various types of containers, closures, etc., listed:

	Particularly Like	Like	Total Favorable	%	Particularly Dislike	Dislike	Total Unfavorable	%	Don't Care	%	No Answer	%
Tops you pry up.....	69	210	279	27.8	344	301	645	64.4	69	6.8	9	.9
Plastic screw caps.....	244	505	749	74.8	26	61	87	8.6	116	11.6	50	4.9
Ordinary corks.....	22	177	199	19.8	196	391	587	58.6	186	18.5	30	3.0
Tall thin bottles (like vanilla, ketchup, etc.).....	53	232	285	28.4	253	301	554	55.3	132	13.1	31	3.1
Spouts on packages.....	401	454	855	85.4	17	43	60	5.9	67	6.6	20	2.0
"Window" packages.....	203	527	730	72.0	21	45	66	6.5	179	17.8	27	2.7
Inner wraps (on products like chocolate, breakfast foods, etc.).....	379	496	875	87.4	19	32	51	5.0	65	6.4	11	1.1
Standard cocoa can with oval set-in lid.....	87	380	467	46.6	191	247	438	43.7	81	8.0	7	0.7
Tear-off tin wrap under screw cap, such as some ketchups use.....	94	306	400	39.9	204	255	459	45.8	123	12.2	20	2.0
Sardine cans.....	30	152	182	18.1	269	271	540	53.9	215	21.4	65	6.5
Re-use containers like cheese packed in water glasses.....	429	433	862	86.1	21	41	62	6.1	73	7.2	5	.5
Sitlched top on sugar and flour sacks.....	132	368	500	49.9	172	165	337	33.6	153	15.2	12	1.2
"Economy" sizes, such as fruit put up for two servings.....	292	317	609	60.8	30	75	105	10.4	260	25.9	28	2.8

*Conducted by Ross Federal Investigators



Extra Values

The Rossotti Advisory Board is a close student of food packaging trends. It is constantly on the alert for types of containers the majority of housewives prefer. These preferences are developed into PRACTICAL containers . . . for the consumer and the manufacturer! This is only one of many extra values you get when you specify "Rossotti" Cartons or Labels.

"WINDOW PACKAGES" that do not tip, spill or split, that give ample visibility to the product and serve in the kitchen and pantry until the contents are entirely used, are preferred by 72% of consumers, as you see from the Survey Chart above. Rossotti has pioneered this type of carton and produces them now in large volume. Check up on these better cartons and on Rossotti labels, too. Get the benefits and extra values developed through our 43 years of specialization in food product packaging.

Rossotti Lithographing Co. Inc., North Bergen, N. J.

Branch Offices: CHICAGO, BOSTON, PHILADELPHIA, ROCHESTER, PITTSBURGH, TAMPA, BALTIMORE, EDINBURGH, Ind.

On to Industry Conference!

38th Annual Convention, Pittsburgh, Pa., June 22-24, 1941

HEADQUARTERS—

William Penn Hotel, Pittsburgh.

WHO'RE PRIVILEGED TO ATTEND?

Every individual seriously concerned in the welfare of the MACARONI-NOODLE Manufacturing Industry, including Manufacturers, Distributors, Suppliers and Servicers.

REGISTRATION—

All Manufacturers and Allied are urged to register early to obtain badges admitting them to sessions, luncheons, entertainments and banquets. Registration fee is \$10.000 per person.



ENTERTAINMENT—

Flag Raising and Group Singing—Convention Opening, Monday, June 23, at 10:00 a. m.

Tours for the Ladies—Full program for both days. Sight-seeing, luncheons and shopping.

Cocktail Party from 7:00 to 7:45 p. m. Tuesday evening, June 24.

Banquet, Floor Show and Dancing
In Ball Room, Tuesday evening, June 24, from eight to midnight.

LUNCHEONS—

Founders' Luncheon at 12:30 p. m. Monday, June 23. Honoring firms that founded the National Macaroni Manufacturers Association in Pittsburgh, Pa., in 1904, and are supporting members today.

Directors' Luncheon at 12:30 p. m. Tuesday, June 24. Election of 1941-1942 Officers of National Association.



BUSINESS SESSIONS—

First Session will open at 10:00 a. m. Monday, June 23, 1941, in the Cardinal Room of the William Penn Hotel.

It will be in charge of the National Macaroni Manufacturers Association.

The opening ceremonies will be PATRIOTIC—in keeping with the spirit that prevails throughout the land because of existing conditions. Colorful and inspiring!

Features—Officers' Reports
Reviews of Activities.

Second Session—Monday afternoon—2 to 5:00

Features—A Packaging Forum

Discussions by executives representing varied interests concerned in the proper packaging of macaroni products to insure safe delivery of products into hands of consumers—legally and unharmed.

Third Session—Tuesday morning—9:30 to 12:30

Features—VITAMINS in all the relations to Macaroni Industry.

Discussions by authorities—Reports on Research Work.

Fourth Session—Tuesday afternoon—2:00 to 5:00.

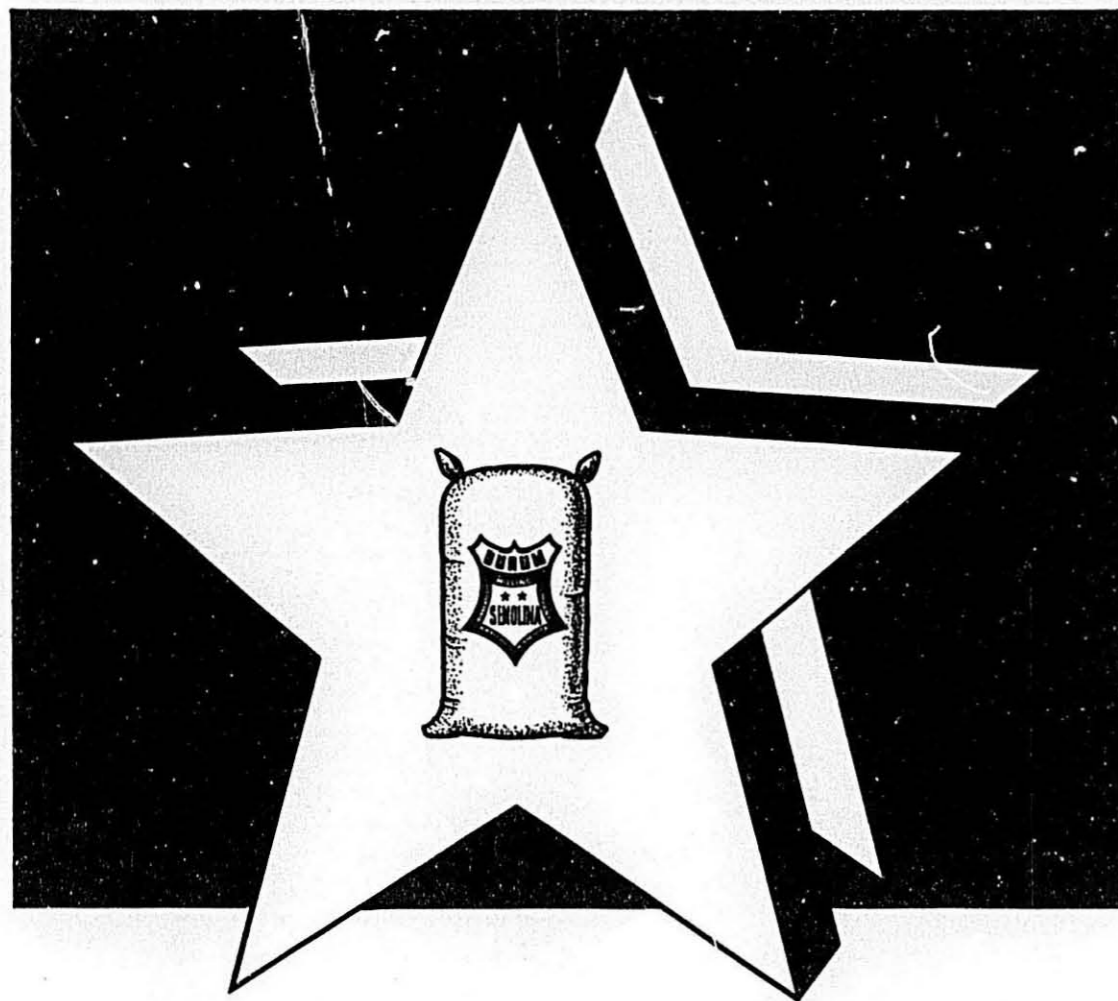
Features—ENFORCEMENT and DEFENSE
Protective Action Taken
State Regulations
Federal Requirements.

EXHIBITS—

A small, unofficial but most interesting exhibition of Products and Services that are indispensable to the successful operation of a going business. In the Silver Room, adjoining convention hall.



Make your plans early for a Convention Vacation this year.
ATTEND THIS YEAR'S CONFERENCE OF YOUR INDUSTRY!
In Pittsburgh, Pa., June 23 and 24, 1941



★ ★ *Two Star* SEMOLINA is milled and blended from selected Amber Durum wheats, for discriminating macaroni manufacturers. Through long study, and by experience, we have gained a thorough knowledge of your problems, which is reflected in the high quality of our product. You can depend on it for good results. Through proper grading, the use of our laboratory facilities, and supervision during milling by men thoroughly trained in their assignments, we constantly safeguard its superior quality. Each year we store and protect a quantity of ★ ★ Two Star Semolina sufficient for your needs throughout the year. This fact has long been known to leading makers of macaroni, who have satisfied their most exacting requirements by standardizing on ★ ★ Two Star Semolina, milled by MINNEAPOLIS MILLING COMPANY, Minneapolis, Minn.

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Financing Industry Activities

Broadly speaking, are there any "Industry Activities"? If so, who is obligated to finance them?

An Industry is defined as a department or branch of art, trade or occupation, especially one that employs labor and capital in the creation of a distinct product or service.

Perhaps the oldest known industry is that of food production and processing. It is universal since it concerns every living human.

The Food Industry has almost as many branches as there are kinds of foods to cultivate and process. Included therein, is the Macaroni Industry, specifically concerned in the processing of a special wheat into edible human food.

Under the keen competitive conditions that exist, the Macaroni Industry must be active. If not, its future will be as certain as that of the proverbial "dodo" bird.

A live and going industry will find many activities to promote. The number will be limited only by the willingness of those most directly concerned to finance and "to see through."

Among the "must" activities confronting all up and going industries, that of trade relations ranks foremost. An industry will not be up and going unless the relations between the leading components of the trade are on a friendly basis. Its progress will not be definite unless proper relations are established with suppliers, distributors and governing agencies. Finally, and most important, is the relation of the trade and of its components to the users of their products.

Industries, as now recognized, consist of any number of firms or individuals engaged in a common trade, even though they may have diversified interests. To look after the interests of the Industry generally, it has become the rule of Industry to set up representative bodies to act for and in the name of the trade in general trade promotion.

Thus was developed the "trade association," as it is known and recognized today. It's a voluntary group of individuals or firms engaged in the production or promotion of a particular trade, product, profession or service. To represent the Macaroni Manufacturing Industry of America, a voluntary organization known as the National Macaroni Manufacturers Association was formed over thirty-seven years ago.

The Macaroni Industry of America includes every firm or individual engaged in the manufacture of Macaroni

Products—spaghetti, egg noodles, macaroni, vermicelli, etc. According to government reports there are more than 350 separate and distinct firms engaged in this food processing business. Many are small, with little or no concern over the general welfare of the Industry. About a third of them compose the going concerns in the Industry upon whom falls the obligation of industry promotion.

There are promotions that individuals can best sponsor, especially those that promise personal benefits. On the other hand, there are activities that require the attention of unselfish overseers, because the objective is the general good of the Industry. To supply the money needed to finance such general activities, is the obligation of every progressive firm in the business, actually concerned in the future welfare of the Industry as a whole.

Small annual dues paid by those who voluntarily classify themselves as members of their trade association, make possible the maintenance of a skeleton organization to carry on under normal conditions, and to be available in emergencies or for special promotions.

Additional contributions must be expected to carry out special activities, need of which continually arises. Such contributions must be expected even from firms who for reasons best known to themselves do not choose to enlist as contributing members of their trade association.

Macaroni-noodle manufacturers when confronted with such appeals for special contributions, should not consider it as "hat passing," but rather as the presentation of an opportunity to aid in a common cause that they should be most ready to support.

In summing up the matter of supporting necessary protective or promotional activities for the general good of the Industry, few will dispute the unwritten rule of business that one owes much to his Industry and considerable to its trade organization. The latter forms the nucleus through which the Industry as a whole can act when needs arise. So the opening question is answered thus: There are many Industry activities, all of which should be financed by those who really have the general interest of the Industry at heart. You are the only one who can make your business succeed, and you, in cooperation with many other equally interested manufacturers, can make the Macaroni Industry succeed also. Consider the few dollars contributed to any specific promotion as a permanent investment. Contribute liberally.

Report of the Director of Research for the Month of April, 1941

By Benjamin R. Jacobs

Since last month's report much interest has been shown by the industry in the fortification of macaroni products with vitamins and minerals. In fact several firms have already started to fortify their products, some not quite in compliance with the requirements of the Food and Drugs Act, but nevertheless the fact is that there are already on the market several macaroni and noodle products which have been fortified with vitamins.

In March of this year I sent out a questionnaire hoping to obtain some information concerning the number of manufacturers who have used vitamins as well as those who were willing to do so.

To date I have received more than thirty replies but have not found anyone who admits he has used vitamins even in an experimental way.

However, most manufacturers show an interest in the product and are willing to begin using both vitamins and minerals if the opportunity arises. They are also willing to comply with any reasonable labeling requirements and to add any reasonable amount of vitamins and minerals which may be required before declarations on labels are made. There seems to be a general opinion in the industry that the Federal Government is requesting the industry to use vitamins. This is not the case. So far as the Food and Drugs Administration is concerned, its job is to enforce the law concerning

adulteration and misbranding of food products and it is not interested in promoting any particular food product.

However, because of the interest of the general public in the fortification of food products with vitamins and minerals, this subject is of direct and personal interest to every macaroni manufacturer. There is no doubt that many consumers are selecting their foods on the basis of their vitamin and mineral content. If macaroni and noodle manufacturers can not boast of the presence, in sufficient quantities, of these substances in their products our products will be set aside and substituted at the table by foods enriched by vitamins and minerals. It, therefore, is incumbent upon each manufacturer to study this matter thoroughly, and to determine as soon as possible what he intends to do in regard to fortifying his products.

The Federal Specifications Board is still toying with the new Federal Specifications for macaroni products. This is, to a large extent, due to the fact that it sent out tentative specifications and has received such conflicting advice from manufacturers that it is impossible to reconcile them all. This is what happens when there is lack of coordination of effort and cooperation among manufacturers. It seems that almost every manufacturer has made recommendations which fit only his products. My advice has been to be a little more generous, a little more

specific and eliminate the uncertainties in determining the elements involved in these specifications. Outside of that it is my opinion that specifications should be left alone. One of the Purchasing Agencies of the Federal Government is insisting on specifying the size (diameter) of each of the products it buys. For vermicelli they specify 1/64 to 3/64 inches, for spaghetti they specify 5/64 to 7/64 and for macaroni they specify 5/32 to 8/32 inches. These specifications appear to me most inconsistent. It will be noted that in the case of vermicelli there is difference between the maximum and minimum of 200 per cent and that macaroni may be as thick as 1/4 inch. It will also be noted that their specifications are made in fractions and should actually be in decimals as practically all dies are calibrated in decimals. I have stated this to the Specifications Board.

The subject of deceptive containers is up again for discussion with the food authorities and I am sending a questionnaire to every manufacturer to determine the status of this most controversial subject. The Food and Drugs Administration expects more definite action by the industry. They feel that since our agreement was entered into early in December more progress should be made in correcting packages which are slack-filled.

My office will be glad to help any manufacturer in the solution of this problem.

and blackchaff. Since many of these diseases are found on both the host and parent plant it is necessary to have an understanding in both plant pathology and breeding. It was also pointed out that the plant breeder should also have some knowledge of the biochemical characteristics so that the resulting wheat would possess satisfactory milling and baking quality.

There are many rusts which attack the cereal grain. Of these they have been classified according to the cereal grains which are attacked, namely, those found only on wheat, only on oats, and only on rye. For the types found on the wheat, there have been identified some 179 to 200 which might be called physiological races. Fortunately, not all of these are found prevalent in one year. From some tests the percentage of a certain rust has been found to be extremely low.

It was also pointed out that temperature and light conditions affect rust resistance of the wheat plant.

Of the Spring wheats, Durum and Emmer have been found resistant to stem rust and it is for this reason they have been used by the plant breeder with other wheats to attempt to produce satisfactory hybrids resistant to disease. Several examples were mentioned illustrating how various varieties of Spring wheats had been crossed to produce varieties with which we were acquainted. In developing new varieties approximately 12 years are necessary before they can be released. In the early stages perhaps two life cycles can be completed within a year, however, only one is attempted when the field crop tests are made. Thus the work of a plant breeder progresses rather slowly but is well founded.



The most VITAL question your products have to answer

The most exacting checks in your laboratory are really quite moderate compared to the test your products undergo at a customer's table! There, only one all-important question is asked—only one answer expected. The customer asks: "Is it good?" Your products *must* answer "Yes."

For years we have been testing and choosing wheats, milling, testing and re-testing Gold Medal Press-tested Semolina No. 1 to insure the presence, in largest measure, of those qualities which help you make macaroni products highly satisfactory to your customers. General Mills' Gold Medal Press-tested Semolina No. 1 is noted for those characteristics which spell *fine* results to the manufacturer. It is noted for *all round ability* to produce products

with fine taste, appetizing appearance and FULL COLOR AND FLAVOR the things that mean everything to the housewife.

These are reasons why Gold Medal Press-tested Semolina No. 1 gives you not only the kind of results you must have in your plant—but, most important, the *re-buying* action you want from your customers.

Use Gold Medal Press-tested Semolina No. 1 with full confidence. Many daily tests guarantee that this Semolina will assist you to make the kind of macaroni products your customer insists upon. To the question, "Is it good?", Gold Medal Press-tested Semolina No. 1 milled by General Mills, Inc., speaks for itself.



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT
WASHBURN CROSBY COMPANY
(TRADE NAME)

Central Division of General Mills, Inc. Offices: Chicago, Illinois

Rust and Smut Study

At the May 9th meeting of the Northwest Section of the American Association of Cereal Chemists in Minneapolis, Dr. E. R. Ausemus, discussed the subject of "Breeding for Disease Resistance in Spring Wheats." Dr. Ausemus emphasized that the importance of work of this nature was due to the widespread effect of plant diseases, to the possibility of treating seeds for the control of plant diseases, to attempt to control plant diseases which cannot be affected by seed treatment, and by controlling plant disease attempt to stabilize crop yields. Relating this program to wheat the two major diseases to be controlled are rust, both leaf and stem, and smut. Others of lesser importance, however, include scab, root rot, mildew, ergot

Pittsburgh Committee Active

Plans Practically Completed for Convention Program of Business and Entertainment

"Everything is in readiness for the 1941 conference of the Macaroni-Noodle Industry, in so far as local arrangements are concerned," says Mr. Jesse C. Stewart who heads the General Convention Committee of Pittsburgh, the scene of the foundation of the National Macaroni Manufacturers Association in April, 1904.

"With a business program that should interest, and must concern, every progressive manufacturer in the business, as planned by the executives of the association, and with a program of entertainment that will leave very few dull moments during the visitors' stay in our city—we welcome all manufacturers and helpful allies and invite them to be our guests on June 23 and 24," says this local civic and business leader following a meeting of his committee in Pittsburgh on April 25.

President Joseph J. Cuneo of the National Macaroni Manufacturers Association was in charge of the meeting, assisted by Secretary M. J. Donna, who had gone to the convention city to complete plans for the June 23-24 Conference. Others at the meeting were Mr. and Mrs. Jesse C. Stewart, Mr. and Mrs. F. H. Wendorf, Mr. and Mrs. R. T. Hambleton, all of Pittsburgh; Charles Rossotti of North Bergen, N. J.; Albert S. Weiss of Cleveland, O.; and Mr. Neil Torillo of Youngstown, Ohio.

Convention Hosts

In an attempt to do something "in a big way," as is customary in other trades with which his firm is connected, Mr. Charles C. Rossotti, V. P. of Rossotti Lithographing Company, North Bergen, N. J., has volunteered to try organizing the allied trades supplying the Macaroni-Noodle Industry into a group to sponsor some social affair or entertainment of the manufacturers at the June convention of the Industry in Pittsburgh.

"At Macaroni-Noodle Conventions, the allied tradesmen seem to get it more or less alone. In other trades with which we do business, it is customary for the allied firms to join in sponsoring something big. Why not get together and do something in a bigger way that individuals can do?"

Specifically he recommends the establishment of the custom of having the allied sponsor an "Allied Tradesmen's Cocktail Party, Complimentary to the Macaroni-Noodle Manufacturers of America." He is personally circularizing the allied for voluntary

Members of the committee who were unable to be present are: C. W. Wolfe, vice president, Harrisburgh, Pa., and Albert Ravarino, Association Director, St. Louis, Mo.

Every detail of the convention was considered to coordinate the business features with the entertainment plans. It is planned to have a patriotic program for the opening ceremonies and to request that all bring their ladies to take part in this colorful observance of the spirit of the times.

Arrangements were made for a visit to the Heinz Company's world famous plant and for sightseeing tours for the ladies during the business sessions and for the entertainment of all guests between sessions. Mrs. Jesse C. Stewart was named as the convention Hostess. She will be assisted by Mrs. F. H. Wendorf, Mrs. Charles C. Rossotti and Mrs. R. T. Hambleton as co-hostesses.

Automobiles for the transportation of the ladies on the several tours planned will be provided by the local committee and care will be taken that everyone who attends the convention this year will have exactly the kind of time they most desire. Manufacturers and allied are urged to bring along the family for a pleasant business vacation in the beautiful city of Pittsburgh.

contributions toward a special fund for that purpose with the thought in mind of having the sponsors' names appear on the official program as Hosts of this entertainment feature.

Mr. Rossotti, with the assistance of Mr. John P. Zerega, Jr. of A. Zerega's Sons, Brooklyn, and David Wilson of King Midas Flour Mills, New York City, will survey the manufacturers in the New York metropolitan area to find out if it is desirable to arrange special transportation to Pittsburgh for the convention of the Industry, June 23 and 24, 1941. It is planned to arrange for a special Pullman to accommodate this group over one of the railroads servicing the two cities. The preliminary meeting for this purpose will be held on May 16. The purpose of the committee is to encourage convention attendance as well as arrange for travel to and from the convention city in the utmost comfort.

Bring the ladies to the 1941 convention. They'll be well entertained while you are in conference.

Make Reservations Early

While the management of the William Penn Hotel, Pittsburgh, Pa. headquarters for the 38th annual convention of the National Macaroni Manufacturers Association, June 23 and 24, 1941, is confident that the available rooms will be ample to accommodate every manufacturer and allied that contemplates attending this industry conference, they urge all to make their room reservations at the earliest possible moment in order to obtain the choicest selection in the type of room wanted.

The rates vary according to the size and the location of rooms. Those desiring quiet rooms overlooking the court have their choice within a price range of \$3.50 for a single room with private bath, shower or tub up to \$4.50 for the best ones in this class. For the same kind of rooms equipped with either double or twin beds, the prices range from \$5.00 to \$6.50 double.

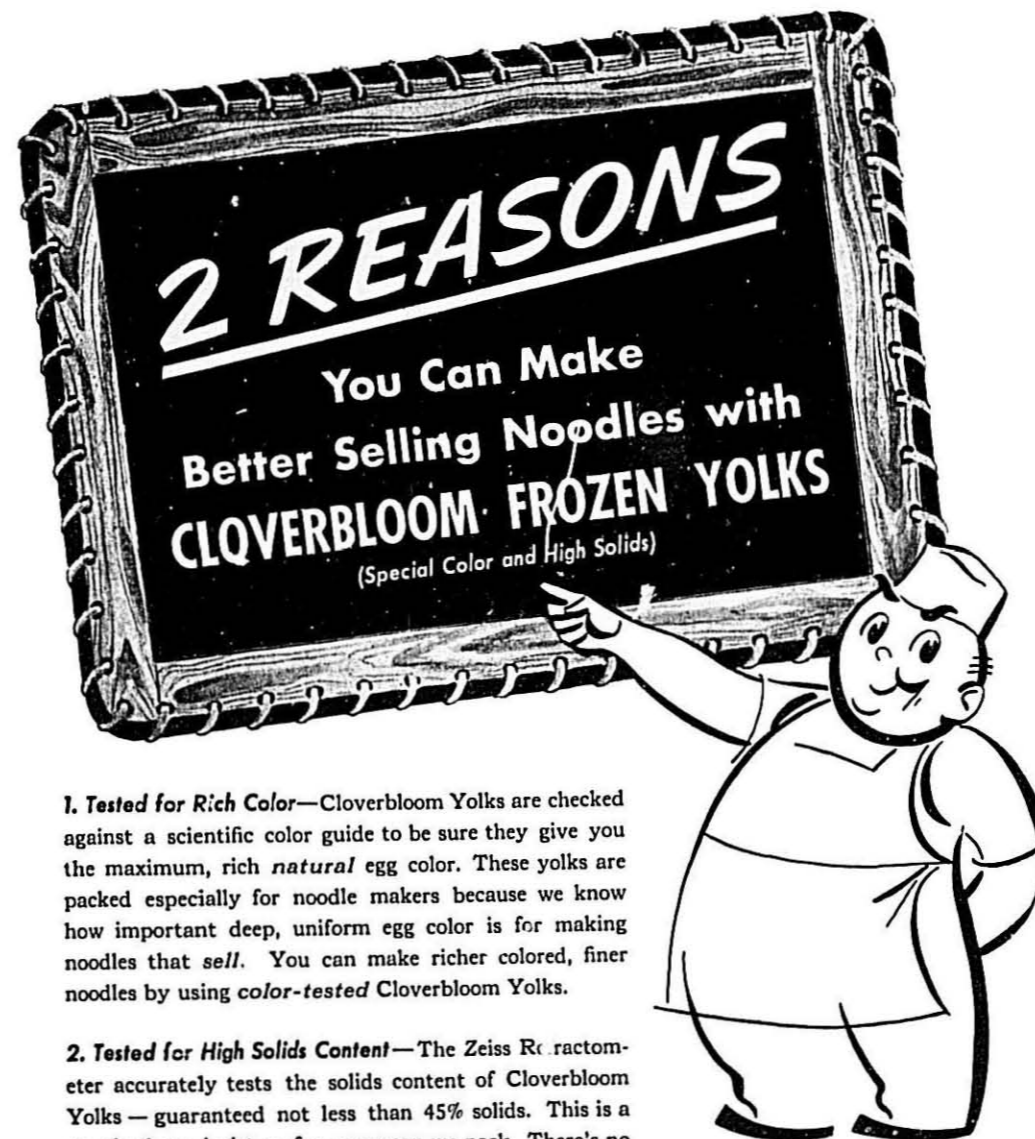
Rooms with outside exposure can be had for as low as \$4.00 a day single to \$6.00. For two people this class of rooms are \$6.00 to \$8.00 with double beds and up to \$10.00 with twin beds. Suites of almost any desired combination of rooms are available at proportional rates. A small suite consisting of a living room, bedroom and bath may be had for as little as \$10.00 a day; others at \$14.00 to \$18.00.

Those desiring to reserve hotel rooms in advance for the Macaroni-Noodle Conference June 23 and 24, 1941, are urged to get in touch immediately with Mr. Gerald P. O'Neill, general manager of the William Penn Hotel, Pittsburgh, Pa., who will personally see to it that your room or rooms are available immediately on your arrival.

Receiver Suit Filed

Suit was filed by the heirs of the late Mr. Pietro Viviano in the Circuit Court, St. Louis, Mo., on May 2, requesting that receiver be appointed for the V. Viviano & Bros. Macaroni Manufacturing Co., Inc., of that city. The plaintiff is the Pietro Vivian Investment Company, a family concern and a stockholder in the macaroni company. It complains the individual defendants, Vito, Gaetano and Salvatore, president, vice president and treasurer, respectively, are in disagreement on company policies to the detriment of its interests.

Speaking for the defendants, Mr. Gaetano Viviano says that the suit is due to internal differences which may require court settlement to placate all interests. V. Viviano & Bros. Macaroni Manufacturing Co., Inc., is one of the well-known producers of macaroni products in the Mississippi Valley, having been in business nearly a half century.



1. Tested for Rich Color—Cloverbloom Yolks are checked against a scientific color guide to be sure they give you the maximum, rich natural egg color. These yolks are packed especially for noodle makers because we know how important deep, uniform egg color is for making noodles that sell. You can make richer colored, finer noodles by using color-tested Cloverbloom Yolks.

2. Tested for High Solids Content—The Zeiss Ractometer accurately tests the solids content of Cloverbloom Yolks—guaranteed not less than 45% solids. This is a standard we insist on for every can we pack. There's no guesswork about it! You can count on exactly the solids content you need every time you order Cloverblooms.

ARMOUR'S CLOVERBLOOM YOLKS

(Special Color and High Solids)

For information, write to
THE FROZEN EGG DEPT., ARMOUR AND COMPANY
UNION STOCK YARDS, CHICAGO

Remember

Cloverbloom Yolks contain no shells or other foreign matter. Uniform from top to bottom. Try a can now and see for yourself how superior they are!



Food for Health

"Science of Nutrition" Seeks to Substitute "Planned Meals" for the Old-Fashioned "Hearty Meals", for Health's Sake

Food will play an important part in the current national defense program. Two classes of people will gain the attention of nutrition experts and production supervisors—(1) those who Live to Eat, and (2) those who Eat to Live.

Although men have probed for an appreciation of the relation of food to health since the beginning of what is called "stable society," observes the *Prairie Farmer* in its recent centennial number, the greatest forward step in modern nutrition began around the last quarter of the nineteenth century with feeding experiments and observation.

Pioneer families that broke the prairies and developed other natural resources that laid the foundation of the present cities and agricultural areas, ate heavily, leaning towards carbohydrates, proteins and fats, mainly, with a deficiency of vegetables and fruits in their diets, particularly in the winter months. But they needed hearty meals; hard work in the open air and poorly heated homes in the winter, called for sturdy diets for man and woman.

The advent of the canned and packaged food industries, swift transportation and adequate methods of fresh food preservation, made a wider variety of foodstuff available to all classes. With the mechanization of agriculture and household appliances for women, less energy was required for actual living on farms, and in a proportional degree, in villages and cities. This, coupled with availability of more foodstuffs should have produced better diets, better adapted to keeping the body at optimum health, except that there was little scientific knowledge of food properties and their relationship to human health. It had not been established before this that nutritive deficiencies cause disease, or make the human body a good workshop for disease.

From observations since made and from feeding experiments of many keen and eager minds seeking to discover what is sound in respect to the nutritive needs of man, the dietary properties of foodstuffs, the effects of deficiencies, has emerged the Science of Nutrition. It is yet young, and scientists are still searching for more knowledge, and the means of dealing with nutritive problems.

Likewise, people have done little about eating for health. We in America eat what we like rather than what is good for us. Women plan meals without regard to energy requirements. A man who is going to dig a ditch gets the same sort of meal as the man who is going to sit and read. Women whose husbands do heavy work provide them with energy meals. Then the women eat the same meal, forgetting that their energy requirements are less. In cases like these, the men keep youth and vigor; women lose youth and figure and become subject to ailment.

Public interest in nutrition is just awakening. Just now everyone is interested in Vitamins as the probable

means of avoiding deficiency diseases and retaining or restoring health. In the chart below which includes practically everything that is known about Vitamins, though much experimentation and research continues, their functions are recorded; also good sources of the elements necessary to good health.

Vitamin Chart

Vitamins are necessary for growth and good health at all ages. This chart tells you what the different vitamins do, and in what foods they are found.

Vitamins	Functions	Good Sources
A	Helps keep skin and mucous membrane linings of respiratory tract and alimentary canal healthy. Aids normal vision. Necessary for production of enamel on teeth. A's absence may lead to eye infections, respiratory tract and other infections, and night blindness.	Butter, liver, kidney, egg yolk, whole milk, cream, and cheese made from whole milk. Cod-liver and other fish oils. Carrots, pimento peppers, spinach, and other green leaves, and tomatoes. Usually, foods having a yellow or green color.
B, Thiamin	Aids appetite, digestion. Lack of thiamin causes the disease called Beriberi, or polyneuritis.	Whole grains and whole-grain cereals, dried peas and beans, nuts, green, leafy vegetables, tomatoes, milk, lean pork, liver, heart, and kidney, egg yolk and yeast.
C	Essential for good teeth and healthy gums, maintenance of normal blood vessel walls. Insufficient C may cause pains in joints, often mistaken for rheumatism; slow healing of wounds; tender, bleeding gums. Absence of C causes Scurvy.	Tomatoes, raw or canned, raw cabbage, raw turnips, spinaich and other vegetables, especially leafy vegetables. Citrus fruits, raw or canned, raw apples, cooked potatoes, fresh milk.
D	D is essential for good bones and teeth. D's absence causes rickets, which may in turn cause permanent deformities of the bones.	Fat fish and fish oils, egg yolk, ultraviolet rays from sunlight or from special lamps.
Nicotinic Acid	Absence is chief factor in causing Pellagra.	Fresh lean meat, liver and kidney, milk, wheat germ, salmon and haddock, green leafy vegetables, tomatoes, and yeast.
Riboflavin	Necessary for the formation of an enzyme present in all living cells. Absence causes lesions of the lips and in the angles of the mouth.	Eggs, milk, cheese, heart, liver, kidney, lean meat, green vegetables, apricots, tomatoes, yeast, wheat germ, and cereal grasses.

Bend With the Wind

"Grandma Fontaine," one of the tart characters in Margaret Mitchell's "Gone With the Wind," gave forth a bit of wisdom which is worth singling out for reflection right now when some people are finding it hard to sustain their courage.

This is what she said: "We bow to the inevitable. We're not wheat, we're buckwheat! When a storm comes along it flattens ripe wheat because it's dry and can't bend with the wind. But ripe buckwheat's got sap in it and it bends. And when the wind has passed, it springs up almost as straight and strong as before."

Bend with the wind—don't let life break your spirit. After your trials and disappointments and discouragements spring back again like buckwheat! Don't let the things that can't be helped flatten you. Bide your time. Have patience. And after the storm straighten up and go forward.—*The Silver Lining.*

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

The Golden Touch

King Midas Semolina

Leads in Quality

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KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



Fire Prevention as a Business and Patriotic Duty

By W. E. Mallalieu, Director of Anniversary Activities, National Board of Fire Underwriters

Serious losses to the food industry are losses to the national economy and depreciate and delay our ability to construct a strong national defense. Prevention of loss is not only sound business but a patriotic duty in 1941.

As part of its 75th anniversary effort to improve the nation's defense through better fire defense, the National Board of Fire Underwriters has suggested to each industry that it do everything possible to prevent wasting national resources in needless fires. As part of its contribution to this program, which is sponsored by the 200 capital stock fire insurance companies making up the membership of the National Board of Fire Underwriters, the MACARONI JOURNAL offers suggestions to the industry so that it can do its part in this important endeavor.

In the early days of America the production of macaroni and spaghetti was largely carried on by small individual concerns. In many cases the entire working staff consisted of the family of the owner. To some extent this is still true, but the tendency is toward manufacturing these products in especially built plants with power driven machinery doing most of the work.

In the small plant the precautions necessary to minimize fire hazards are largely those of orderliness and cleanliness. A crowded condition is often found and in some cases there will not be proper separation between heating devices and walls and floors which are readily combustible. It must be remembered that if plaster walls, or ceilings, or any woodwork gets too hot to be comfortable to the touch, there is danger of fire because long continued application of heat may ignite woodwork at a temperature as low as that necessary to boil water.

The usual need of metal ash cans and of keeping wastepaper and trash only in metal containers applies to this industry the same as it does to others. Electrical equipment in poor condition has been a common cause of fire. Accumulations of flour dust, particularly where there is considerable humidity, as is the case in this industry, may readily result in electrical motors becoming so clogged as to be a fire hazard. To maintain fire-safe conditions, motors should be inspected periodically and all dust blown out by air pressure. Amateur extensions of electrical wiring are general and it is not uncommon to find them of such

over capacity that they would not blow before the wiring became heated beyond the safety point. Blown fuses are a sign of trouble and should be followed by a check-up on motors and wiring.

In larger plants a flour dust hazard may be found. This will depend upon the method of handling the raw material and to a considerable extent to the care used in cleaning up. Dust collections on walls, shelves and other flat surfaces, if not regularly removed, may be dislodged and produce a dust cloud which can be exploded with great violence.

Because macaroni and spaghetti are food products, a degree of cleanliness is usually maintained in the factories. This is a considerable safeguard against fires. However, even with the best of maintenance in the work rooms, there sometimes are conditions in boiler rooms or storage places which may readily contribute to the start or spread of a fire. For this reason it is generally advisable to protect macaroni and spaghetti plants with automatic sprinkler systems.

This year marks the 75th anniversary of the National Board of Fire Underwriters, 1866-1941, an event which must recall the contribution of fire insurance to national defense and the bulwark it has been in the development and progress of America since the inception of capital stock fire insurance in 1792.

This anniversary will culminate in a nation-wide dedication to future progress at a two-day meeting at the Waldorf Astoria Hotel in New York City on May 27-28, 1941. It is especially significant that the anniversary of the Board falls in a year of national emergency. As in World War I, the National Board of Fire Underwriters today is giving its services to the country so that government properties as well as industrial properties vital to the defense program will be made as free from the dangers of fire as it is possible to make them. We cannot afford to dissipate the resources of the nation through needless waste. To combat and reduce this waste the National Board of Fire Underwriters has dedicated the 75th anniversary of its founding to the building of a stronger national defense through a more adequate fire defense.

Attend your Industry conference this year. Pittsburgh, Pa., June 23 and 24.

Taxes, Wages And Prices

As consumers we are all interested in prices. We are concerned about what we shall have to pay for the things we buy—for food, clothing, houses, automobiles and what not. Probably few of us, however, think very much about how prices are made, why they go up and down—why, for example, we should pay more today for a chair or a refrigerator than we paid for them yesterday, or last month.

Books have been written about prices and price making. We shall not attempt to cover the ground in this brief discussion. All we can do is to give you some ideas on the subject—very general ideas.

How Prices Are Made

The theory is that, in a free economy such as ours, prices are determined by the law of supply and demand. That is, if the supply is greater than the demand, prices tend to fall. If it is less than the demand, prices tend to rise. The idea is that competition will act as a balance wheel to keep prices from getting out of hand. If one seller charges too much, you can go to another who will charge less. With competition operating fully and freely, prices, like water, will find a normal level.

The American people can buy more things at lower prices than any other people in the world. Obviously, the requirements of national defense have created an unprecedented demand for all sorts of things.

In view of the defense needs, prices ought to go up—but don't jump to conclusions. With some exceptions, especially defense materials and equipment, our capacity to produce has not been strained; nor is it likely to be strained. So far, prices, both wholesale and retail, have shown remarkable stability. From April, 1940 to April of this year, wholesale prices, on the average, have increased only about five per cent. They are still considerably below the 1926 level, and prices were not considered high then.

What Enters into Prices?

We have to consider factors that go into price making. If you are a manufacturer, let us say, you must take into account your costs—what you have paid out to produce the goods you are going to try to sell. If the price at which you can sell these goods is a little greater than the cost of producing them, you are in luck. If the price you can get for them is less than the cost, you have to worry over getting those costs down or going out of business. Your principal costs are for wages and salaries, materials, plant and machinery and taxes. There are many other costs which need not be mentioned here, such as advertising to

promote sales. If the cost of any one of these factors is increased, it must be offset by decreases in other factors or there must be a struggle to get something higher in prices despite keen competition. The businessman can get something more for his goods only if he and his competitors are affected by increased costs—as, for example, by general wage increases and general tax increases. Those are the influences that are most likely to affect price levels and are consequently of most interest to consumers.

How Do Taxes Affect Prices?

Congress is now debating the biggest tax bill in all history. Business will pay a large part of it. It is already paying heavily. To take some of the large concerns, General Motors paid in taxes in 1940 about \$875 for each employe. The United States Steel Corporation paid \$335. (The element of labor cost, of course, varies for different industries.) You can readily see how taxes add to the cost of production and, accordingly, necessitate price increases. The same rule applies to wages. Increased labor costs in the things you and I have to buy inevitably appear in higher prices—how much higher depends upon the amount of labor entering into the particular thing.

Prices will rise only if they are forced up by influences outside of the control of management. If they rise, don't blame it on the businessman. He has nothing to do with taxes but pay them. He is confronted with demands for wage increases, too, and often is forced to grant the demands, or close up. To some extent these tax and wage costs can be offset by greater continuity and volume of production and new ingenuity in increasing efficiency. We have the word of the national defense officials that business, on the whole, has done a good job in keeping prices at a fairly stable level.

What Is Meant by Price Control?

Price control, as it is now practiced in relation to national defense, means the establishment of a "ceiling" above which prices are not supposed to go. As a matter of fact, the federal government has been experimenting with price control for some time and has not been very consistent about it. It has been attempting to put a floor under agricultural prices and now has put a ceiling on steel prices. On the whole, there is not much price control so far as defense is concerned. Defense officials say that they prefer to rely upon business to hold prices in check, rather than have the government try to do it. The difficulty is that the price structure is a very complicated thing. If you tamper with any part of it, the whole thing may be thrown out of gear. It is difficult, if

not impossible, to control prices without controlling costs. If you attempt to fix prices, you may eventually be forced to fix wages.

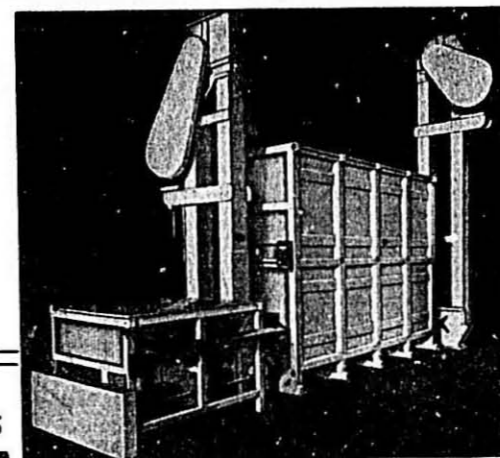
Bar Spaghetti Expansion

Italy has all the macaroni and spaghetti manufacturing plants that will be needed for some time to convert the available raw materials into that country's national dish, decreed the Minister of Corporations as a

means of conserving the economics of the nation.

No new factories will be built until further notice, nor will the production of those actively engaged in macaroni production be enlarged since "the present output is far greater than the raw materials now available, and the needs of the consumer."

Most men who don't arrive are men who failed to do so on their first attempts. Their succeeding attempts? There weren't any—that's why they didn't arrive.



THIS

CHAMPION

FLOUR OUTFIT AND SEMOLINA BLENDER

—is the Solution to Today's Economic Problems

TODAY, when National Defense is demanding more and more of the Nation's reserve in man-power, management must adopt new methods to keep business on an even keel. For more than half a century, Champion has been serving the Macaroni and Noodle Industry—in developing better methods and creating new profits from the savings introduced. This Champion Flour Outfit, for example:

- SAVES valuable time and back-breaking labor by AUTOMATICALLY handling and blending the flour.
- SAVES flour and improves products by removing all foreign substances and sifting to a uniform fineness.
- SAVES frequent replacement of expensive dies as clean flour helps prevent scorching.
- SAVES on maintenance cost as is built extra sturdy for lifetime service. Furnished complete with blending bin for any plant capacity.

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Gentlemen: Please send me complete information regarding your Champion Flour Outfit and Semolina Blender, prices, terms and tell me about your Convenient Time Payment Plan. Am also interested in Dough Mixer Noodle Brake Weighing Hopper Water Meter.

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Modernizing Old Plants

101 Improvements Possible in Factory's General Appearance, in Production, Packaging and Shipping Facilities, in Employee Safety and Working Conditions and in Sanitation

Wines may improve with age—but not food manufacturing plants. They must undergo constant change to keep step with new ideas and with the latest trends—some esthetic, some practical. Owners of macaroni-noodle manufacturing plants that are slightly or considerably out-dated, will be interested in the following article on "How To Modernize the Old Plant," taken from the April, 1941, issue of "FACTORY Management and Maintenance."

If your plant was built say 15 years ago, it may seem pretty old-fashioned, after you have looked at some of the brand-new factories. These modern buildings—streamlined, ornamental, and functional, incorporating all the advanced ideas and latest features—surely are examples of a production man's dream.

Few plants, however, are beyond the point where anything can be done to bring them more in line with modern standards. Now that production machinery is running somewhere near full capacity again, there is likely to be more money available for some of the things you have been wanting to do for a long time.

Earlier conceptions of a manufacturing plant as four walls and a roof, within which some machinery has been placed wherever convenient, are long outmoded. Factory layout now follows well-defined principles and rules.

In revamping your plant it may not be possible to go back and rebuild it completely upon scientific production-flow principles. But it will be possible to do a great deal toward making the best use of modern facilities.

Employee well-being must have a place in the forefront of your planning. Contented and conscientious workmen can greatly reduce spoilage, waste, maintenance, and many other items that disappear into general factory overhead.

New sanitary regulations established by law will govern some of your plans. Your labor agreements will probably call for certain other improvements in working conditions.

The effect of higher machine outputs, re-grouping of machines, installation of heavier machines, and the possibility of handling materials in quantities and ways previously unheard of, must all have their place in any review of your old plant.

Basically, your old plant is probably sound. A quick trip around it may demonstrate that a facial treatment, a minor operation or two, and other needed attention will make it streamlined and functional.

Facial treatment of the building has practical as well as esthetic value. Better lighting, better heating control, reduction in building maintenance, easier handling of incoming and outgoing shipments, more accessible entrances for employees and visitors, and improved public relations may all result from a new treatment of windows, doors, and other elements.

Minor operations may involve structural changes to provide larger areas free from columns. Partitions may be relocated or removed entirely. Raising the roof, or re-

moval of certain floor areas to provide more headroom, is possible. New stories may be added if the foundations permit. New floors may be inserted in places where the ceilings or roofs are now unnecessarily high.

Some features obviously are fixed and cannot be changed except at heavy cost. The length and breadth of the building, the number of stories, and the approximate total number of columns, are not easily changed unless such changes were provided for in the original designs. Except for these limitations there is little that cannot be altered or rebuilt to improve the appearance, or to make the building better adapted to present-day requirements. Practically all the conveniences to be found in a modern factory structure can be added.

So now let us take a trip around the plant, paying particular attention to those features of normal maintenance that keep it in good operating condition; those items that may assist directly in improving production; and those channels through which higher efficiency and better employee relations can flow.

It is assumed that the present structure is architecturally sound. Proper maintenance can keep it so.

Need for Inspection

Correct maintenance of the building, its foundations, footings, columns, walls, roofs, and floors, is largely a matter of careful inspection and prompt repair when needed.

Cracks in the walls, foundations, or piers may be evidence of settlement. Excessive settling is often caused by the soil being washed out and may require preventive measures whose nature must be determined for each case.

Extreme dampness of basement walls and floors usually indicates that drainage is not adequate. Possibly proper provision was not made for subsurface drainage. Good drainage for both surface and subsurface water, where necessary, will prevent soil erosion from walls and foundations, tends to decrease dampness.

Cracks in interior wall surfaces are unsightly, but are the cause of little direct damage. In exterior walls they are dangerous because they permit the entrance of water, which may cause much damage.

Hair cracks appear first. The danger is that moisture entering through these fine cracks, particularly in the wet autumn weather, will stay in the wall. Severe winter cold turns this moisture into ice and frost, heaving the masonry. Such action makes it necessary to rebuild portions of the wall. All cracks should be repaired properly and as promptly as possible, because early maintenance is much less expensive than masonry work later.

Damp-proofing exterior walls is worthy of careful consideration. Many types of transparent damp-proofing compounds are on the market, most of them designed to form a water-repellent pore coating. Application of these materials will prevent the absorption of water by the mortar joints, remove the movement produced thereby, and greatly lessen stresses in the wall.

Leakage between window frames and masonry is a frequent source of damage. Wood sash is likely to warp and crack after years of service, becoming unsightly, admitting moisture, and leading to a seri-

ous loss of heat. If anything more than painting and puttying is required, the advisability of replacement with steel sash should be looked into. If the sash is replaced, it will be desirable, and probably possible, to use larger windows. More light will be allowed to enter, the blank wall area will be reduced, and the appearance of the building will be improved.

That Modern Touch

Use of glass block also gives a modern touch. Because of its insulating qualities heat gains and losses can be reduced, which may be a major item in air-conditioned rooms. With glass block, little maintenance is required.

Entrances to plants offer an opportunity to improve the appearance of the whole building. Instead of being a hole-in-the-wall, the entrance may be made to blend into the structure and can date the outward appearance of the entire plant to its design.

Roofs are one of the elements of a building that dare not be neglected. A number of types are in use, but the one most commonly found consists of a number of plies of impregnated felt, mopped on with asphalt or similar material.

The type of failure most frequently encountered is in the flashings, which may be found pulled away from walls, ventilators, or skylights. If caught early enough, a flashing that has pulled away does not have to be taken off, since satisfactory repairs can be made.

Failures on the flat usually show up as blisters or cracks. Such a failure, if detected early, can quickly be repaired by stripping with new felt finished off in the usual way.

If the roof has deteriorated to the point where frequent patching is required, it is advisable to put on a new one. Before doing so, it is well to investigate the comparative advantages of the various types of roofs and coverings available.

Before a new roof is laid, consideration should be given to the desirability of insulating it to reduce heat transfer and the amount of condensation.

First the Floor

Inside the plant the floor usually attracts our attention first, possibly because it is often in worse condition than any other part of the plant. Floors frequently cause more trouble than any other element in the building. They may cause injuries due to falls, material damage due to tipping of trucks, misalignment of machines due to rutting or swelling, vermin breeding due to cracks, spoilage due to dust conditions.

Improper selection of flooring, changing location of departments, and changing processes all have their part in imposing more severe duty than the type of flooring in use was designed to stand.

If a floor has to be replaced it will pay well to look into the advantages of the various types available, before making a choice.

Redesigning the main entrance may have the greatest influence on the appearance of the building. Proper lines and size to give the impression of spaciousness are not difficult or expensive to attain.

An examination of the other plant entrances should be made to determine their

utilitarian value. Possibly they should be relocated and made larger to handle the plant traffic. Employee entrances in many older plants have no relationship to the location of locker rooms and other facilities. Some are narrow and are approached through narrow passageways. Others are crowded and choked where the employees must gather to go through time offices. Not only may they be definite hazards in case of fire, but they may cause ruffled feelings through the enforced delay in entering and leaving the plant.

Altering the Appearance

Windows, building coloring, and building lines work together in altering the appearance of a building. Changing wooden sash to steel or glass block, and widening the windows can modernize and give the impression of greater length to a building that may seem to be too tall for its length. A change in the length of windows by extending the window lines can give the appearance of greater height to a long, low building. Painting of sash and exterior trim can change the color impression even though it may not be desired to refinish the brick and masonry.

Direct monetary gains through skilled treatment of windows may easily make the changes self-liquidating investments in a very short time. The added daylight secured through enlarged windows may improve and speed up production. Reduction of cracks around windows will reduce heat loss and infiltration of dust. In air-conditioned rooms needing close control of atmospheric conditions for accurate production, solid walls using glass block will quickly pay for themselves.

Dust control in rooms where painting or other operations involving moist surfaces, or where accurate machining and polishing are carried on, is very important. In such places dust in the air may cause spoilage and result in heavy waste. Introducing filtered air and maintaining the rooms under a slight air pressure will eliminate most of the fine dust, and prevent its infiltration through any cracks in the walls.

Interior structural changes made to provide larger unobstructed areas, more ceiling height, or larger rooms, may require only minor operations, which can be made without major construction alterations.

Older building design usually called for columns placed relatively close together. This construction reduced the size of girders, and distributed the load over a greater number of footings. When machines were comparatively small and placed with little or no reference to each other, and there were no long conveyor lines, column location was of minor importance. These building elements offered little obstruction to production flow, because it was not recognized as a plant problem.

For Flexibility

Today's new buildings provide more clear floor space to permit more flexible arrangement of production equipment. Where a battery of machines must be set up with a definite relationship to each other; where heavier machines are involved; or where production flow or materials handling require unobstructed areas, removing columns and partitions will provide added space.

Details of these construction changes must be worked out for each plant. In most instances an architect must be employed. Local building requirements and state regulatory codes on factory buildings will call for submission of construction plans in detail, and usually only qualified architects will be able to supply the information needed.

Replacement of occasional columns and bearing walls by girders is a rather common and simple change. Strength of the remaining columns and their foundations, however, must be sufficiently great to sup-

port the more concentrated loads placed on them by the girders.

Grouping of machines or the use of larger machines is likely to add to floor loading and may exceed present allowable limits. Reinforcement may involve strengthening present columns, replacing them or adding columns and girders. Any new columns installed should be placed, of course, out of the path of production.

Addition or re-grouping of machines may introduce vibration that may cause damage if communicated to the walls and columns of old buildings. If floor loadings are also up to allowable limits, building a new structure within the present walls may be the most suitable solution.

New columns with footings independent of the building foundations will go a long way toward eliminating communicated vibration.

Raising the Roof

Where added height is needed the roof may be raised in sections. Upper floors can be removed to give added headroom. If the need is for more floor space, one or more stories may be added, if the existing columns and foundations have been prepared for the load. In some buildings with high bays the headroom represents mere waste space and a heat trap. In such instances it may easily be possible to construct mezzanines, or a complete new floor.

Additional floor area for production may be secured from space now wasted. Open spaces exist in many older plants between existing buildings, or where new buildings have been erected, but are not connected with the others. Usually these areas are now waste and dirt catchers, and present a problem in plant housekeeping. By roofing them over, usable space is created inside the plant at trifling cost. If needed, large doors or wall openings can be made and thus in effect two older, separate buildings can be combined into one large open space.

Length and breadth of a plant are not easily changed as a rule, but there are naturally some exceptions. Most plants have driveways, loading platforms, or private railway sidings located on the property adjacent to the building. Added space on the upper floors may be secured by putting the exterior walls outside these facilities. Locating the driveway, loading platform, or railways of the well-known possibilities of overhead storage.

Trucking aisles maintained throughout the plant at reasonable widths will speed movement and reduce accidents. Holes in the floor that may cause trucks to tip should be repaired. Many older plants, expanded building by building, contain varying floor elevations. In some steps are still used to go from one level to another. Ramps must be provided if trucks are to be used.

Adequate handling equipment, receiving, storage, warehousing area and shipping facilities should all come in for their share of attention. Then there is the very important matter of lighting as a means of improving production and lessening accidents. The new fluorescent lighting might well replace the obsolete lamps in many factories and new outlets for more convenient electric service may properly be installed.

Rearrangement of current-carrying wires may save production losses that are irritating if not wasteful. Better to install several wires to carry separate, independent circuits back to the source. Plants in which rearrangement of machines is frequent must have some provisions for connecting them to the supply lines with the minimum of delay and expense.

The heating system deserves constant attention and continual improvement. Care should be taken to reduce heat losses and to install automatic control of temperature

which in many cases has been known to save as much as 40 per cent of the heating fuel bill.

Are the sanitary facilities installed 15 years ago adequate? Can ventilation in your plant be improved as a health measure for employees and for better drying of your products? Are dust and debris accumulations kept at a minimum? Are you considering air-conditioning? Improved fire protection? A sprinkling system? . . . These, and many more are possibilities in plant modernization, . . . all important and all essential. The summer season is always considered the best time to make contemplated improvements in plant structure and equipment.

Stocks of Wheat in Interior Mills, Elevators And Warehouses April 1, 1941

Stocks of wheat in interior mills, elevators and warehouses on April 1, 1941 are estimated by the Crop Reporting Board at 131,247,000 bushels, the highest on record for that date. April 1, 1940 stocks were 80,997,000 bushels, the 9-year (1931-39) April 1 average stocks, 71,173,000 bushels. Stocks of wheat in these positions have continued at a record high level since the 1940 crop movement started.

Stocks of Durum Wheat, which is of greatest interest to Macaroni-Noodle Manufacturers, as of that date was 25,877,000 bushels as compared with 21,311,000 bushels on April 1, 1940 and a ten-year average of only 12,024,000 bushels.

In making the April 1 estimates, consideration was given to the information obtained from the nation-wide March 1 storage capacity and stocks survey made by the Agricultural Marketing Service and the Agricultural Adjustment Administration. In the important wheat States where the summarization of that survey was practically complete only a few slight adjustments were made and even these were largely compensating so that the effect on the U. S. total was insignificant.

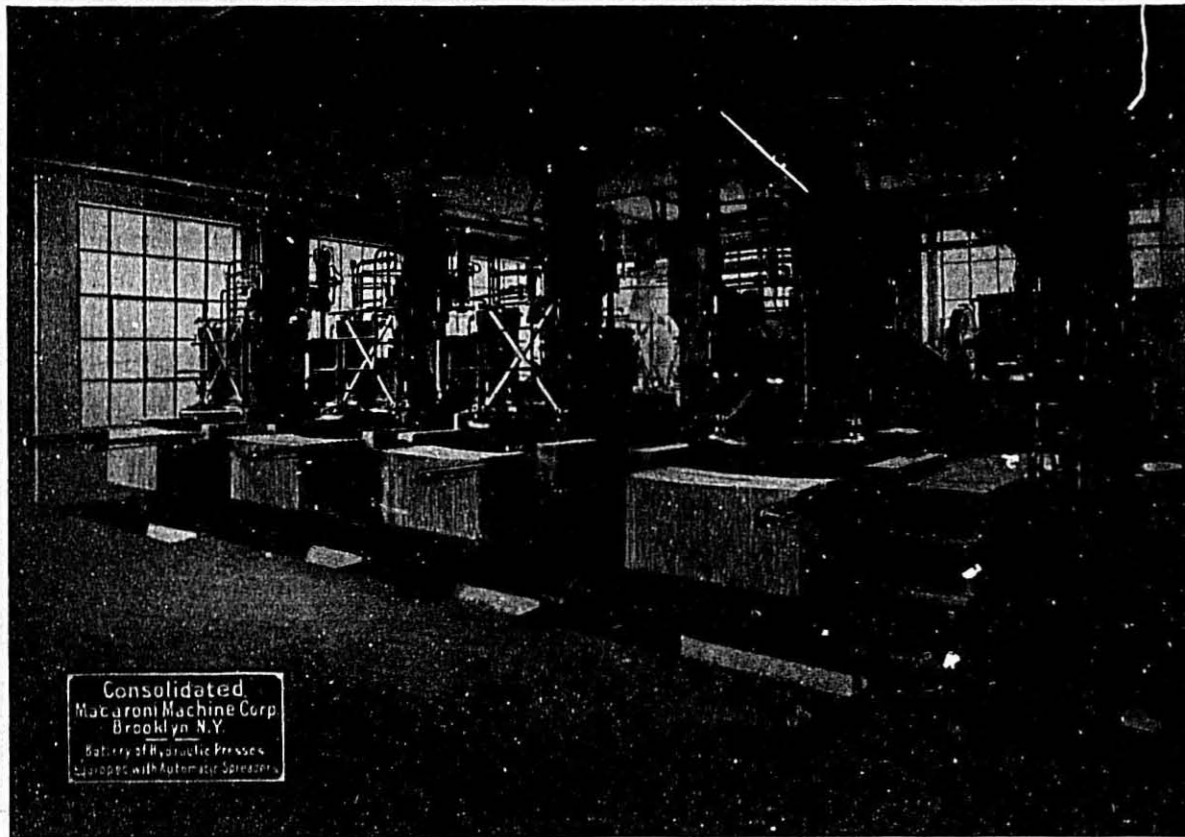
April 1 stocks were especially heavy in the important hard red winter and hard red spring wheat States, being approximately twice as large as on that date a year ago. April 1 stocks of wheat on farms in that area were also at record high levels.

On Tour to Coast

A. Irving Grass, chief executive of the I. J. Grass Noodle Co., Chicago, Ill., and Director of the National Macaroni Manufacturers Association, made a tour of the Western States as far as the Pacific Coast the latter part of April and the first part of May. He thoroughly enjoyed his trip and concludes his message with the statement:

"There's plenty of macaroni and noodles out here. Piles of this fine food in every grocery."

Consolidated Macaroni Machine Corp.



This photograph shows four presses with Automatic Spreaders recently installed at the plant of The Paramount Macaroni Company, Brooklyn, N. Y., replacing twice as many of the old style, hand-spreading type. Have been in service several months and are giving perfect satisfaction in every respect.

We invite the trade in general to see the first macaroni factory in the world with spreading done automatically by machine.

The Ultimate in Presses. High speed Production. Over 1,000 pounds net per hour; 40 barrels per day of 8 hours guaranteed.

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

Not an experiment, but a reality. Produces all types and forms of paste with equal facility. Sanitary,

hygienic; product practically untouched by human hands.

Pressure being distributed equally on face of the rectangular dies, strands of extruded paste are of even length.

Trimmings reduced to a minimum, less than 10 pounds per 200-pound batch.

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

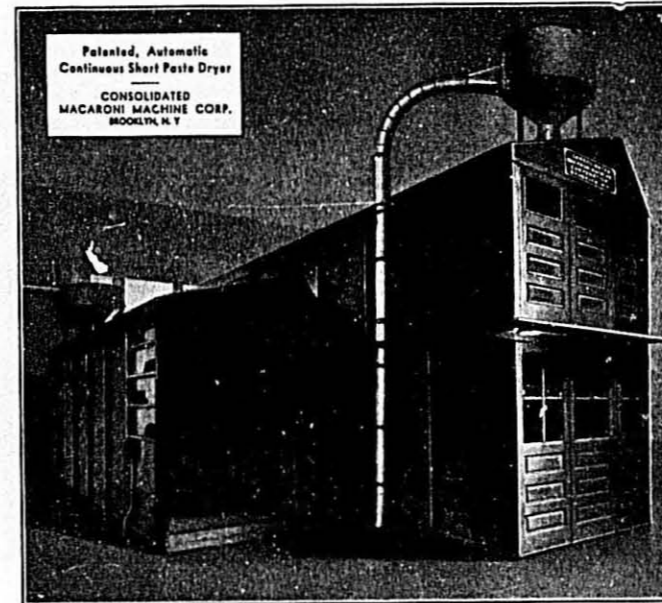
We do not Build all the Macaroni Machinery, but we Still Build the Best

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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

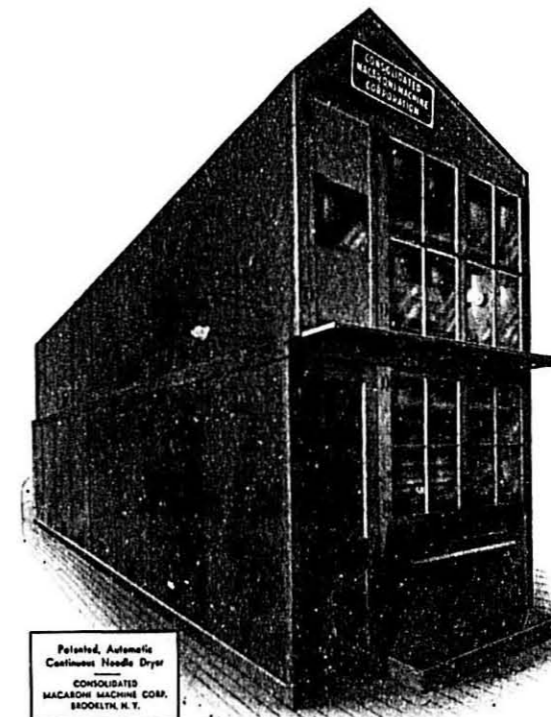
- Mixers
- Kneaders
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- Dough Brakes
- Noodle Cutters
- Dry Macaroni Cutters
- Die Cleaners
- Automatic Drying Machines

For Noodles
For Short Pastes

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

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Publicity Department

A Food Broadcast

The Energy Trio of Wheat Foods

Foods talk! You've never doubted it, we're sure, for you know how often his favorite dish has soothed the Man of the House out of an irritable mood when your conversation could never have turned the trick. Today we are inviting some foods to speak to a larger audience than could be theirs around a single dinner table. We're sponsoring a food broadcast, and the first program is to be given over to that streamlined trio of spaghetti, noodles, and macaroni. They'll even sing a little to some such complicated food rhythm as:

If you have meat enough for four and you've invited eight,
Add macaroni paste to make a tempting plate.

The macaroni trio is ever ready. "No peeling needed, thank you—just the water in which we expand" is the burden of one of their songs. It's a staccato piece called "Quick on the Trigger" and it stresses the fact that these foods will sit around in bags and boxes, their never wilting enthusiasm instantly ready for any kitchen adventure. Perhaps we should not say that they take to the water like ducks—for the macaroni trio insists on boiling water. But they are like good sailors, for, in the kettle in which they are cooked, they want no gentle swell, but a rough-and-tumble, churning storm at sea. They're briny fellows, too, in that they want a teaspoonful of salt in the water in which they boil.

Cooking until done—but no longer—is the theme of the "No Overtime" ditty the macaroni trio sings, for macaroni, noodles, and spaghetti all like their strands kept distinct when they come out of the kettle—then a good draining and a quick rinse with clear water.

"Quick and Hot!" tells the tale of noodles-for-breakfast. It's the story of a conspiracy with bacon fat or butter, in which the cooked noodles are fried. A tablespoonful or so of chopped green pepper should be added to the noodles if you would participate in a plot to dispel alarm clock gloom.

A breakfast medley that goes "Scramble—scramble—scramble—who's got the egg?" suggests adding cooked macaroni—cooked the day before—when there are but two eggs in the refrigerator and the cry is

"Scrambled eggs—please!" A hint of chili powder adds spice to the finish. "Macaroni Muffins—and You" should be rendered piping hot, as far as the muffins is concerned. One cup of the cooked macaroni chopped and added to your regular muffins recipe along with the liquid ingredients, is the theme of this song.

"Butter us generously," is the plea of the Noodle Boys. Somersaulted about with a lump of butter and served piping hot and sprinkled with sieved hard-cooked eggs, they look as gay as a sunburst quilt. Another treatment they like begins with a generous buttering and ends up on a heatproof platter where the cooked and buttered noodles are spread with creamed dried beef, sprinkled with grated cheese, and browned in a quick oven.

A different preparation is suggested in each verse when the trio sings a song of noodle rings for simple winter suppers. Some swish noodles with butter, they say, place them in a well-greased ring mold, press down rather thoroughly, and bake in a hot oven just long enough to unite the noodle strands. Others prefer the custard type of ring when milk, eggs, cheese, and such seasonings as pimiento and green pepper zip things up. This type of ring should be treated in a manner befitting a custard, with the ring mold placed in a pan of hot water in a slow oven. Remember that a boiled custard is a spoiled custard—and never let a noodle ring of the custard type get too hot. If you are the accurate cook that we think you are, you'll keep that little oven baton, the thermometer, at 250°F. constantly.

The soufflé way with noodles calls for separating the eggs and folding in beaten whites last. Bread crumbs may give additional substance. But try baking this noodle soufflé in a shallow pan, about one and one-half inches deep, and then use the noodle soufflé as a base for creamed foods.

A saucy story of creamed fish, meat, or fowl, with a hint of stew that's all the better for a noodle frame, makes up "The Inner Secret of a Noodle Ring."

Alphabet macaroni offers a rip-snorting adventure song that may help children to learn their ABC's

and is almost certain to tempt them to eat their dinner with gusto and dispatch. It's a good finale, we think, for the program of the macaroni paste trio—but it's not good-by. For you'll be wanting to give these boys an audition on your range—and to see them all dressed up in the dining-room!

—Household Magazine

U. S. Dramatizes Macaroni

For the curious who have long wondered how the hole gets in macaroni, the United States Department of Agriculture is giving the answer in such a way that even the occasional user is fully informed.

The answer was given to this and scores of other perplexing questions in a special exhibit that opened in Washington, D. C., on November 4, 1940. The exhibit was prepared by the Bureau of Plant Industry of the Agriculture Department.

In the macaroni exhibit is an experimental durum mill showing how the durum wheat is ground into quality semolina of golden colored meal, and a miniature macaroni-making plant that pictures the process of manufacturing the milled semolina into the slender, tender macaroni tubes. Supervising this particular exhibit is C. C. Fifield, macaroni expert of the Agriculture Department.

This bureau is the department's largest research agency, perhaps the largest one in the Federal Government. Back of this exhibit in the patio of the Main Administration Building is a group of scientists, many of them the most distinguished men in their field the world over. Their scientific skill has made possible the composite answer book.

Dramatic Research

You don't have to be a scientist or even a dirt farmer to understand what it was all about. The exhibit was being planned for the average city dweller, and its objectives were so clearly set forth that Mr. and Mrs. John Q. Citizen and their 12-year-old Jimmy or Jane could take it in for themselves. They saw demonstrated by living plants and simple clear-cut statements how the work of the bureau affects their daily lives and adds to their comforts and pleasure. In other words, the scientists of the Bureau of Plant Industry have come out from behind their test tubes and their lab-

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oratories and they have dramatized for the lay mind what their beneficent research is doing.

According to E. G. Moore, chief of information of the bureau, the exhibit was built around four main themes, with four separate sideshows, so to speak, occupying the four corners of the patio. Actual plants were used to tell the stories of plant nutrition, etc.

Cooking in Quantities

Requests are frequently received from executives of various church and charity groups for recipes dealing with quantity cooking of macaroni-spaghetti-egg noodle products. Some specify recipes for cooking this wheat food in the way the Americans like it best; others prefer the Italian style of preparation. Fortunately, the National Association has compiled a goodly number of such recipes and has been filling such requests as received, though the supply on hand is practically exhausted.

On February 28, 1941, Mrs. P. G. Burns of Greenwood, Mass., who charitably sponsors a summer camp project for the underprivileged children of her community and vicinity, writes:

"If you can, please supply me with recipes dealing with quantity cooking of macaroni-spaghetti-egg noodle products—particularly in the Italian style. I plan to establish another summer camp project for 25 or 30 underprivileged little boys this summer, and expect to use considerable of this fine food."

Thus continues the products promotion and consumer education work by the National Macaroni Institute—a timely and most necessary industry action.

That "Slack-filled" Bogey

How definitely has the industry attempted to get in step with the agreement entered into with the Food and Drug Administration officials and the National Macaroni Manufacturers Association with regard to proper filling of packages of their products?

It is reported confidentially that several seizures have recently been made of packages of macaroni-spaghetti-egg noodles of the rattle-ly type—meaning those that seem to be purposely slack-filled, and with entire disregard for all laws, rules or agreements. The names of the manufacturers whose products have been seized will not be divulged pending further investigation of the intent. However, the help of the National Association is again being solicited in getting a

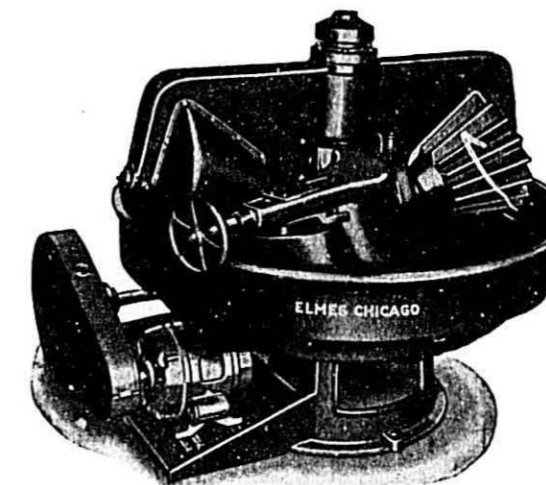
wider observance of the special regulations agreed upon because of the nature of the products packed.

Research Director Benjamin R. Jacobs of the National Association is collaborating and in a questionnaire sent to leaders in the trade, is seeking information on the subject of current obedience to the agreement. He seeks to determine how far the industry has gone in obeying the slack-filled package agreement, how much money it has cost the industry to obey same, and details of changes in packages already made by the manufacturers in order to

comply with the provisions of the agreement. He seeks this as evidence with which to protect the innocent and the willing. All are urged to give the fullest possible information on the subject and to return their questionnaires at a very early date to permit a compilation of the information for presentation to the Government agencies deeply concerned in the strict enforcement of the Food Law.

Plan your business to be free to attend the Industry Conference at Pittsburgh, Pa., June 23 and 24, 1941.

Save Three Ways with an ELMES Kneader



SAVE on purchase cost, save on operating cost, save on upkeep—that's what you do and why you're ahead when you have a tried and tested Elmes Kneader.

Here's one machine that helps you make high grade products at a profit. Write for complete Specification Sheet.

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Fight Against Cancer Is On

By Clarence C. Little, Sc.D., Managing Director,
American Society for the Control of Cancer

All over our country today there is a new spirit of determination and resolution. We have watched overseas the clash of a cruel and coldly impersonal type of social order with the less efficient but far more human organization called Democracy. From the very outset we knew in our hearts which was right and which was wrong. Because of the very kindness and consideration on which our sort of civilization was founded we were at first unable to grasp the full menace of the forces arrayed against it. Now, however, we are awake, alert and active. We have taken up our position and we cannot relinquish it until final and complete victory. What a close parallel there is between this situation and that of the problem of cancer control.

For decades we have known that cancer was a cruel and ruthless killer, an enemy of homes and of human happiness. It has taken men and women in their primes—leaders in art, in science, and in industry. It has broken up families and robbed children of their parents. For years it has been a menace while we allowed it to breed fear and discouragement.

Because other diseases were less vigorous and menacing, and because they provided us with less opposition in diagnosis and treatment, we have attacked them first and with more optimism. One after another they have been checked or beaten. Now, however, we are finally aroused as a people and have taken our stand as regards cancer. No longer can it be allowed to move unchecked and terrible. We know that it is vulnerable. It is no mystical being that can defy the assault of knowledge and science activated by courage and idealism. Some with special training knew this for some time, however, before it was

possible to enlist and use the will of the general public in the fight. What has made the difference? Why can we today move forward with faith and hope?

It is the women of America who have made this possible. Rising as volunteers to participate in the organization of the Women's Field Army Against Cancer (a part of the work of the American Society for the Control of Cancer) they have done wonders. They have spread knowledge of the signs and symptoms that may mean cancer. Millions of people have received this information without cost. They have organized meetings which have been addressed by selected medical speakers. Under proper medical supervision, they have aided indigent patients to obtain diagnosis and treatment. They have removed the paralyzing fear of cancer that held the country powerless; they have transformed the whole battle-front against cancer from one where isolated raids were being made to a general and inspiring advance. They have brought courage and peace to thousands. They have begun to cheat Death of his prey.

This is good training for any sort of struggle, a type of preparedness for organized effort against tremendous evil. It is the logical and reasonable school for those qualities that Democracy must develop in order to survive. That is why it is not only your duty but your privilege to take part in the fight against cancer. To shirk that task is a poor prospect for your ability to meet the sort of challenge that life will force upon all of us in the immediate future. To meet the call cheerfully and intelligently will help you to win other battles to come. The need is clear. Humanity calls. Enlist and Serve!

"I'm just
fine,
thank you"



Mrs. Williams feels fine, thank you. She is one of the thousands who know from experience that cancer in its early stages can be cured. Help others to health by aiding the Women's Field Army of the American Society for the Control of Cancer. Enlist now!

**AMERICAN SOCIETY
FOR THE CONTROL
OF CANCER**

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Summary of Legal Action Against Trade Asso- ciations in 1940

During 1940 four of the twenty-four trade associations indicted for violation of the Sherman Act later signed consent decrees as did seven groups which had been indicted in 1939. Of the seven civil cases instituted, six resulted in consent decrees. Of the six complaints brought in 1939 four were settled by consent decrees. These cases have covered associations in the following fields: Manufacturers, suppliers and contractors in the construction industry

(lumber, glass, plumbing, heating, air-conditioning, electrical goods, plaster, paint, tile, sheet metal, masonry, sand and gravel, marble, and hardwood flooring); optical goods; petroleum; railroads; container manufacturing; kraft paper manufacturing; and potash manufacturing.

The Federal Trade Commission issued complaints against twelve trade associations for combining in restraint of trade in 1940; thirteen were issued in 1939. The number of orders to cease and desist increased from three to eleven, with the result that nine cases originating in 1940 and eight from 1939 were still pending at the

beginning of 1941. The following is the record for the past five years:

	1936	1937	1938	1939	1940
Complaints	13	10	12	13	12
Cease and Desist Orders	4	12	14	3	11

The Commission had four cases involving trade associations in the circuit courts last year. In all of these the orders of the Commission were unanimously affirmed; two of these decisions have been reviewed and sustained by the Supreme Court in 1941.

It may not be what we want served, but it probably is what we deserve.

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DEMAND

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



Business and the Antitrust Laws

One of the significant signs of the times from the business standpoint is the constantly increasing activity of the Department of Justice under the Sherman Act.

Contrasted with 17 criminal actions and 10 equity suits brought by the Department in 1939, the record for the first eight months of 1940 shows a total of 33 criminal and 15 civil actions alleging antitrust violations on the part of business firms and individuals. Criminal indictments of trade associations and their members alone increased from 12 in 1939 to 24 during the calendar year 1940.

The present trend toward the disposition of criminal cases through the filing of civil suits with consent decrees should likewise be a matter of some concern, particularly to organizations of business men. In 1940 indictments against 11 trade associations were settled in this manner. While this procedure is by no means a recent development, the present requirement of the Antitrust Division that the party consenting to the decree must offer "constructive proposals which are in the public interest AND WHICH GO BEYOND WHAT THE LAW REQUIRES" points to

some of the dangers inherent in the procedure, particularly if utilized on a constantly expanding scale.

To one who is under indictment the use of the consent decree has certain apparent advantages. To prevent the imposition of severe penalties as provided by law, he may well see fit to accept a restraining order, even though such order regulates his conduct in directions not contemplated by the statute under which the proceedings are brought. Language to the effect that nothing in the decree is to be construed as prohibiting certain practices or lines of activity are not uncommonly, although mistakenly, accepted as a charter of rights or privileges which may be freely exercised without fear of subsequent prosecution.

Unlike decisions resulting from formal adjudications, decrees arrived at through consent of the parties cannot be considered as precedents for the guidance of others—and this applies equally to restrictive as well as to "permissive" provisions in such decrees. Not only are they based upon the circumstances of the particular case, but they are the result of efforts to provide enforcement through a form of barter, and consequently can have no application under different circumstances or as between

different parties. Moreover, the retention of jurisdiction, frequently involving a right on the part of the government to call for periodic or other reports, to have access to private records, to interview officers and employees, etc., serves to indicate the degree of regulation or control which may be exercised by the prosecuting officials under the guise of law enforcement. The extension of this control to persons not parties to the action and consequently not participating in the formulation of the decree, as has been provided in at least one instance, emphasizes one of the dangerous aspects of this procedure.

Macaroni Imports

January and February, 1941

Only 36,056 pounds of macaroni products were imported during the first two months of 1941. Their total value was only \$3,160.

In January the imports totaled but 22,002 pounds, worth \$2,030.

In February they totaled 14,054 pounds, valued at \$1,130.

The average of the products imported monthly during 1940 was only 28,945 lbs.

The total quantity of foreign-made macaroni products imported in 1940 was 375,380 pounds valued at \$24,723.

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 Trademarks

The following applications for and registrations of macaroni products were reported by the U. S. Patent Office for the month of April.

TRADEMARKS APPLIED FOR

"Yeast-Aroni"

The trademark of Bayard S. Scotland, doing business as Number One Company, Joliet, Ill., for use on macaroni. Application was filed on November 30, 1940, and the applicant claims use since August 15, 1940.

"Vita-BE"

The trademark of Bayard S. Scotland, doing business as Number One Company, Joliet, Ill., for use on macaroni. Application was filed December 2, 1940. The applicant claims use since August 27, 1940. The symbols "BE" are disclaimed apart from the mark.

"Foulds"

The trademark of the Foulds Milling Company, Libertyville, Illinois, for use on macaroni, spaghetti, vermicelli, and noodles. Application was filed September 19, 1940. The applicant claims use since 1891. Under 10-year Proviso.

"Breakfast Special"

After a search of the records of the U. S. Patent Office to determine whether or not

a trademark proposed for use by a member of the National Macaroni Manufacturers Association might be registered as a trademark for one of his products, the attorneys representing the Macaroni-Noodle Trademark Bureau advise:

"The word BREAKFAST has been registered a great many times for food products—coffee, tea, meat, etc., and it seems to us that the word BREAKFAST for pancake flour should contain some feature that would not have to be disclaimed like the word SPECIAL.

"It seems to us that your member had better select some word other than BREAKFAST, which has been registered so many times. We think BREAKFAST SPECIAL is a doubtful mark."

Among the identical trademarks registered previous to the Patent Office's recent ruling are: "Breakfast of Champions," "America's One Cent Breakfast," "Early Breakfast," "Special Breakfast," "Breakfast Club," and "Breakfast Delight."

Rationing Laws Enforced

The United Press recently reports on governmental action against Italian restaurants that violated Italy's rationing laws, as follows:

The Ministry of Agriculture, controlling food rationing in Italy, inflicted heavy penalties today on twelve fashionable Rome restaurants charged with serving spaghetti and rice to customers without clipping ration cards.

The restaurants will not be permitted to buy rationed articles for two months. This is almost equivalent to closing them, as in addition to spaghetti and rice they will be unable to buy sugar, butter, oil, flour, lard and soap.

The Ministry announced that henceforth any client ordering spaghetti or rice products without a ration card will be liable to punishment.

It also ruled that an extra ration of 600 grams (about 1 pound, 6 ounces) of rice or spaghetti monthly should be allowed manual laborers throughout Italy, beginning March 1. The number of persons in this category is estimated at 8,000,000.

Timely Topics

by S. M. Noodler

The Late Mr. Jones

All of us know men who are habitually late and are jocularly referred to as "The late Mr. So-and-so." The term is used in an attempt to be funny. There really is nothing funny about being late sometimes, and being late habitually is distinctly a serious matter.

According to the old adage, punctuality is the courtesy of kings. It is more than courtesy with the rest of us. It is an essential business virtue.

If I am expected to meet someone at a certain time, what right have I to waste that person's time by being late? Time is money and for me to be late to an engagement is to take money out of the other fellow's pocket.

I usually think of being late as something that mainly concerns myself. It does concern me and my affairs, because by being late I may miss an opportunity and so lose a good deal more than the value of the time I steal in that way from people I keep waiting.

I may be privileged to throw away opportunity if I wish by being behindhand, but I am not privileged to throw away the valuable time—money—of someone else.

Apart from the question of honesty, it is not playing the game fairly to be late and deprive people of time they want to use to better advantage than in waiting for the "late Mr. Jones."

An old showman of my acquaintance, operating a large railroad show some years ago, made it a rule that every employe who was not on hand when the show train pulled out would be fined \$5. This cured his men of being late for the train.

That you think you have a good excuse for being late does not compensate the other fellow for what it costs him to wait for you. If he waits, it will be harder to do business with him. If he does not wait, you lose the opportunity of doing business with him.

Confer with fellow manufacturers at Industry Conference in Pittsburgh, Pa., June 23 and 24, 1941. All are welcome.

We Keep Up Our Uniformity

That is what our customers pay for



And we never let them down

EASTERN SEMOLINA MILLS, INC.

Mills at

Baldwinsville, New York and Churchville, New York
Executive Office: 80 Broad Street, New York, New York

John Ravarino

John Ravarino was born December 24, 1876, in Bassignana, Province of Alessandria, Italy.

He came to the United States in 1898. Was first employed as assistant Chef at the Standard Club, Chicago and one year afterwards was made Chef-in-Charge.

Moved to St. Louis in 1901 and together with his lifelong friend, Joseph Freschi organized the firm of Ravarino & Freschi Importing Company.

Just before the start of World War No. 1, the firm acquired a small macaroni manufacturing plant in St. Louis with 20 bbls. a day capacity.

This plant was gradually enlarged with capacity increased many fold. Later it became the nucleus of the Mound City Macaroni Co., one of the best known plants in the Mississippi valley.

Mr. Ravarino served several terms as Director of the National Macaroni Manufacturers Association, a position so ably filled by his son, Albert. He was always prominent in the inner circles of industry promoters. He produced a quality product, was an expert cook, developing several special spaghetti recipes, and thoroughly enjoyed eating it.

In recognition of efforts to increase the introduction of Italian wines and other special food products in his home

territory, and for other meritorious work for the Italians of St. Louis and vicinity, the Italian Government in 1929 conferred upon him and his associate, Joseph Freschi, the honor of Cavalier, and presented them with the Cross of the Italian Crown.

John Ravarino died on Easter Sunday Afternoon, April 13, 1941. Burial in Calvary Cemetery, St. Louis, Mo.

Errata

An error was made in ranking the states in accordance with the production of macaroni products in the article on "1939 Industry Facts and Figures," April 1941 issue.

The State of Illinois should have been listed as the second biggest producer of macaroni, spaghetti and egg noodles, according to the Bureau of Census report for 1939, instead of the Commonwealth of Pennsylvania. The figures given were correct, but the ranking was reversed.

The State of Illinois reported the output of its 34 factories as 69,061,714 pounds of plain macaroni products, 23,612,056 pounds of egg noodles, or a grand total of 92,673,770 pounds with a total value of \$6,255,241.00.

Incidentally, the quantity of plain noodles manufactured in the State of Illinois is not definitely indicated, being included in the production reported

under "Other States." It can safely be estimated that more than 2,500,000 pounds of plain or water noodles are manufactured annually in that state.

Pennsylvania's ranking should be No. 3 instead of two. Its 23 reporting plants record a production of 71,785,435 pounds of plain macaroni products, 13,239,336 pounds of egg noodles and 527,825 pounds of plain or water noodles. This makes the total production in this Commonwealth 85,552,596 pounds with a value of \$5,158,098.00.

New York State, with its total of 201,606,407 pounds, valued at \$14,019,167.00, is the undisputed leader among the macaroni-noodle manufacturing states.

Pillsbury Dividend of 25c

Directors of Pillsbury Flour Mills Co. voted a quarterly dividend of 25c a share, payable May 31 to stockholders of record May 14. This is the fifty-sixth quarterly dividend of the company. A quarterly dividend of 40c a share was paid on March 1.

Pillsbury Flour Mills Co. and its predecessors have paid dividends in 30 of the past 31 years, and since the inauguration of the quarterly dividend in 1927 has declared various amounts from 15c to 50c per quarter without interruption.

SERVICE AND WORKMANSHIP

THE Maldari organization consists of men who are constantly studying ways and means for improving the manufacture of macaroni through the use of better Dies. Maldari Dies actually turn out a smoother, more beautiful finished product. Maldari service and workmanship will please you.

F. MALDARI & BROS., INC.

Makers of

Macaroni Dies

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New York City

"America's Largest Macaroni Die Makers Since 1903—With Management Continuously Retained in Same Family"

Good Taste

Mrs. M. V. Gelchis, wife of one of the employes in the plant of the Jewel Tea Company in Frackville, Pennsylvania, showed extremely good taste and fine judgment in selecting her costume for a masquerade party sponsored by the employes. A glance at her picture shown herewith will confirm this opinion.



In Macaroni Costume Mrs. M. V. Gelchis looks good enough to...

From the tiara that graced a head of beautiful hair to the buckles of her dancing pumps, macaroni was the motif. Her miniature hat was self-made, using selected pieces of Jewel elbow macaroni, strung on thread and shaped to imitate a head-piece of the latest style.

Around her neck was a beautiful lavalliere, also made from macaroni elbows, as was the dazzling bracelet that graced her arm.

The feature of this really original costume was a stunning hula skirt made of strings of elbows dangling from a belt and trimmed to reach just above her knees.

In her left hand she carried, as a purse, a Jewel macaroni carton. Her costume was voted not only unique but one of the prize-winners.

Each of us should be too busy planning his own success to speculate about the success of others.

And some men are so afraid of being imposed upon that they can't be drawn into a sphere of usefulness.

April Flour Production Outstrips That of 1940 by 490,000 Bbls.

Flour production during April climbed 113,110 bbls. over that of March and bettered the April, 1940, figure by about 490,000 bbls., according to reports to *The Northwestern Miller* by plants representing 65% of the national output. The largest sectional gain over the preceding month was made by mills of the North Pacific Coast, which made an increase of 94,670 over their previous March record. These include Seattle, Tacoma and Portland plants.

Larger producing section did not show comparable gains. Northwestern production was only 8,630 bbls. greater than that of March, and Buffalo mills made only a 9,570-bbl. increase. Southwestern production actually decreased 20,445 bbls.

Total production for the month was 5,868,995 bbls., compared with 5,775,885 bbls. the previous month and 5,380,592 bbls. the same month last year. Two and three years ago, April output was 5,485,519 and 5,113,253 bbls. respectively. A detailed table appears below.

TOTAL MONTHLY FLOUR PRODUCTION (Reported by mills producing 65% of the flour manufactured in the U. S.)				
	April, 1941	Previous month	1940	1938
Northwest	1,182,570	1,173,941	1,189,038	1,073,037
Southwest	2,139,269	2,159,714	1,955,957	1,946,623
Buffalo	883,533	873,962	711,845	794,539
Central West-Eastern Div. .	552,701	544,449	479,481	443,169
Western Division	275,398	268,828	263,592	284,915
Southeast	107,749	121,887	143,350	*328,775
North Pacific Coast	727,775	633,104	637,329	413,119
Totals	5,868,995	5,775,885	5,380,592	5,113,253

The 1941 Durum Crop

Starting April 18, 1941, Capital Flour Mills, Inc. of Minneapolis, Minn. resumed its annual weekly bulletins to the Macaroni Industry on the Durum Wheat planting conditions and the progress made in cultivating this all important grain which is the source of the Industry's essential semolina.

In its first Bulletin dated April 18, 1941, it reported soil conditions as quite favorable. "The Fall and Winter Precipitation shown to March 1 is better than for some years, and, together with additional moisture since March 1 to date, assures a plentiful supply of moisture to start the crop over practically the entire durum wheat area."

The farmers' planting intentions as of March 1, 1941 of 2,925,000 acres compared with 3,539,000 acres last year, indicate a reduction of about 17 per cent in planting intentions, or 15 per cent less than actually planted in 1940. "Actual planted acreage may be varied considerably depending on weather conditions during the seeding period."

According to its April 25 bulletin, "Cool damp weather has prevailed over the durum territory and the soil has been slow in absorbing moisture sufficiently to permit general field work. Seeding is well along to 75 per cent completed in South Dakota and is well started up into central North Dakota. The crop when planted will be assured of sufficient moisture to get off to a rapid start and carry along for some time."

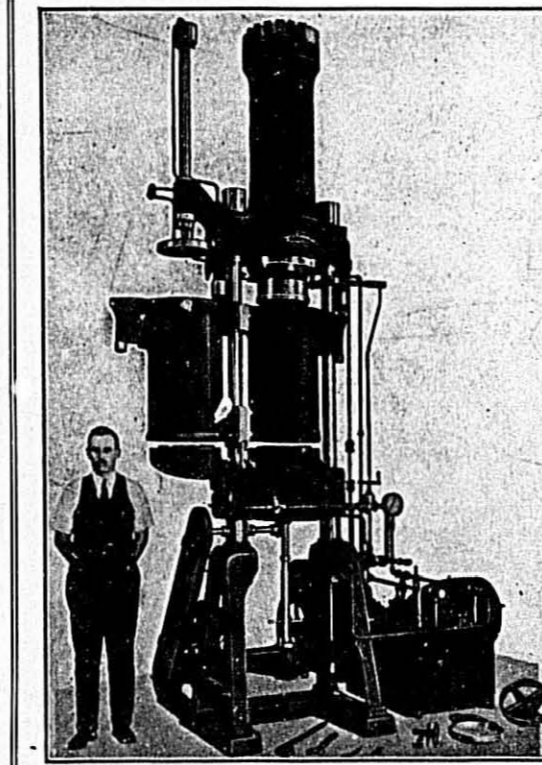
In its May 2 bulletin it says that planting is progressing nicely, though a little behind schedule in some spots. "Moisture situation generally is very

good to get the crop off to a rapid start; together with moderately warm temperatures for this time of the year, this may help overcome the later than normal planting. It is encouraging to note from comments of plant experts regarding the blight or fungus which caused so much damaged durum in the 1940 crop, that when such damaged wheat is used for seed, it does not necessarily carry through into this year's crop, unless similar conditions prevail to again promote the fungus development."

Wedding Date Announced

Mr. and Mrs. Joseph T. Viviano of Louisville, Ky., have announced the engagement and approaching marriage of their daughter, Miss Rose Helen Viviano, to Mr. George Edward Glaser, Jr. of Louisville. The wedding ceremony will take place at St. Agnes Catholic Church, Louisville, Ky., Saturday morning, May 24, 1941, at ten-thirty o'clock. Following a wedding dinner, a reception will be held in the Crystal Ballroom of Brown Hotel from three to five in the afternoon.

The bride-to-be is the daughter of one of the country's leading macaroni manufacturers and is well known to many in the industry, having frequently attended the social affairs held in connection with the annual conventions of the National Macaroni Manufacturers Association. The young couple are planning the honeymoon so as to be present at the dinner-dance to be held in the ballroom of the William Penn Hotel, Pittsburgh, the outstanding social affair that will bring to a close this year's convention, June 24, 1941.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers and Machinists

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

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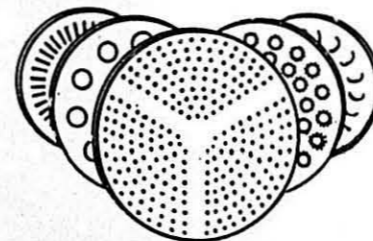
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THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

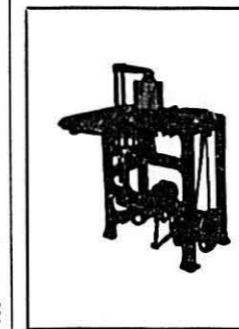
For ECONOMICALLY Packaging

Macaroni & Spaghetti in Cartons

If your packaging cost is too high and you are interested in reducing this unnecessary expense, you will find these two machines will answer your problem.

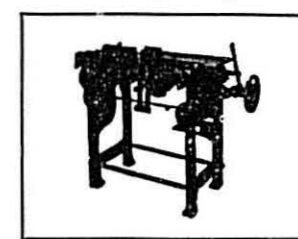
For years, a large number of progressive plants have been using these two machines to mechanize their macaroni and spaghetti packaging and for a similar number of years their cost has been lower than could otherwise have been realized.

(Advise the size cartons you are interested in setting up and closing with equipment or send us a sample of each size. We will gladly recommend machines to meet your specific requirements.)



Above: The PETERS JUNIOR CARTON FORMING AND LINING MACHINE which sets up 35-40 cartons per minute, requiring one operator. Can be made adjustable.

Right: The PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE which closes up to 35-40 cartons per minute, requiring no operator. Can also be made adjustable.



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

Principles Worth Following

An industrial leader has set up a list of six principles for the benefit of his own children and has stated his confidence that if they understood and believed these principles, and would be guided by them in their future actions and activities, he "would feel reasonably sure that they would have happy and useful lives."

These six principles are so comprehensive and so full of meat that they merit serious thought on the part of all of us, whether children or adults—especially in these abnormal days of national emergency. Here is the list:

1. Importance of self-control.
2. The desirability and necessity of developing a tolerance of other people and of the opinions and activities of others.
3. The proper respect for truth and fact.
4. The importance of keeping promises and commitments.
5. Willingness to work and a realization that to work is a normal part of living.
6. The importance of not being licked—of being able to maintain your morale.

He stressed the latter point, calling it "the spirit of not being licked, of

realizing that life is an adventure which cannot be planned in complete detail, a willingness to play the game and still enjoy it, even though the rules are not to your liking, or if your position on the team is not perhaps the one you, yourself, would choose."

Food Industry Employees for Quartermaster Corps

Full information regarding employees in the food industry qualified to serve in the subsistence branch, Quartermaster Corps, and subject to the draft, should be sent to Washington before the men are inducted into service, to expedite proper consideration for assignment of the men, according to an announcement sent to the food trades by the Food Procurement Advisory Committee.

This is necessary because drafted men are now getting their assignments to service at the reception center—first camps the men reach upon entering military service.

Some time ago, employers in the food industry were asked to send to the Food Procurement Advisory Committee the names of men subject to call, who were qualified to perform the functions of buying, warehousing, stock control and inspection.

In that manner a large number of names was compiled. Following con-

sultation with officers of the Quartermaster Corps, the names of men who appear to be qualified for service in the subsistence branch of that corps will be selected for recommendation to the classification officer of the Adjutant General's Department.

Return postcards are being sent by the various food trade associations to men for whom records now are available, in order to expedite handling of their cases when they reach the reception centers. On each return card the man who would be assigned to the subsistence branch is asked to indicate his wish and to list his name, his address, his draft number, his local draft board number, his employer's name, and his own qualifications and experience.

These records will be transmitted to the Army and will be distributed so that each man's record will reach the reception center to which he goes upon being drafted. When his assignment to service is then made, he may be assigned to a quartermaster training center.

Men in the food industry subject to call, who are qualified to perform the services listed above, and who desire assignment to the subsistence branch, may forward the required information through their respective trade associations to the Food Procurement Advisory Committee.

How Taxes Pile Up

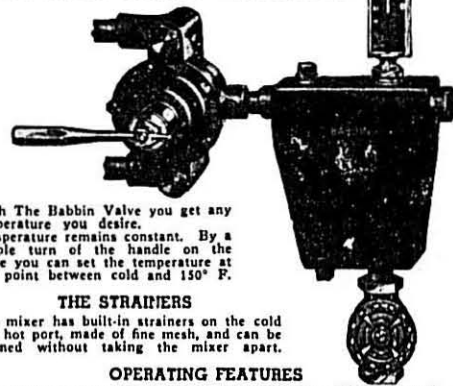
Declaring that it is unfair to tax the earnings on business in the United States as a corporation and then levy a tax upon the stockholders is a complaint that is frequently heard because that is double taxation. But as indicated before stockholders who have received dividend checks will have to pay taxes on those dividends. Through such a process dividends become the only income that is subject to double Federal taxation, declared Fred A. Ulmer, treasurer of the Monsanto Chemical Company, who has explained how it is that income received from rents, from royalties, from interest on bonds, from salaries, from all personal or professional services, from partnerships and from all enterprises that are not incorporated paid no income tax. He shows that under the tax law passed by Congress in 1939, corporations with incomes exceeding \$32,000 are taxed 18 per cent, and explains the process by which dividends to individuals from investments in these American incorporated businesses will pay 18 per cent more tax than income from other sources. It is recalled that he said: "In the case of income received from sources outside the United States you may take credit against your United States tax for a proper proportion of the tax paid by you to foreign countries on the same income and so avoid double taxation, and prior to 1936, in recognition of the injustice of double taxation, dividends were not subject to individual normal income tax." He added: "However, an American corporation pays United States income tax on its earnings, and you as a stockholder are unable to deduct this in computing your individual income tax. Thus a second income tax is paid on these same earnings when they are received by you as dividends.

"The remedy for unemployment is expansion of private enterprise. As most enterprise is incorporated, double taxation is a stalemate to the launching of new enterprise, or to the expansion of existing ones."

Babbin Thermostatic Commercial Tempering Valve

Babbin Hand Operated Thermostatic Tempering Valve is adapted for Commercial, Bakers' and Macaroni Manufacturers' use, where a constant temperature is to be maintained for long periods.

SINGLE HANDLE CONTROL—WITH SHUT-OFF



With The Babbin Valve you get any temperature you desire. Temperature remains constant. By a simple turn of the handle on the valve you can set the temperature at any point between cold and 150° F.

THE STRAINERS

The mixer has built-in strainers on the cold and hot ports, made of fine mesh, and can be cleaned without taking the mixer apart.

OPERATING FEATURES

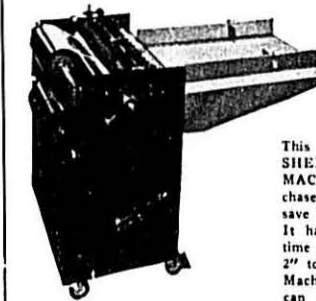
1. One hand control. One shut-off.
 2. The Commercial Mixer operates on temperature only, therefore pressure changes do not interfere with the operating of mixer.
 3. Tempered water remains constant regardless of pressure changes or temperature.
 4. Should the cold water supply fail for some reason, the mixer will shut off automatically and promptly. When the water supply is returned, the mixer immediately functions.
 5. Set your control and observe temperature on mixing chamber thermometer.
 6. Sturdy Bronze Construction.
- Can be used with any type of water meter.
Send for Circular with prices.

Babbin Inc.

258-260 CANAL ST.
NEW YORK, N. Y.
Phones: CAAnal 6-1888, 1889

ARE YOU SAVING...

ON YOUR CELLOPHANE COST?



This PETERS CELLOPHANE SHEETING AND STACKING MACHINE enables you to purchase your cellophane in rolls and save 14 to 24% of cut-to-size cost. It handles two rolls at the same time and cuts any size sheets from 2" to 24" wide x 3" to 28" long. Machine is mounted on casters and can be easily rolled to desired locations. No operator is required since the stacker table automatically stops the machine when it is filled with cut-to-size sheets.

For printed cellophane this machine is equipped with an Electric Eye for spot registration.

It will pay you to investigate this economical machine. Complete information will be promptly sent to you.

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

J. F. DIEFENBACH
PRESIDENT

P. H. HOY
VICE PRESIDENT

Exclusive!

The macaroni manufacturer is our only interest. We are exclusive durum millers and in our modern mills produce 2,000 barrels of highest quality durum products daily for service to the macaroni industry.

Quality Semolina

Duramber Extra Fancy No. 1 Semolina
Imperia Special No. 1 Semolina
Durum Fancy Patent
Abo Special Durum Patent

AMBER MILLING CO.

CHAMBER OF COMMERCE MINNEAPOLIS, MINN.
MILLS AT RUSH CITY, MINNESOTA

Price Control Agency Established

A new expanded price control organization has been created by Executive Order of the President, issued April 11, 1941. Under Leon Henderson, Price Commissioner of the old National Defense Advisory Commission, an "Office of Price Administration and Civilian Supply," established in the Office for Emergency Management, will

1. Coordinate price regulation with priorities and other O.P.M. activities.
2. "Take all lawful steps necessary" to prevent rising living costs, profiteering, and inflation, extending into such things as rent stabilization, which is in the field heretofore covered by Miss Elliott's Consumer Division of N.D.A.C. Although the consumer division is not mentioned in the Executive Order, it is expected to be absorbed in the new setup.
3. Make recommendations to the President on invocation of his powers relating to prices in various laws now on the statute books, (commandeering of plants and products, stockpiling, transportation, priorities, etc.).



Responsible Advertisers of Equipment, Machinery, Materials and Services

Recommended by the Publishers

Amber Milling Co.
Armour & Co.

Bobbin, Inc.

Capital Flour Mills
Cavagnaro, John J.
Champion Machinery Co.
Clermont Machine Co.
Commander Mills Co.
Consolidated Macaroni Machine Co.

Eastern Semolina Mills
Elmes, Chas. F., Engineering Works

King Midas Flour Mills

Maldari, F. & Bros., Inc.
Minneapolis Milling Co.

National Carton Co.
National Cereal Products Co.

Peters Machinery Co.
Pillsbury Flour Mills

Rossotti Lithographing Co.

Star Macaroni Dies Manufacturing Co.

Washburn-Crosby Co.

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, Broadwood, Ill.

PUBLICATION COMMITTEE
J. H. Diamond, President
P. H. Winebraker, 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, Broadwood, 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. XXIII MAY, 1941 No. 1

The American Way

There's no way like the American Way.

In this sad world today,
Where war and strife and hatred reign,
Where homes and hearts are full of pain,
Where men their friends betray.

Here we may worship as we please,
And openly express
Our views on subjects small or great

Tho' they pertain to church or state—
Our politics confess.

I choose the things that I desire
To read or hear or see;
My mail uncensored is received,
And when I speak I am believed,
My friends can trust in me.

My telephone is never tapped;
I vote for whom I please;
A jury trial is mine if I
Unusually am accused, and I
No wrong must appease.

I dwell beneath the stars and stripes—
None dare my home invade;
My life and property are mine,
And here the fig tree and the vine
Are my protecting shade.

Blest land of light and liberty
God keep it ever so;
Forbid its free men should be slaves—

On land, in sea no soldiers' graves
Should fill our hearts with woe.

A. W. Dewar.

1941 Packaging Catalog

13th Annual Edition of 586-Page Handbook Completely Revised and Re-edited

Announcement is made of the publication of the 1941 Packaging Catalog—marking the 13th annual appearance of this encyclopedia of the packaging industries. The volume has been completely revised and contains much new matter never heretofore published in any form.

Under fifteen separate sectional classifications, every phase and aspect of packaging is covered in non-technical language, planned to aid the packager confronted with problems of design, merchandising, production, package law or shipping. The sectional breakdown covers the following broad subjects.

1. Design Principles
2. Packaging Law
3. Paper Containers
4. Transparent Containers
5. Wrappings and Ties
6. Bags
7. Metal Containers
8. Glass and Closures
9. Labels, Seals, Tags
10. Plastics
11. Displays
12. Machinery
13. Adhesives
14. Printing
15. Shipping

Completely new are two sections dealing respectively with package law and adhesives. While most of the other individual subjects were treated in previous editions of the Catalog, each represents a new treatment bringing those subjects up to date. Numerous individual articles cover subjects not previously treated in separate articles, and particular recognition has been given to new developments in both materials and packaging techniques.

The section dealing with Decorative Wrappings and Ties has been completely revised with the introduction of separate articles treating of the decorative and protective aspects of each major wrapping and sheet material.

Over 500 new illustrations have been incorporated into the 13th Edition as well as many basic charts and diagrams. The 586-page volume, replete with inserts and samples of fancy papers, ribbons, labels, wraps, ties, etc., weighs approximately seven pounds. The book is bound in boards with an embossed, tooled leatherette cover.

FOR SALE—2 Bliss Double Head Assembly Stitchers. Guaranteed in perfect running order. Stitches fibre boxes up to 33" by 28½" by 28½". Priced reasonable for quick sale. Prince Macaroni Mfg. Co., Lowell, Mass.

BUSINESS CARDS



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.
Office—No. 2026 Eye St. N.W., Washington, D. C.
Brooklyn Phone 5-8284 Washington, D. C. Phone 3051
Triangle 5-8284 REpublic 3051
TEmple 4553

Macaroni Exports Up

During the first two months of 1941, a total of 386,604 pounds of macaroni, spaghetti and egg noodles were exported to 31 different foreign countries despite the war blockade. The total value of the exports was \$27,502.00. In January 1941, the exports totaled 172,947 pounds, worth \$12,096.00.

In February they totaled 212,657 pounds worth \$15,406.00.

The monthly average for the first two months of 1941 is 193,302 pounds compared with an average of only 142,268 pounds in 1940.

The 1940 totals were; 1,707,295 pounds valued at \$122,242.00.

EQUIPMENT FOR SALE

1 W & P 2 bbl. cap. Dough Mixer
1 Walton 54" and one 60" dough kneader
1 Day doughbreak—12" diameter—30" long rolls
1 Wagner 30 h.p. motor with starter.
Quality Macaroni Co.
348-352 Wacouta St., St. Paul, Minn.

WANTED—Position as sales representative in New York and New England area. Have had 20 years' experience on territory and as sales executive with one of the largest flour mills. Specialized in Durums and Feedstuffs. What do you want accomplished in this territory where ability, perseverance, personality and a fine record are prime requisites? Howard P. Mitchell, 766 Broad St., Meriden, Conn.



A PROCLAMATION

BY THE PRESIDENT OF THE UNITED STATES OF AMERICA

"I Am An American" Day---1941

WHEREAS Public Resolution No. 67, approved May 3, 1940 (54 Stat. 178), provides, in part:

That the third Sunday in May each year be, and hereby is, set aside as Citizenship Day and that the President of the United States is hereby authorized and requested to issue annually a proclamation setting aside that day as a public occasion for the recognition to all who, by coming of age or naturalization, have attained the status of citizenship, and the day shall be designated as "I Am An American Day."

That the civil and educational authorities of States, counties, cities, and towns be, and they are hereby, urged to make plans for the proper observance of this day and for the full instruction of future citizens in their responsibilities and opportunities as citizens of the United States and of the States and localities in which they reside:

NOW, THEREFORE, I, FRANKLIN D. ROOSEVELT, President of the United States of America, do hereby designate Sunday, May 18, 1941,

as "I Am An American" Day and urge that this day be observed as a public occasion in recognition of our citizens who have attained their majority or who have been naturalized within the past year. And I do call upon all Federal, State, and local officials, and all patriotic, civil, and educational organizations to join in exercises calculated to impress upon all our citizens, both native-born and naturalized, the special significance of citizenship in this nation.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the seal of the United States of America to be affixed.

DONE at the City of Washington this 27th day of March, in the year of our Lord nineteen hundred and forty-one, and of the Independence of the United States of America the one hundred and sixty-fifth.

SEAL
FRANKLIN D. ROOSEVELT
By the President
SUMNER WELLES
Acting Secretary of State.

Editorial Note: Macaroni-Noodle Manufacturers, particularly those who employ individuals who are planning to become naturalized citizens of this country, will be interested in the objective of this presidential proclamation and will take steps to aid such employees in taking the necessary steps towards full American citizenship.

<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>
<p>OFFICERS AND DIRECTORS 1939-1940</p>		
<p>J. J. CUNEO, President.....La. Premista Macaroni Corp., Con. ellsville, Pa. C. W. WOLFE, Vice President.....Megg Macaroni Co., Harrisburg, Pa. J. H. DIAMOND, Adviser.....Gooch Food Products Co., Lincoln, Nebr. H. R. Jacobs, Director of Research.....2026 I Street, N. W., Washington, D. C. M. J. Donna, Secretary-Treasurer.....Bradford, Illinois</p>		
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Why a Convention?

Just What Is a Convention, Anyway? It Has Been Properly Defined as
"An Assembly of Like-Minded People for Consultation on
Important Matters of Mutual Concern and Interest"

Conventions are held occasionally or periodically according to prior agreement or immediate need. They provide for friendly get-togethers under the most auspicious conditions and they usually result in good in proportion to the interest taken therein by those who constitute the assembly.

The Macaroni Industry has found it profitable and practical to sponsor friendly conferences of operators and suppliers at least annually, with an occasional get-together in between for good measure. This year's annual convention, the 38th consecutive yearly meeting conducted by the National Macaroni Manufacturers Association, will take place June 23 and 24, at Pittsburgh, Pa., the city of the Association's founding in 1904.

Again every important firm in the Industry and all interested allies are being invited to partake in the convention action. Unfortunately, all macaroni-noodle manufacturers are not so fully "convention-minded" as are operators in other trades, nor to the extent that the welfare of their industry would warrant. A few always attend all conventions. More do so only occasionally. The majority, never. Why?

Answers will vary widely, but indifference is the probable cause. There is some basis for the reasoning that many firms are too small to be greatly concerned in national affairs. Lack of profitable business may be

a laudable excuse, while personal disappointment may cause some to stay away, but there are none too big or too busy to attend the conferences of their trade once or twice annually.

Gone are the days when a manufacturer looked upon competitors as business enemies. In modern thinking, they are equally concerned in trade improvements that can best result from friendly cooperation and united action on the part of all who stand to benefit from group study and controlled promotional activities.

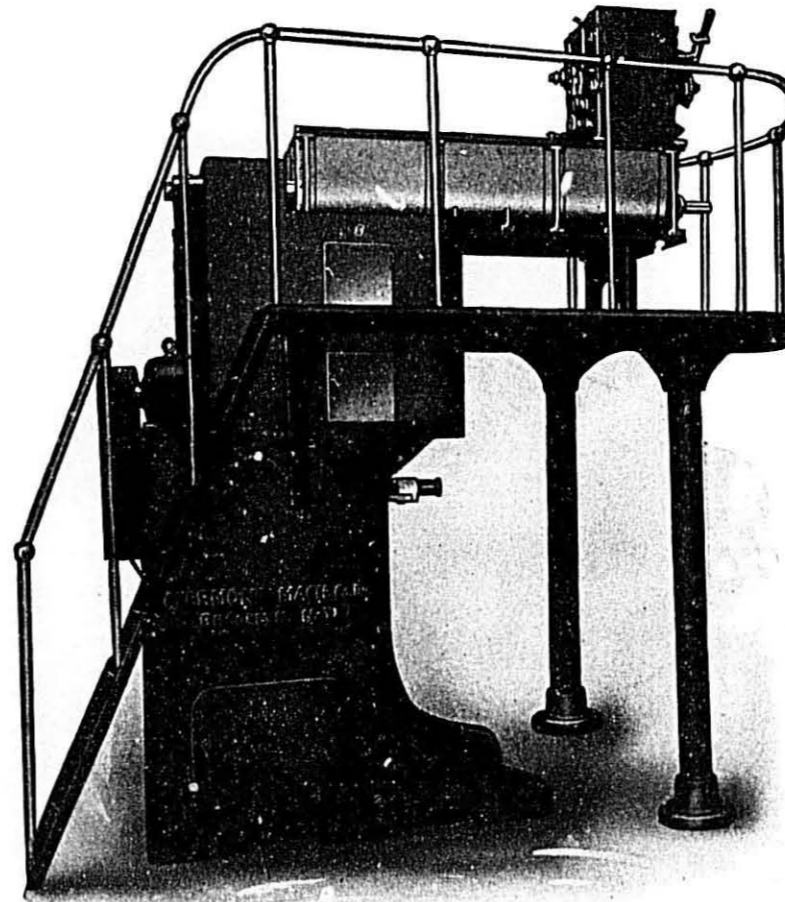
Out of the 375 firms that constitute the Macaroni-Noodle Industry in this country, many are so small as to hardly warrant classification as manufacturers. However, there are at least 200 that are of a size to be considered worthwhile. Rarely have even half of these shown any consistency in convention attendance and promotion.

The situation, in so far as the Macaroni Industry is concerned, is not a healthy one. More practical, common "horse-sense" should prevail. One should seldom, if ever, be too busy to attend his industry's conventions at least once a year, especially when he knows the place and date so far in advance. Pittsburgh beckons and duty calls. Plan to attend to add "pep" to the conference and the necessary punch to its conclusions.

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

CLERMONT MACHINE COMPANY, INC.
268 Wallabout Street
Brooklyn, New York

You'll find

- **Color**
- **Freshness**
- **Flavor**
- **Uniformity**

In

- **Pillsbury's No. 1 Semolina**
- **Pillsbury's Durum Fancy Patent**
- **Pillsbury's Durum Granular**
- **Pillsbury's Durmaleno Patent Flour**

●
PILLSBURY FLOUR MILLS COMPANY

General Offices: Minneapolis, Minn.