

**THE
MACARONI
JOURNAL**

**Volume XXI
Number 5**

**September 15,
1939**

The
Macaroni Journal



Braidwood, Illinois

September 15, 1939

Vol. XXI No. 5

*National
Macaroni-Noodle
Week*

"Serve Egg Noodles, Macaroni and
Spaghetti More Often This Week."

That is the laconic message which the
Macaroni Industry will broadcast during
its third consecutive National Week, Oc-
tober 7 to 14, 1939.

Every known agency of favorable pub-
licity will be employed by the organized
industry and the individual manufacturers
in concentrating retailer-consumer atten-
tion to the economic and caloric values of
this outstanding wheat food during OUR
WEEK.

Observe National Macaroni-Noodle
Week, October 7 to 14, 1939.



WILL HE SEND HER *Your Macaroni Products?*



Mr. Grocer usually sells the product he likes. He's a mighty powerful factor when it comes to influencing sales. Are your products among his favored brands? Does he reach for your packages when filling orders for egg noodles and macaroni products?

Chances are strongly in your favor if you use sturdy, good-looking ROSSOTTI window cartons. Mr. Grocer, the country over, will tell you he prefers to toss a beautiful CAR-

TON of egg noodles or macaroni in the delivery box, because he knows that a carton can "take it"! No breakage or damage to such fragile foods if the truck hits a bump along the way, or a few heavy cans shift in the box. No customer complaints either, because he knows

macaroni products packed in Rossotti window cartons are usually of finest quality.

And, sturdy cartons are easier to handle . . . easier to display, and safer for storing in the "back room." Store customers are always pleased to see the product through attractive "windows" before they buy. Brilliant color and bold brand names bring steady extra repeat sales.

High speed automatic filling and sealing of Rossotti cartons make lower production costs possible . . . big savings you can pass on to consumers in better quality or reduced prices. Investigate this better, more economical way to package your products. Write today for samples, ideas, and low cost estimates.



ROSSOTTI LITHOGRAPHING COMPANY, INC.
 Main Office and Plant • North Bergen, New Jersey
 BRANCH SALES OFFICES IN PRINCIPAL CITIES
PACKAGING HEADQUARTERS FOR THE FOOD TRADE

The Business Man's Prayer

WH LORD, I acknowledge Thy existence and the existence of a lot of other things, less godly, which I can overcome only with Thy help and the help of my own backbone. I fully realize that on all hands are invisible forces, which seek my destruction, and that, if I am to come through unscathed, I must fight every inch of the way. ▶▶ GIVE me strength to lightly bear my burden of living, and to smile till my burden become a joy, for verily this is the secret of all earthly gladness. ▶▶ TEACH me that sixty minutes make one hour, sixteen ounces one pound, and one hundred cents one dollar. ▶▶ HELP me to live so that I can lie down at night with a clear conscience, without a gun under my pillow, and unhaunted by the faces of those to whom I have brought pain. ▶▶ GRANT, I beseech Thee, that I may earn my meal ticket on the square, and in the doing thereof that I may not stick the gaff where it does not belong. ▶▶ DEAFEN me to the jingle of tainted money and the rustle of unholy skirts. ▶▶ BLIND me to the faults of the other fellow, but reveal to me mine own. ▶▶ GUIDE me so that each night when I look across the dinner table at the wife, who has been to me a blessing, I will have nothing to conceal. ▶▶ KEEP me young enough to laugh with my children and to lose myself in their play. ▶▶ AND then when there comes the smell of flowers, the tread of soft steps, and the crunching of the hearse's wheels in the gravel out in front of my place, make the ceremony short and the epitaph simple—"HERE LIES A MAN."

—HOMER MCKEE

There have been many dissertations on humanity in business. The foregoing, by Homer McKee, vice president of Erwin, Wasey & Company, Ltd., certainly merits top honors.—Editor.

Published by courtesy of The Kablegram.

Just as a national feeling of self-sufficiency, or the over-estimation of self by some temporary leader is at the bottom of the armed conflict between nations in Asia and Europe, similar undesirable symptoms in individuals are the basis of all price wars and other strained relations that destroy business and ruin industries.

In the hope of creating a more universal respect for the rights and privileges of others, the Secretary of the National Macaroni Manufacturers Association obtained a limited number of copies of the above prayer, in a form suitable for framing, and mailed them to members and a few friends of the organization, with the following suggestion:

"Read this timely and opportune Prayer. Frame it and hang it over your desk; re-read it occasionally.

"Almost any verse therein might be selected on which to sermonize, but, if only more business men would give deeper consideration to the precepts of this Prayer and less thought to that selfish creed that too often prompts unethical action, there would be fewer ruthless price wars, fewer occasions of business misunderstandings, and considerably less business hatred, such as now threaten the very future of many enterprises.

"So, read often The Business Man's Prayer. May it react on you in such a way that the world will record you under the category, 'HERE IS A MAN!'"



QUALITY
IS
SUPREME
IN

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

THE MACARONI JOURNAL

Volume XXI

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Two Useful Pennies

An ancient Persian poet said:

"If thou hast two pennies, spend one for bread. With the other, buy hyacinths for thy soul."

Poetry, perhaps! But hard good sense as well. In two short sentences it preaches a sermon that may be applicable to every human effort. The men and women who constitute the Macaroni Industry of America will find a useful lesson in this fine thought beautifully expressed.

To "spend one penny for bread" may be interpreted to mean that it is one's duty to spend a portion of his income in profitably operating one's individual business.

To "buy hyacinths for thy soul" means that at least a portion of one's income should be spent in promoting the sale of one's own brands, in building greater good will for the trade as a whole, and in bringing about a more ready acceptance of Macaroni Products as a daily food.

Spending income from profits for the successful operation on one's own business is the obligation of the proprietor and those hired by him. Profitable sales is the "bread" on which future operations depend.

Spending money to build greater good will and a reader acceptance of Macaroni Products by Americans may be done individually and/or collectively. But it should be done. The National Macaroni Institute exists solely to serve as the industry's promotional agency, and with money supplied by manufacturers and friends is ready to "buy hyacinths."

It's current effort is the promotion of National Macaroni-Noodle Week, October 7 to 14. It is one that merits the good will and financial support of every friend that has a penny to spend for "hyacinths." It is unfortunate if there exist any who do not have such a penny.

Poetry is poetry and business is business. The several activities of The National Macaroni Institute may be termed as strictly business. No sentiment, no gratitude, but cold facts backed by cold dollars are the necessary encouraging factors. The successful observance of Our Week may be made to mean as much or as little to the general welfare as those who constitute the industry desire.

Wise manufacturers will "buy hyacinths" in the sense of this interpretation. The National Macaroni Institute stands ready to serve.

If War Comes

The entire world is affected by the "war of nerves" that has prevailed in Europe for the past year and which became intensified as it usually is, when the harvest was completed in August. At this writing it seems that the "war of nerves" has become an actual conflict between two or more European nations, with clash of arms, aerial bombings of defenseless cities and the general destruction of life and property that can never be replaced.

Whether or not the United States becomes involved, this country will be more or less in a state of war as long as fighting continues in Europe. Foreign commerce will be greatly reduced and confined to those nations that are nominally at peace. Some greedy, unpatriotic exporters will attempt to ship contraband materials to warring nations and thus tend to create incidents that will be most embarrassing to the government.

If wars develop in Europe and the world is fortunate enough to have it confined to that continent, how would it affect the macaroni-noodle industry in this country? The last World War brought about an era of plant expansion and building from which the trade is still suffering. Will there be a general rush to increase production to meet any enlarged market created by stoppage of macaroni imports?

Frankly, the current imports are negligible. Not as much as one additional press will be needed to supply the market that is now filled by macaroni products that originate in Italy and other producing countries. The total imports for 1938 were only slightly more than one million pounds and figures to date this year indicate no increase in the importation of this food. So, let's keep our feet on the ground in this respect.

If war comes, there will be a stiffening in the price of wheat and other commodities. Even macaroni products may emerge from the depths in the matter of prices. During the last World War semolina reached the unheard of price of nearly \$12.00 a barrel. To conserve wheat, the government restricted production to 70 per cent of normal, even encouraged the use of substitutes, a practice that cost the industry millions of dollars and from which it was years in recovering.

If war comes, there will undoubtedly be regimentation of business, agriculture and industry. The extent of this regimentation will depend on the need of the nation and the readiness of industry, agriculture and business to cooperate as a patriotic duty. A national organization will be an absolute essential for the protection of the trade and for that purpose the National Macaroni Manufacturers Association that served the industry so well in 1914-1919, stands ready to speak and fight for the welfare of manufacturers and allied. In that capacity it will have an entree with the government that will be beneficial.

Why wait until war comes? Why not perfect our organization by enrolling now? Let's volunteer before drafting is necessary and we will be in a position to make the best of a bad situation when and if war comes.

What War Will Do to Business

(Editor's Note: The following analysis of the direct and indirect effects of war on the food business in this country is being issued to members of the American Institute of Food Distribution, Inc., New York, New York.)

Europe is involved in the fastest and most vicious war in history—and the business of all the world is a tumult.

Your daily life will continue without much immediate change but your buying and selling will be under the influence of the changes spread from Europe—somewhat caused by immediate buying from Europe but principally influenced by men's judgments regarding prices and business conditions later as a result of the war.

Present conditions are so different from anything happening in the past that it would be absurd to exactly predict anything that may or may not happen in the next few months. However, we submit the following as a common sense summary of the best information we can get from the records and from current thinking among economists:

World prices for wheat, sugar and fats are likely to jump upward more rapidly than the following record made in 1914:

	July 25	Aug. 7	Dec. 31
Wheat	.85	.90	1.27
Corn	.74	.82	.68
Rye	.68	.71	1.12
Lard	9.80	9.55	10.50
Cottonseed Oil	6.85	6.50	5.85
Coffee	8.87	9.25	7.50
Sugar	3.26	4.26	4.01
Cocoa	11.50	14.00	17.00

Great Britain and France remember how prices climbed until wheat was selling in July, 1917, for \$2.23 a bushel and lard for 20.68c per pound, with the price for sugar under international control after advancing to about 50% more than in 1914.

With that record before them, Great Britain and France will make quick deals for a large proportion of the available supply in exporting countries as reserves for themselves and to prevent these supplies from trickling through into Germany.

How far this early buying will spread into other foods and what expectations of later buying may do to the prices of some foods will depend largely on how the business side of the war will be managed by Great Britain in the next few weeks.

We do know great quantities of canned meats, canned tomatoes, canned milk, canned fish, dried fruits and preserves will be wanted for millions of

men under arms. That demand spread rather slowly in 1914. This time, it will come more quickly because judgments will be guided by what happened in the World War.

Great Britain has contracted in the last 30 days for quantities of Argentine meat. Organizing adequate food supplies for the fighting men and civilian population, is now recognized as a most essential part of any war program.

These foods will not be bought immediately without regard to price. British don't bargain that way.

However, some additional demand for all these foods will appear immediately, with prices appreciably affected by belief among owners of these foods and among speculators that these prices are to go up.

Our supposed surpluses of many foods, which don't really amount to much in proportion to annual consumption, will start to disappear and will be held to anticipate higher prices ahead.

Working on the other side of the market in the U. S., we may have a panicky period in Wall Street prices and in business confidence. Men remember the rather lengthy depression that spread in this country during 1914 from that influence.

Economists believe this panicky period will not amount to much or run long. Conditions are totally different. War came in 1914 like a bolt from the blue. Europe was the world's financial center.

Now the bulk of the world's gold supply and central balance for world economy is in the U. S.

Billions of dollars in gold from Europe will be under control of governments who will take the proceeds from these securities for use in making purchases of war materials and foods from the U. S.

Economic preparations for European war have been so general for months that economic authorities expect any panicky period in the U. S. to be shortlived, possibly only a matter of days.

Then memories of our war-time prosperity will gain control of the minds of most men.

American prices and our production will jump upward in steel, copper, oil and in scores of manufacturing lines getting orders from the countries opposed to Germany—probably some demand for supplies purchased with the

hope of getting them into Germany through neutral countries.

Higher prices for staple foods and war demands from Europe seem likely to swing our business towards war-time activity in a fraction of the time that elapsed 25 years ago.

What may later happen to business and to the affairs of the world is a serious problem in the minds of everyone.

Influences from it will be important during the first panicky days. We will be talking about what is happening in Europe—and what may happen.

However, present buying demand and outlook for buying during the next few months always control condition of business.

This near-range outlook will have an appreciable effect on food prices, and spreading a flurry of war prosperity seems likely to have an even greater effect in the long months that must elapse before any quantities of additional foods will be available in the summer of 1940.

Macaroni—the Year-round

An encouraging trend in macaroni, spaghetti and egg noodle advertising is noted in the several campaigns planned by leading firms that do more or less advertising of their products. Being a hundred per cent wheat food, macaroni and spaghetti can be served in many combinations with seasonal meats and vegetables—even with fruits to please all appetites, and to supply such energy as is needed in all seasons of the year.

Among the new converts to this thinking is the Quaker Oats Co. of Chicago which recently contracted for a year-round advertising campaign that will feature macaroni products as all-season foods. It thus places macaroni, etc., on the relatively small list of food products that are advertised consistently the year 'round.

Company officials explained this move by stating that a careful sales analysis had brought out that macaroni is a stable, all-year food with most families.

They also pointed out that consistent weekly advertising of the product brings more frequent dealer specials on macaroni which make habitual buyers out of occasional customers, thus increasing dealer and factory volume and profit.

Men of America for America

Coordinated work to educate American workers is prime duty of American Business and Industry to make America safe for Americans willing to work.

During the past few years, labor relations between many employers and millions of employees have been strained to the breaking point, not as a desire on the part of the workers themselves, but because of the agitation of outsiders who profit from the turmoil they create. As a result owners of plants and their workers have become estranged with serious results. Students of current conditions are quite generally of the opinion that this situation is due to the lack of information and education on existing conditions.

The American laborer will not strike if he can be made to realize the troubles that are daily confronting the employer—increasing cost of doing business, higher taxes and unfavorable markets. To educate this class of labor is the duty of every executive; but this educational work might well be directed also to the various government bodies with equally good effect and results.

In several of the important macaroni-noodle manufacturing centers there is considerable agitation for the organization of labor. In most of the cases reported, the workers were entirely satisfied with their pay and working conditions until some outside agitator came upon the scene and raised in their minds doubts and suspicion that are groundless. They are spurred into action which they will later regret by stirring word pictures of a labor Utopia in the macaroni industry.

To aid Business and Industry in its duty of spreading facts and truths to employees, several organized attempts have been made, chief among which is the organization of "Men of America, Inc." with headquarters in Chicago. Its objectives are "To preserve and teach Americanism; to promote understanding and cooperation between employers and employees in raising still higher the American standards of living; to work for good government and a square deal for all."

The organization, headed by Donald Despain, president and public relations counsel has been very successful in helping other industries to correct labor conditions that might otherwise have seriously threatened the business involved. It will probably be acceptable to many of the macaroni-noodle manufacturers to know of the existence of such an organization that might help them when labor troubles break out.

In offering its services to employers in the macaroni field, the executives of this organization make these timely observations:

"Let's stress this vital thought . . . the time of all time for employee education is right now. The work of the agitators and demagogues has inflamed the mind of the employee and the public to a hatred of business."

"Today, the average employee wants to know the whys and wherefores of economic conditions. Today as never before, he will read and absorb Truth and Facts. Let's give him the proper answers with the results that . . . (1) you will unquestionably create better understanding among your employees . . . which will reflect itself in closer cooperation and friendlier attitude; and (2) you will change the thinking of many . . . which will find its reactions in a vote for industry instead of against it when the time comes to elect those who will govern our future economic affairs."

Further reasoning by "Men of America, Inc.," a "not-for-profit" organization with offices at 1230 Jackson Blvd., Chicago, is that executives of American business and industry must recognize and acknowledge, among other points, the following facts:

"Conquest and control of business is the spear-head of the great drive now being made by radicals to create ill-feeling between employers and employees throughout America. We are going to discuss the necessity of employees and employers uniting in a common drive against the enemies who wish to control business, and control the American people."

"The forces now threatening business have centered all efforts to organize and mobilize Labor and its voting power by creating suspicion, distrust, and friction between employer and employee. Class hatred has been openly encouraged in America for the first time. There remains but ONE logical thing for American industry to do and that is—through truth and facts, insulate the minds of ITS EMPLOYEES against these attacks and subversive influences."

"Business must fight this battle. Its hope and security depend upon the attitude and action within

its own family circle—employees and employers. United in understanding of mutual interest and self-defense, their alliance can win—save the nation from these radicals and bring prosperity to business and its employees."

Men of America, Inc., enlists the aid of thousands of reputable and well known industrial and business executives from coast to coast, reinforced by hundreds of thousands of employees to do SOMETHING about the misinformation being spread that is threatening the future of American business. Its program has been worked out by business men, with the cooperation of employees, to aid industry in defending itself against the unreasonable demands and threats that are being made upon business by those who would dominate and control industry.

The entire basis upon which this program rests is that the thinking of American employees can be and is being influenced. American Business and Industry must do something to influence the thinking of the worker towards the American idea of business-labor relations, of the American way of living.

The future and the profit of American business is dependent on the thought and attitude of the employees of business. Let us say again, that if a man thinks right about his work . . . his job . . . and his boss . . . his work will be right. If he is thinking wrong about it, it is hard to tell what his work will be or what the future of America will be.

All business men agree that something must be done if we are to prevent further strikes and continued demands by labor, demands that are both unnecessary and unreasonable. Men of America, Inc. is doing this through a series of "Common Sense Talks" that are mailed direct by them to the home of employees. These talks are brief—to the point and factual from beginning to end. Each covers a subject of importance to employer and employee and develops a clear understanding of their common problems—the aid and protection of business against its enemies.

A service of this kind is recommended in all cases where strikes threaten because of misunderstanding and improper leadership. Men of America, Inc., welcomes correspondence from executives so affected.

Report of the Director of Research For August

Dr. Benjamin R. Jacobs

During the month of August a questionnaire was sent to all members of the Macaroni Industry. This questionnaire concerned contemplated standards of identity that the Food and Drug Administration purposes to establish for macaroni products.

There have already been received replies from more than 60 per cent of the producers of macaroni products. I am surprised at the degree of unanimity that exists among manufacturers concerning the problem of standards. Practically the whole industry agrees with the present standards and only in two or three instances has there been any question concerning the amount of egg solids which egg noodles and other egg macaroni products should contain. One or two manufacturers indicated the desirability for reducing the percentage of egg solids to as low as 3.5 per cent, the main argument being that some manufacturers use less than 5 per cent and therefore, are able to sell their products cheaper than those using the 5.5 per cent required under the standards. This appears to me to be poor argument because no matter how low the percentage of egg solids is reduced there will still be those who will "skin the cat" a few tenths of a per cent in order to give them an edge on their competitors. It would not matter how low the egg solid content were reduced, the same relative condition would prevail.

Question No. 7 of the questionnaire referred to the use of dried whole eggs or yolks in egg macaroni products without a declaration on the label. Practically all manufacturers answered this question approving a special labeling for egg macaroni products when made with dried whole eggs or yolks. I was very much surprised at this and

I am wondering if the manufacturers gave this question sufficient consideration. Only one manufacturer made the contention that since dried eggs were as wholesome and as expensive as fresh eggs they should not be discriminated against on this score.

Another questionnaire will be sent out on this particular question.

There follows the letter and questionnaire which were submitted to the Industry. If any manufacturer has not as yet filled out this questionnaire he may cut this from the JOURNAL, sign it and return it to me as addressed. If this is not thought feasible I will be glad to send questionnaire to any manufacturer who has not yet sent his in.

NATIONAL MACARONI MANUFACTURERS
ASSOCIATION
2 Grace Court, Brooklyn, N. Y.
August 17, 1939

TO ALL MANUFACTURERS:

A few days ago I sent you a copy of a letter received from the Federal Committee on Standards to the effect that it would begin a preliminary survey to obtain information concerning *Standards of Identity* for macaroni products. Standards of identity are more in the nature of definitions and merely indicate the permitted ingredients without reference to quality. These standards, however, are required under the law and must precede the Standards of Quality which will follow soon after.

In connection with this work, I am sending you enclosed a questionnaire which I suggest that you fill out by checking each item except question 6.

Under the present Food, Drug and Cosmetics Act the Secretary of Agriculture is authorized to establish Standards of Identity in a standard of quality for food products.

The law also provides that where there are no Standards of Identity for food products the ingredients used must be stated on the label.

The first step therefore, in the formulation of standards is to establish Standards

of manufacture and processing of starches for foods, confectionery, textiles, and paper, as well as in the production of lacquers, thermoplastics, and similar materials.

For these reasons, the company decided to change its name. The present National Adhesives Corporation will operate as a division of National Starch Products, Inc., and will continue to manufacture a full line of adhesives, lacquers, and allied products. The management of National Starch Products, Inc., will be identical with that of National Adhesives Corporation, with Alexander Alexan-

der as chairman of the board, and Frank Greenwald as president.

Standards of Identity should be, in our estimation, very simple. We have had such standards for twenty-five years or more and although they have not been uniformly enforced, this is mainly because they do not have the force of law.

I would appreciate it if the enclosed questionnaire is given your immediate attention and also if you can send any additional suggestions concerning your ideas regarding Standards of Identity. Please do not confuse these standards with quality which will follow later.

Sincerely yours,
R. B. JACOBS, Director of Research

Please fill in and return to the above address.

QUESTIONNAIRE

- What ingredients do you use in Macaroni, Spaghetti and similar macaroni products?
SEMOLINA..... FARINA.....
FLOUR..... SALT..... OTHERS.....
- What ingredients do you use in Bologna Style and Plain Noodles?
SEMOLINA..... FARINA.....
FLOUR..... YOLKS..... WHOLE
EGG..... SALT..... OTHERS.....
- What ingredients do you use in Egg Noodles and Egg Macaroni Products?
SEMOLINA..... FARINA.....
FLOUR..... YOLKS..... WHOLE
EGG..... SALT..... OTHERS.....
- Do you approve of the present moisture limit of 13.00 per cent in all macaroni and noodles? Yes..... No.....
- Do you approve of the present standard of 5.50 Egg Solids for all Egg Noodles and other Egg Macaroni Products? Yes..... No.....
- If you disapprove, what amount do you approve?per cent.
- Do you approve of the use of dried whole eggs or yolks in egg macaroni products without a declaration on the label? Yes..... No.....

Please sign and return this questionnaire to B. R. Jacobs, 2 Grace Court, Brooklyn, N. Y.

September 15, 1939

THE MACARONI JOURNAL

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Betty Crocker presents the



TAYLOR FAMILY

in a TRUE STORY dramatized to
sell Spaghetti for YOU Sept. 27!

6,000,000 housewives... coast to coast... will soon hear the human, appealing story of how the Taylor Family discovered the recipe for An American Boy's Favorite SPAGHETTI DINNER! A story dramatized on the world-famous Betty Crocker program... certain to result in spaghetti sales for you!

September 27 is the date! Remember it! Tie in with the program! Send to General Mills, Inc., or see your

General Mills salesman for your free supply of recipe slips containing the Betty Crocker recipe for AN AMERICAN BOY'S FAVORITE SPAGHETTI DINNER. Use them in merchandising your spaghetti. Cash in with them on Betty Crocker's broadcast!

The program is featured on 25 stations across the nation! Your local radio station will give you the time of the broadcast.

GOLD MEDAL SEMOLINA

WASHBURN CROSBY COMPANY
(TRADE NAME)

CENTRAL DIVISION OF GENERAL MILLS, INC.

CHICAGO, ILLINOIS



Adhesive Firm Changes Name

The National Adhesives Corporation will hereafter operate under the new name of Starch Products, Inc.

For some years, officials of the company have realized that the name "Adhesives" has not been fully descriptive of its products. The majority of National's glues and gums are manufactured from starches processed in its own refinery at Dunellen, N. J., and in recent years the company has become an important factor in the

Make Sure Patent Agreements Are Sound

Says H. A. Toulmin, Jr., Author of the Forthcoming Book,

"Patents and the Public Interest"

"Commercial transactions do not bother the experienced business man," continued H. A. Toulmin, Jr., in a recent interview. "But conditions surrounding patents are different. The patent law is a separate branch with a separate set of lawyers, sometimes special courts—and by all means, a separate group of problems.

"When a business man sells commodities and takes the buyer's note, for value received, the transaction is wholly legal. In some states, however, if he takes that same note in payment for a patent, he not only cannot collect the note but, if he discounts it at the bank, he stands an excellent chance of going to jail. In these states 'given for a Patent Right' must appear on the face of the note. If it does not—one state provides a fine of \$500 and a jail sentence of forty days.

"No amount of foresight could have warned the business man of so dismaying a fact. It simply is one of many such facts that must be known. Previous business and general legal experience don't help at all.

"Let's take another angle of the patent law. This could happen to anyone. It actually did happen in this case.

"A manufacturer decided to contract for a patent from an inventor. He received the assignment and immediately put it in his safety deposit box. On the face of the assignment it said the inventor had sold to the manufacturer the entire right, title and interest of the patent.

"Not so long after this the inventor being hard pressed for funds, sold the same patent over again to another manufacturer. This manufacturer looked up the official records—found no note of any previous transfer—paid his money—received the assignment. Then he did what the first buyer had failed to do—recorded the transfer.

"When the first buyer learned what had happened he naturally tried to have the second sale annulled. But the law said: 'Sorry—you did not record the assignment within three months according to the law. This makes the second buyer innocent because the government records could not inform him of the previous assignment. This means, under the law he is the real owner of the patent.'

"Usually the successful executive is an enthusiast. Here is my advice—put aside enthusiasm when dealing with patents. Approach the situation

coldly and calmly. It will save excessive lawyer fees.

"Here are a few rules that will help every business man materially in dealing with patents—

—exercise vigilance. You cannot have too much detailed information concerning patents.

—make sure the patent classification is defined in detail. It might affect another class of invention, thus become an infringement—with an unexpected legal entanglement cost of thousands of dollars.

—include provisions in your patent purchase arrangement that will permit cancellation. This is your protection against later inventions which might render obsolete your present patent purchase.

—to protect against infringements and misunderstandings be sure the patent contract specifies who is to prosecute such patent right trespassers—who is to pay the lawsuits—who is to bring them—who is to share in the recoveries.

—make sure the patent purchased is not an infringement.

"These few simple rules, closely observed, might be the means of saving business men thousands of dollars in the future."

Catching up with Ourselves

"Our streets are often yesterday's, our vehicles tomorrow's. It will be our children's joy—maybe our grandchildren's as well—to bring the two into line."

Thus did the *New York Times* conclude a recent editorial on "Speed." But the city traffic congestion problem is not being entirely thrown into the laps of our children, or our grandchildren. Right in New York the difficult situation has long been recognized and many steps taken toward its solution, largely under the direction of Robert Moses, the city park commissioner who has done an outstanding job in consolidating and administering the city park and parkway system and in helping to coordinate that with state and suburban systems.

Many another metropolis has its Moses emerging from the bullrushes, and in the national capital is Chief Thomas H. MacDonald of the United States Bureau of Public Roads. He

and his staff have been laying out a twenty-year Federal program not only for improved and inter-city highway communication but also with recommendations for relieving congestion near and within the populous centers themselves. And Chief MacDonald, noted for his development of the Iowa state highway system before he assumed his present position in 1919, is lending every cooperation of his experience and efficient Bureau to state and local highway traffic officials.

Industry, especially the automotive, also is facing the problem, as evidenced by the various transportation exhibits at the New York World's Fair. If the vision as portrayed in those exhibits ever comes true, according to another recent *New York* newspaper editorial, "there will be no traffic problems in future cities in spite of a greater number of cheaper and faster automobiles." Accepting the ideas of the various exhibitors, the editorial listed some of the features that future communities would have:

No traffic intersections.

Pedestrians will cross streets above or below.

No traffic lights as neither vehicles nor pedestrians will have to cross intersections.

No parallel sidewalks on streets. Pedestrian and vehicular traffic will be entirely divorced.

Arrangement of warehouses and markets will enable products to be handled by belt conveyors and minimize truck traffic.

Rural thoroughfares will light themselves upon approach of cars by means of photo-electric cells.

Polarized light or invisible glass will eliminate headlight glare.

Garages will be placed under dwellings of all kinds, and employees in office buildings will have individual parking spots.

Automobile fuel will be cheaper and non-explosive.

The community will spread outward in breadth, rather than grow upward in the congested fashion of cities today.

WHO SELLS IT BUYER'S GUIDE WHERE TO BUY IT



Amber Milling Co.
Flour and Semolina
Armour & Co.
Fresh-Frozen Eggs
Barozzi Drying Machine Co.
Macaroni Noodle Dryers
Breuer Electric Co.
Industrial Vacuum Cleaners
Buhler Brothers
Presses
Capital Flour Mills, Inc.
Flour and Semolina
John J. Cavagnaro
Brakes, Cutters, Dies, Die Cleaners,
Folders, Kneaders, Mixers, Presses
and Pumps



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

Champion Machinery Co.
Brakes, Flour Blenders, Sifters and Weighers, Mixers
Clermont Machine Co.
Brakes, Cutters, Driers, Folders, Stamping Machines, Presses
Commander Milling Co.
Flour and Semolina
Consolidated Macaroni Machinery Corp.
Brakes, Cutters, Die Cleaners, Driers, Folders, Kneaders, Mixers, Presses and Pumps
Creditors Service Trust Co.
Mercantile Collections
Eastern Semolina Mills, Inc.
Semolina and Flour
Charles F. Elmes Engineering Works
Die Cleaners, Kneaders, Mixers, Presses, Pumps, Valves, and Accumulators
Industrial Fumigant Co.
Insecticides
Kansas City Shook & Mfg. Co.
Box Shooks
King Midas Mill Co.
Flour and Semolina
F. Maldari & Bros. Inc.
Dies
Minneapolis Milling Co.
Flour and Semolina
National Carton Co.
Cartons



National Cereal Products Laboratories
Consulting and Analytical Chemists
Peters Machinery Co.
Packaging Machines
Pillsbury Flour Mills Co.
Flour and Semolina
Rossotti Lithographing Co. Inc.
Cartons, Labels, Wrappers
The Star Macaroni Dies Mfg. Co.
Dies
Stella Cheese Co.
Grated Cheese
Washburn Crosby Co. Inc.
Flour and Semolina



Service—Patents and Trade Marks—The Macaroni Journal

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

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

You
COMMAND
the Best
When You
DEMAND



New Faces Among The Association's Directorate

"Time flies and the order of things changeth!" So does the personnel of the Board of Directors of the National Macaroni Manufacturers Association. The oldsters, having founded and perpetuated the National Association and having loyally promoted its interests for more than a generation, will naturally retire from active service as

years go by, thus making way for the younger, more vigorous generation that is anxious to take on the many tasks so well performed by their aging elders. Hence, it is but natural that as years roll on, new faces will appear among the group that assumes the respon-

sibilities of Association direction and management. Here are shown six of the new Directors—a determined lot, judged from their facial expressions—who were unanimously elected as members of the large board that will look after the Association's and indirectly the Industry's affairs during the fiscal year 1939-1940.



A. F. BURKE
The Ghiglione Corporation
Seattle, Wash.



ALBERT RAVARINO
Mound City Macaroni Co.
St. Louis, Mo.



EMANUALE RONZONI, JR.
Ronzoni Macaroni Co.
Long Island City, N. Y.



G. D. DEL ROSSI
G. D. Del Rossi Co.
Providence, R. I.



FRANK TRAFICANTI
Traficanti Brothers
Chicago, Ill.



ALBERT S. WEISS
Weiss Noodle Co.
Cleveland, Ohio

"NO MORE GUESSWORK FOR ME... I'M USING CLOVERBLOOM FROZEN EGGS!"

Special Armour Process Guarantees UNIFORM SOLIDS CONTENT

YOU'll take the guesswork out of noodle making if you use Armour's Cloverbloom Frozen Eggs. They give more uniform results, because Armour experts pre-determine the solids content of every lot that is packed. Modern, scientific methods make certain that every can of Cloverbloom Frozen Eggs will have the exact per cent of solids that you want.

What's more, Cloverbloom Frozen Eggs end the need for artificial coloring. They're carefully selected to give rich, natural egg color.

Cloverbloom Frozen Eggs have other important features. They are fresh, table-quality eggs, selected and packed in spotless Armour plants in the Middle West. They are prepared only in the spring months, when egg quality is highest. They are given a fast freeze to preserve freshness right to you. And they are prepared by the exclusive Clarification process, which removes all grit, shell and fibre... makes them clearer and cleaner all the way through! Why not contract for your year's supply now?

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

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



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

ARMOUR'S CLOVERBLOOM CLARIFIED FRESH-FROZEN EGGS

For information, write to

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

Quantitative Methods for Evaluating the Quality of Macaroni Products*

D. S. Binnington, H. Johansson and W. F. Geddes

Residue.—The drainings from the cooked sample are cooled and made up to 200 c.c. A 50-c.c. aliquot is transferred to a weighed 100-c.c. beaker evaporated to dryness on the steam bath and dried in a 130° C. air oven for one hour. If the presence of added salt is indicated, a correction must be made by ashing an aliquot of the residue and determining the chlorine content.

Notes on the test.—In the above description of the testing procedure, a cooking time of 30 minutes is specified; selection of this time was based on the cooking-curve data obtained in the preliminary studies. A typical curve of this kind indicates the existence of an optimum tenderness region falling between 25 and 30 minutes of cooking. With 22½ minutes or less, the material would appear to be definitely on the "tough" side, and beyond 32½ minutes an irregular tendency towards excessive softness is noted. The existence of such a flat region in the cooking curve was confirmed by tests conducted at a later date, employing the recording instrument; data from a study of this type are presented in Table IV. It is of interest to note, however, that while the tenderness score indicates a leveling out in the 25- to 30-minute region, absorption and disintegration proceed at a fairly uniform rate throughout the whole period. As yet, insufficient results are available to state definitely whether or not this optimum cooking time varies greatly from sample to sample; the general trend of the evidence so far accumulated, however, indicates that for the majority of samples it falls between 25 and 30 minutes and a 30-minute cooking time has been employed in all our studies to date.

The effects of added salt represent an additional complication. As mentioned earlier, this was found to exert a marked softening effect, and data illustrating this are presented in Table V. In view of the fact that any reduction in tenderness might tend to minimize the spreads between samples, and also of the absence of salt in experimentally processed macaroni, the cooking tests have been conducted with distilled water. Owing to the presence of varying quantities of added salt in commercial macaroni, the

It is very probable that the "slightly soft" and "slightly tough" groups fall in the category of satisfactory commercial tenderness, but more extensive studies, particularly with a wider range of commercial samples, are required before definite limits can be postulated.

TABLE IV
EFFECT OF TIME OF COOKING UPON TENDERNES SCORE, ABSORPTION, AND DISINTEGRATION

Time of cooking	"A" Time to break	"B" Time to reach 0.115 inch	Ratio "A" to "B"	Angle	Single figure tenderness score	Absorption	Residue
<i>Min.</i>	<i>Sec.</i>	<i>Sec.</i>		<i>Deg.</i>		<i>%</i>	<i>%</i>
20.0	98	48	2.02	24.8	143.0	256	4.27
22.5	94	62	1.51	24.6	133.7	284	4.60
25.0	87	59	1.47	26.3	128.0	300	4.64
27.5	82	55	1.49	27.5	124.4	320	4.90
30.0	82	49	1.67	28.6	127.3	344	5.35
32.5	66	47	1.40	31.0	111.0	360	5.31
35.0	64	52	1.23	32.2	108.5	364	5.24
37.5	57	45	1.26	34.6	104.2	380	5.38
40.0	60	47	1.27	37.3	110.0	416	5.66

TABLE V
EFFECT OF ADDITIONS OF SODIUM CHLORIDE UPON THE COOKING CHARACTERISTICS OF MACARONI (Constant cooking time of 30 minutes)

Concentration of NaCl in cooking water	"A" Time to break	"B" Time to reach 0.115 inch	Ratio "A" to "B"	Angle	Single figure tenderness score	Absorption
<i>%</i>	<i>Sec.</i>	<i>Sec.</i>		<i>Deg.</i>		<i>%</i>
0.0	63	31	2.03	42.3	125.6	308
0.2	57	28	2.04	41.7	119.1	316
0.4	57	30	1.90	37.9	113.9	320
0.6	47	33	1.42	43.3	104.5	322
0.8	40	32	1.25	38.7	91.2	328
1.0	40	27	1.48	40.5	95.3	332

comparative tenderness scores would not necessarily indicate the relative inherent cooking properties of the pastes themselves; with this class of material it might be desirable to cook in a sufficiently high salt concentration to minimize the effect of variable salt content in the macaroni.

The replicability of the tenderness measurements between cookings is in the order of 4 to 8 units of tenderness score. The method has been applied successfully to a number of problems under investigation in this laboratory, however, and within several hundred tests upon macaroni processed from durum semolina the following range of values has been observed:

	Minimum	Maximum
Tenderness score	85.2	186.5
"Dry" volume, c.c. per 100 g. macaroni	69.9	73.2
Absorption, % (computed) per 100 g. "dry" macaroni	264.0	328.0
Wet volume, c.c. (computed) per 100 g. "dry" macaroni	358.3	432.8
Volume increase on cooking, times original volume	5.14	6.00
Residue, %	4.64	7.16

On the basis of these tests, a tentative scale of tenderness score values has been worked out as follows:

Soft	Tenderness score below 100
Slightly soft	Tenderness score 100-114
Normal	Tenderness score 115-129
Slightly tough	Tenderness score 130-144
Tough	Tenderness score 145-159
Very tough	Tenderness score over 160

*Concluding installment; first and second appeared in June and August issues. Reprinted by permission of Cereal Chemistry, March, 1939

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

King Midas Semolina

The Golden Touch

Leads in Quality

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



macaroni (die 3/16" diameter, 1/16" aperture) and any departure from this class of material would undoubtedly affect the results. This criticism does not invalidate the utility of the method, however, and it is entirely possible that some means may be devised for relating the results obtained with different classes of material.

Summary

The term "quality" as applied to macaroni products is discussed and the factors associated with desirable commercial characteristics are detailed.

Various methods of measuring color are described, suitable Munsell discs for matching macaroni products are listed, and formulae for calculating single-figure color scores from both Munsell and Wallace and Tiernan disc results are presented.

An instrument for measuring transverse breaking strength is described. The variability of the test is rather high; this appears to be associated more with variations in internal structure than with differences in wall thickness and diameter. The breaking strength of commercial macaroni is substantially greater than that of experimentally processed material of similar size, indicating that breaking strength is influenced by processing conditions. A relation between protein content and breaking strength is indicated but where varietal comparisons are involved, variations in other factors, probably associated with protein quality, obscure this relation.

The development of a standard cooking test is outlined, a recording instrument for measuring the tenderness of the cooked macaroni described, and a method for computing a tenderness score presented. The accuracy of the test is in the order of 4 to 8 units of tenderness score and a range of from approximately 85 to 186 units has been found for macaroni processed from durum semolina. Cooking in the presence of salt produces a pronounced softening effect.

Methods for determining dry volume, water absorption, increase in volume, and extent of disintegration upon cooking are also detailed.

Worrying about the future is an out and out case of being determined to be miserable.

Trouble? No, just like coming at you to be tackled.

So few get anywhere because so many are on their toes only when a parade passes.

Betty Crocker, World-famed Home Economist, to Feature Spaghetti in Nation-wide Broadcast

"American Boy's Favorite Spaghetti Dinner" subject of radio message to 6,000,000 homemakers over 25 major radio stations September 27!

During the past twelve years or more, American women from coast to coast have found in Betty Crocker a true friend of the family. Her broadcasts which continually dot the weekly air lanes from coast to coast constantly bring to the American home tested and proven menu and recipe suggestions and food budget helps which homemakers throughout the country have welcomed with increasing enthusiasm and appreciation.

For several years, at periodic intervals, the power of Betty Crocker and her influence in American homes has been thrown against Semolina products to the benefit of the entire Semolina industry. On the 27th of this month Betty Crocker again features a powerful selling story especially dramatized for radio to stimulate the sale of spaghetti. General Mills, sponsors of Betty Crocker, have issued broadsides to the entire macaroni industry and have made available recipe slips featuring "An American Boy's Favorite Spaghetti Dinner." Twenty-five radio stations stretching from coast to coast with a primary coverage of 6,000,000 homes will be used on this date to create a nationwide interest in this delicious spaghetti dinner and to clinch spaghetti sales for macaroni manufacturers who tie in with this broadcast.

Below are listed the 25 radio stations which will carry the dramatized story of the Taylor Family. September 27. Check your time and station, then tie in with this nation-wide spaghetti sales booster!

Call Letters	City	Local Standard Time
WBAL	Baltimore	2:45
WBEN	Buffalo	2:45
WEAF	New York City	2:45
KYW	Philadelphia	2:45
WCAE	Pittsburgh	2:45
WCSH	Portland, Me.	2:45
WJAR	Providence	2:45
WHAM	Rochester	2:45
WGY	Schenectady	2:45
WRC	Washington	2:45
WMAQ	Chicago	1:45
WLW	Cincinnati	2:45
WTAM	Cleveland	2:45
WHO	Des Moines	1:45
WWJ	Detroit	2:45
WIRE	Indianapolis	1:45
KSD	St. Louis	1:45
KSTP	St. Paul-Minneapolis	1:45
KOA	Denver	12:45
KFI	Los Angeles	11:45
KGW	Portland	11:45
KDYL	Salt Lake City	12:45
KPO	San Francisco	11:45
KOMO	Seattle	11:45
KHQ	Spokane	11:45

The past years have proved that one of Betty Crocker's favorite programs is her "Letters brought to life" broadcasts, which are created from actual letters received from housewives. These letters are dramatized by top-notch radio writers to capitalize fully upon the power of radio dramatization. For the first time in the several years Betty Crocker has featured Semolina products on her programs; she will follow this dramatized form in the September 27 broadcast.

Following is the recipe to be featured in the broadcast, which tells a true story of the "Taylor family" and how young Dick and Jud Taylor brought to their home dining table the delicious spaghetti dish which has been named "An American Boy's Favorite Spaghetti Dinner."

AN AMERICAN BOY'S FAVORITE SPAGHETTI DINNER

As Featured by Betty Crocker

- 1 1/2 lb. spaghetti (3 8-oz. pkgs.)
- Piece of suet (about 1/4 lb.)
- 1 1/2 cloves of garlic
- 12 slices of Bermuda onion (1/4-inch thick)
- 2 lb. ground round steak
- 3 6-oz. cans tomato paste, diluted with an equal amount of water
- 3/4 tsp. salt
- 3/4 lb. grated well aged sharp cheese

METHOD: Cook spaghetti until tender (about 15 minutes) in 8 qt. boiling water to which 1/2 tsp. salt have been added. (Spaghetti should be cooked in a very generous amount of rapidly boiling water.) Drain. While spaghetti is cooking, fry the suet in a heavy skillet. Add the cloves of garlic which have been split. Sauté the onion slices in the fat until a delicate brown . . . then remove them to a pan or plate.

Season the meat with salt and pepper, mixing lightly with a two-tined fork. Shape gently into 12 round patties. Brown patties on both sides in the hot fat. Cook until done. Then remove them from the skillet and arrange them in a baking pan or on a baking sheet. Top each meat patty with a sautéed onion slice. If desired, remove any pieces of suet from the fat in the skillet. To the fat, add the tomato paste diluted with water. Add the 3/4 tsp. salt. Simmer for 10 minutes. Remove the pieces of garlic.

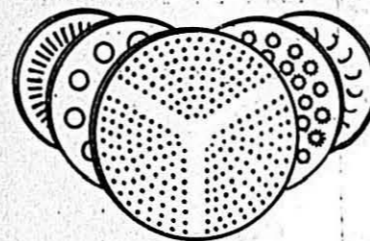
While tomato sauce is simmering, place the meat patties under the broiler or in the oven to reheat them. Add cooked spaghetti to the tomato sauce. Heap spaghetti on hot platter. Surround with meat patties garnished with onion slices. Sprinkle grated cheese generously over the spaghetti or pass the cheese in a bowl.

This amount is 9 to 12 servings, so for the average family it will make two meals.

Note: For an economical and easy left-over meal, mix the left-over spaghetti and cheese and broken-up meat patties together. Place in baking dish. Heat in oven.

STAR DIES WHY?

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

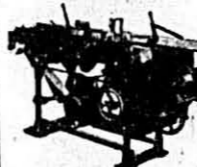


THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

Carton Packaging Savings Today Are Tomorrow's Profits



SET UP your macaroni and spaghetti cartons with this fully automatic PETERS SENIOR CARTON FORMING AND LINING MACHINE at speeds of 30-60 cartons per minute. For productions of 30-40 cartons per minute, adjustable JUNIOR Model equipment is available.



CLOSE your macaroni and spaghetti cartons with this fully automatic PETERS SENIOR CARTON FOLDING AND CLOSING MACHINE at speeds of 30-60 cartons per minute. JUNIOR Model equipment also available to close 30-40 cartons per minute.

Send us samples of your cartons or advise their sizes. We will be pleased to recommend machines to suit your requirements.

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

THANKS

To all our friends in the Macaroni industry for their unsolicited comment and praise on



the SUPERIORITY and UNIFORMITY of our Colburn No. 1 Semolina

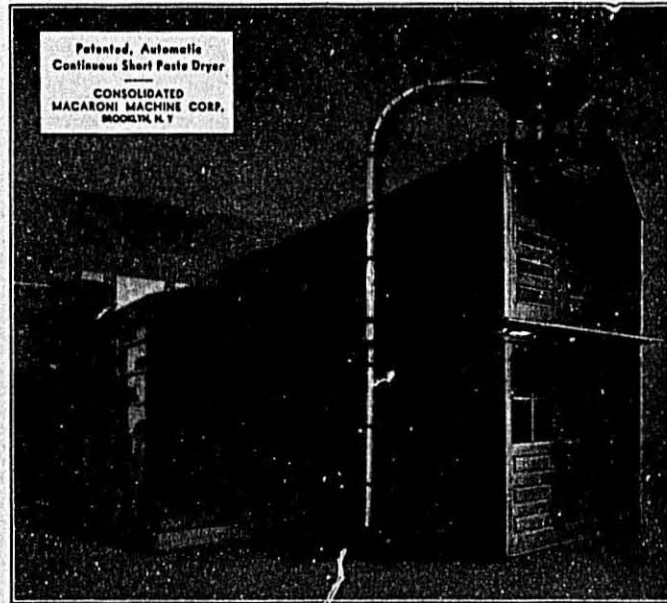
EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office, 220 West 42nd Street

New York, New York

Consolidated Macaroni Machine Corp.



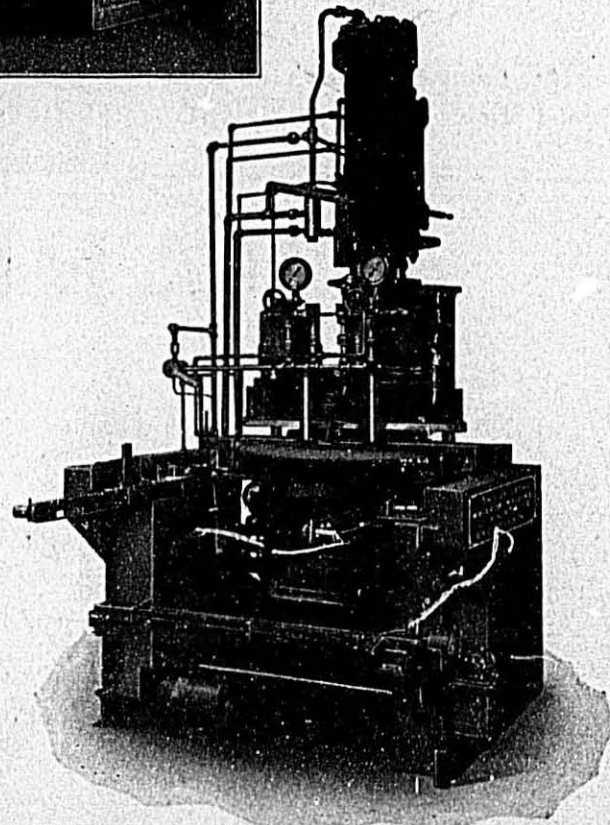
If you did not attend the Convention but contemplate coming to New York, we invite you to visit our plant and see our latest developments in Macaroni and Noodle machinery and equipment for reducing operating costs, increasing production, improving quality and reducing waste.

Specialists for Thirty Years

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

For Noodles
For Short Pastes

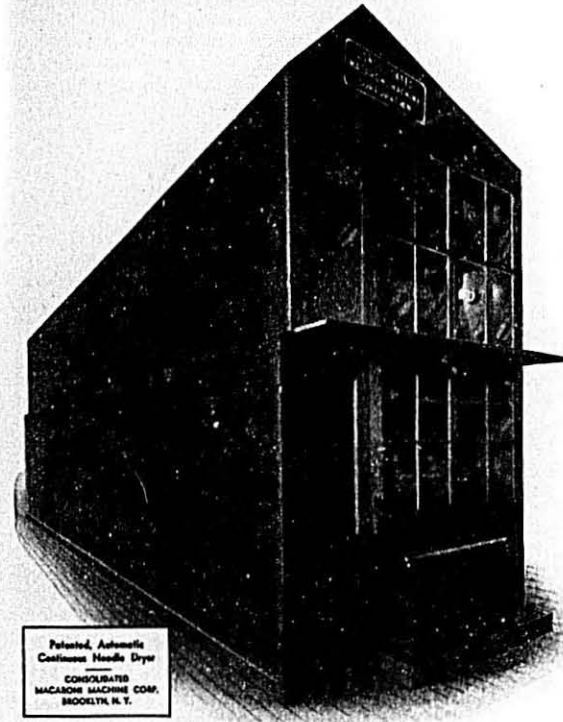
We do not build all the Macaroni Machinery, but we build the best.



Vertical Hydraulic Press with Automatic Spreader.
Save Labor, Increase Production, Reduce Waste.

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

Consolidated Macaroni Machine Corp.

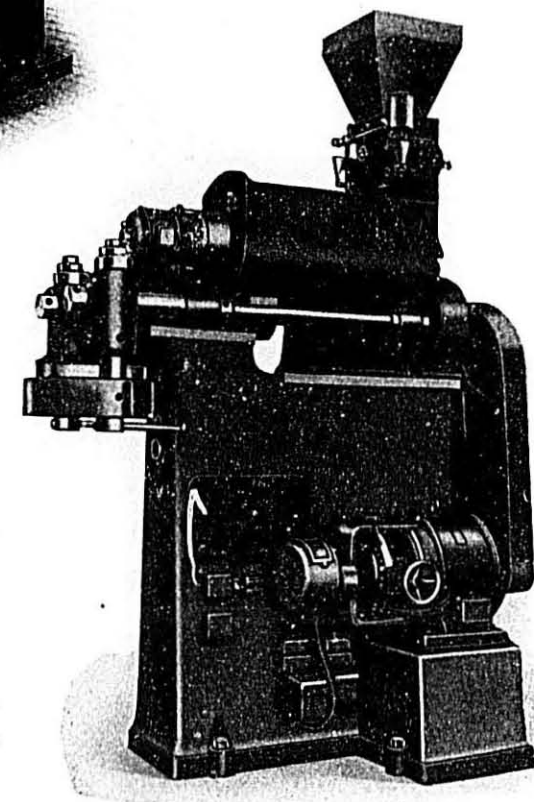


We show herewith some of our latest equipment designed by men with over thirty years experience in the designing and construction of all types of machines for the economical production of Macaroni, Spaghetti, Noodles, etc.

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.

"The proof of the Pudding is in the eating." See them in operation and judge for yourself.



Continuous Press for Long and Short Pastes.

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

Seeing What You Buy

Are consumers "buying a pig in a poke" when they purchase products in opaque containers, or "sight unseen" as boys say when proposing trades without display of wares? Both are homely sayings, but like all of these terse statements, they are full of meaning.

The efforts of the manufacturers of glass containers to get food producers to market more of their products in glass recalls the thinking induced by the statements referred to that it would be better to see what one buys before buying.

Seeking factual data on this subject, the Glass Container Association of America recently supervised a survey among 2,000 representative housewives to find out their slant on price differentials that may exist between purchasing food in glass containers and products sold in opaque containers. The information obtained is most interesting.

During the past decade or two macaroni-noodle manufacturers have experienced a very favorable consumer reaction to the slogan—"See What You Buy" with the result that there has been an increase of several hundred per cent in the sales of some of their products now selling in transparent packages. The greatly increased noodle business which the industry is enjoying is directly attributable to the use of cellophane and similar transparent wrappers as well as to window cartons that give buyers a view of the contents.

However, the survey of the glass industry is of interest particularly to the small number of manufacturers who manufacture and sell prepared spaghetti and noodles. Prepared spaghetti, egg noodles and other

macaroni products have made many friends in some quarters, particularly among housewives who are crowded for cooking time. Though there are a few firms that offer their prepared macaroni products in glass containers, cans appear to be more popular for the reason that prepared spaghetti, etc., does not have the glamorous appearance that other foods possess when shown in glass.

What will the American housewife pay for foods in glass? That is the thinking that resulted in the survey referred to. Do women expect to pay more for glass-packed foods? How much will the price differential of 10 or 20 per cent cut down sales? These are questions that enter into a good many food sales conferences.

One way of finding out is to set the conditions in a number of retail stores and count the sales. The results would answer the questions, "Do women prefer a glass-packed product, price and all other conditions being equal? How many of them still prefer glass against a rise in price, other conditions of advertising and promotion being the same?"

Another approach is simply to ask a representative group of women, posing a hypothetical problem. The findings here would answer the question, "Would advertising glass-packed products gain a respective response? Are purchasers ready for advertising?"

The results of the following survey were obtained by the second method, and the verdict was surprisingly vigorous in favor of glass. Two thousand doorbells were rung; two thousand women, representing all income groups in small, medium and large cities, were offered their choice of

four products in glass and in tin and asked which they would pay more for, and how much.

Granted that what women say they will buy may not be what they will buy under actual sales conditions, the findings of the survey do show that the purchasers for the nation's larger prefer foods packed in glass. Advertising will meet a receptive ear. The percentages may not be scientifically accurate for actual sales conditions, but they are an important indication.

Here goes, then! Samples of 16-oz. glass-packed pears, corn, peas, and beets were paired for comparison with No. 2 (20-oz.) cans of the same product and of as nearly the same quality as possible.

First, the women interviewed were told that the products in glass and tin were the same in quality and content, and were then asked how much the difference in price would be. Eighty-two per cent (82%) expected the products packed in glass would be more expensive than the same products packed in metal. The majority (65%) said they considered 1c, 2c or 3c to be about the proper difference in price.

Ninety per cent of the first group questioned stated that they would buy their food in glass if the price was the same.

Seventy-two per cent of the second group stated that they would buy their food in glass even if the price was 10% higher.

Sixty-six per cent of the third group stated they would buy their food in glass even if the price was 25% higher.

It is evident, at least, that "See What You Buy" has a strong appeal to purchasers of grocery items, and that the guarantee of quality in glass is an effective counterbalance to higher sales prices.

firms ship to territories with varying weather, different temperatures and moisture conditions. Generally speaking, products should be packed to meet conditions in the markets where they pass from retailer to consumer.

There are qualities in glues as there are in almost everything in nature. A good glue, says a leading manufacturer, should be odorless, should be free-running and properly packed for safe-keeping. Among the favorable points made by this manufacturer on the practicability of its glues for properly protecting macaroni products are—

1. Our adhesives are manufactured under automatic control.
2. We use only selected ingredients which are carefully weighed and metered in exact proportions.

3. The viscosity constant for each of our glues and adhesives is maintained by electric viscosimeters.

4. Every pound of adhesive we manufacture is pumped through a mechanical filter equivalent to 60-mesh insuring removal of all foreign materials.

5. We take laboratory-test samples of every batch as a double check on production.

6. All of our adhesives are stored in wax-lined containers and properly aged for shipment.

7. We use shipping containers specially designed for convenience in opening, pouring and resealing.

Check your adhesives to see how nearly they conform to what appears to be both sensible and practical in the requirements listed.

Solve Glue Problems

A poorly glued package or carton of macaroni products is the source of heavy losses from exposure and leakage as well as in consumer good will. All of the leading manufacturers of adhesives have made thorough studies of the problems of different industries; some of them have given special attention to the selling problems of the macaroni-noodle industry.

Many manufacturers of macaroni products prefer to pack their products in air-tight cartons believing that their food will reach consumers more nearly in the shape or condition in which it is packed and sealed against changing climatic conditions and against outside contamination. This is particularly true in cases where

Macaroni Imports And Exports

The Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce, for June, 1939, shows that macaroni imports decreased, while the exports increased greatly over the previous month.

Imports

During the month of June, 1939, the imports decreased to only 81,593 pounds worth \$7,988 as compared with the May imports totaling 133,422 pounds worth \$13,524.

The first six months of 1939 show 507,157 pounds of this foodstuff imported at a cost of \$49,671.

Exports

Macaroni products showed a decided increase in the quantity exported during June, 1939, when 268,591 pounds worth \$20,311 were exported as compared with the May, 1939, exports totaling 180,476 pounds worth \$14,587.

For the first half of 1939 the exports totaled 1,494,226 pounds worth \$115,822.

This foodstuff was exported to the following countries during May, 1939:

Countries	Pounds
Netherlands	2,875
United Kingdom	31,320
Canada	40,340
British Honduras	826
Costa Rica	587
Guatemala	823
Honduras	194
Nicaragua	1,986
Panama, Republic of	10,709
Panama, Canal Zone	30,931
Salvador	224
Mexico	36,150
Newf. & Labrador	12,501
Bermuda	4,008
Barbados	880
Jamaica	236
Trinidad & Tobago	936
Oth. Br. W. Indies	1,155
Cuba	21,075
Dominican Republic	6,118
Neth. W. Indies	9,370
Haiti	2,951
Colombia	1,333
Ecuador	77
British Guiana	400
Peru	143
Venezuela	958
British Malaya	60
China	8,936
Netherlands Indies	401
Hong Kong	3,142
Philippine Islands	31,558
Australia	192
British Oceania	394
French Oceania	781
New Zealand	302
Ir. E. Africa	25
Nigeria	310
Liberia	284
Mozambique	100
TOTAL	268,591
Insular Possessions	
Alaska	77,566
Hawaii	61,586
Puerto Rico	98,827
Virgin Islands	3,330
TOTAL	241,309

New Plant in Jersey Probable

What is considered to be the largest purchase of floor space for macaroni manufacturing purposes, according to John W. Gugliucci of New York City, was the recent purchase of the Textile Dyeing and Printing Company plant by a new and powerful group of capitalists not in any way connected with any other factory producing this food. The plant is located on a suitable plot of business property totaling 43 acres

and within easy shipping distance of New York. The plant has 450,000 square feet of floor space. The consideration was \$500,000.00.

The Macaroni Holding Company of New Jersey has been formed to establish and operate a macaroni manufacturing factory in the plant, according to the same, otherwise unconfirmed report. The immense plant is in Fairlawn, New Jersey. It was constructed some years ago at an original cost of \$7,000,000.00, according to F. H. Otto who is reported to have acted for the buyers.

ARE YOU PLANNING a Remodeling or Expansion Program



—then Champion engineering service can help you work out the most economical production methods.

For more than half a century, Champion engineers and Champion equipment have been serving the Macaroni and Noodle Industry—in developing better methods, lowering costs and increasing profits for manufacturers of macaroni products.

In recent months, several of the leading concerns have modernized their plants, or moved into larger quarters with complete new equipment. It has been Champion's privilege to serve these progressive manufacturers in designing their plant layouts and furnishing modern units of equipment.

The Champion line includes Semolina Blenders and Flour Handling Outfits, Dough Mixers and Noodle Brakes, Weighing Hoppers and Water Scales, and other automatic equipment which insures maximum speed and quality of production.

Champion installations quickly pay back their cost out of the extra savings that result from their increased efficiency of operation.

May we consult with you on your production problems and aid you in modernizing your plant? We submit plans and suggestions with no obligation on your part.

CHAMPION MACHINERY CO.

JOLIET, ILLINOIS

CHAMPION MACHINERY CO., Joliet, Ill.

Send us Bulletin of Champion Equipment and tell us about your advisory service. We are planning to — Modernize our plant — Build a new plant.

NAME

COMPANY

ADDRESS

CITY..... STATE.....

FACTORY SERVICE

New Steam Generator Tube

Macaroni-Noodle Manufacturers and all other processors of foods will find many good uses for the powerful steam generator no larger than an incandescent lamp, and similar in appearance, which has just been announced by the Westinghouse Lamp Division, Westinghouse Electric & Manufacturing Company, Bloomfield, N. J.

With a thermal efficiency of 90 per cent because the heating coils are directly immersed in water, this flash type of heater can generate superheated steam from cold water in less than fifteen seconds. It is made in 1000-, 1500- and 2000-watt sizes, with evaporating capacities up to 5.7 pounds of water per hour, and can superheat steam to 350 degrees Fahrenheit.

The cylindrical case of the diminutive steam boiler, 9¼ inches long over all, is made of transparent glass, capable of withstanding an internal pressure of 25 pounds per square inch. It is provided at one end with two heavy electrical terminals, welded or sealed directly into the glass. The chemical-resistant glass is capable of withstanding mechanical stress and will also withstand being transferred instantaneously from cold to boiling water, or vice versa, without cracking. Another threaded pipe is sealed into the opposite end of the envelope as a steam outlet. Resistance wire coiled on an insulating core occupies most of the interior of the heater, leaving, in fact, space for but five ounces of water at a time. This accounts for the fast initial steam generation.

The generator may be used for many purposes for which either no steam supply has been available or where the economy or convenience of the new method of steam generation is outstanding. The steam generated by the new device may be used for the sterilization of dishes, glassware, instruments, utensils, clothing, cloths, toilets and furniture. It may be used in the process of steam distillation often necessary in chemical laboratories and in small chemical plants. It will furnish a convenient steam supply for pressure cookers and small steam ovens, and can be used to supply industrial steam for other small-scale processes. Used as a still, it could produce on short order limited supplies of distilled water for drinking, for garages in isolated places, or for medicinal purposes. The generator can be used to raise the temperature of water to boiling, for dishwashing or for general use as a domestic hot water supply in dwellings.

Good Lighting Aids Eyes

Whether in industry, business or in the ordinary pursuit of earthly happiness, there is much truth to the oft-repeated statement that "If you take care of your eyes, your eyes will take care of you."

Add to natural care and medical care the use of plenty of light, and your good eyesight will not only be better but serve you longer. Here are some questions asked by the Lighting Institute of Kansas City, Mo., that bring out some interesting points:

Do You Know—

1. THAT the pupil of the eye grows smaller with age—consequently the need for more light as birthdays pile up?

2. THAT if your child has to hold the book he is reading closer than 14 inches, the chances are his eyes are being strained? See your eyesight specialist at once.

3. THAT one-fourth of our young people suffer from defective vision?

4. THAT sewing is generally much harder on the eyes than reading—therefore, much more light is needed?

5. THAT a man who uses his eyes under poor lighting conditions for prolonged periods frequently suffers more nervous muscular tension than a manual worker?

6. THAT three-fourths of all people over 50 suffer from defective vision? Inadequate light is a prominent cause.

7. THAT poor lighting is one of the causes of near-sightedness?

8. THAT 95 per cent of all people over 60 have defective vision? More light is a great aid to these.

9. THAT it takes 3 times as much light to read a newspaper with the same ease as it does a well-printed book?

10. THAT if you're a man fifty years old your eyelid has traveled the distance of nearly a third of the circumference of the earth, or 144 miles a year in blinking?

1939 Durum Wheat Crop Below Normal

According to government estimates based on conditions existing on August 1 and the report of August 10, the 1939 durum wheat crop will be around 31,382,000 bushels. This is approximately 452,000 bushels larger than was forecast on July 1 this year. This year's crop will be slightly larger than that of 1938, which totaled 30,890,000 bushels, but ten per cent lower than the 1928-1937 average of 35,076,000 bushels.

Improved conditions in South Dakota accounted for the increased esti-

mate. Improvement was also seen in the crops harvested in Nebraska and the Pacific Northwest, with lower production in Montana and other durum-growing areas.

Harvesting was completed earlier than usual in most areas, partly because warm weather conditions resulted in earlier maturity, and partly because farmers in many sections harvested early to prevent more serious losses from grasshoppers.

Figler Noodle Co. Bankrupt

A meeting of the creditors of the Figler Noodle Company, a corporation, bankrupt, in Bankruptcy, No. 71,180, was called by the District Court of the United States for the Northern District of Illinois, Eastern Division, for Monday, September 11, in the court room at No. 7, South Dearborn Street, Chicago.

The notice advises that the firm has been duly adjudged a bankrupt on a petition filed against it on July 26, 1939, and that the meeting on September 11 will be for the purpose "of having creditors prove their claims, appoint a trustee, examine the bankrupt and transact such other business as may properly come before said meeting."

The Figler Noodle Company operated a noodle factory at 4056 Roosevelt Road, Chicago. Adversities arose that made it impossible to operate the plant profitably. Mr. C. H. Sibley was the chief executive of the firm. No definite announcement has yet been made concerning the future operation of the plant.

Alabama License Law Upheld

Alabama's law requiring all firms out of the state to obtain a license to do business within its boundaries will be enforced following a decision upholding the validity of the legislation. Many firms have already registered with the Franchise Tax Division of Alabama, paying the fee required.

The State's determination was announced on August 15, 1939, in a public statement, which reads as follows:

"Under the decision in NORTHWESTERN CONSOLIDATED MILLING CO. vs. MASSACHUSETTS, 246 U. S. 154, 62 L. Ed. 632, and PAUL vs. PATTERSON, 210 Ala. 532, 98 Sou. 787, the State Department of Revenue of Alabama is compelled to insist that all foreign corporations doing resale work, or missionary selling, within the State, must qualify under the foreign corporation laws and obtain foreign corporation permit."

Signed—CHARLES G. ABERCROMBIE, Chief, State Department of Revenue, Franchise Tax Division, Alabama.

Publicity Campaigns

Macaroni-Noodle Week

To Be Nationally Observed October 7 to 14, 1939

Plans are developing slowly for the national observance of the Macaroni Industry's National Macaroni-Noodle Week, October 7 to 14, 1939, by manufacturers and distributors. This will be the third consecutive annual week recognized by the trade as one during which the spotlight is placed on macaroni, spaghetti, egg noodles, etc., with emphasis on their food value and the practicability of serving this food more often in its many tasty combinations.

There are still many manufacturers, particularly those firms operated by proprietors who speak little English and know little of the ways of Americans, who have failed to appreciate the significance of a week during which the public's attention is concentrated on this fine wheat food. No national week will be as fully successful as it might be until every one of the 450,000 retail outlets for foods will display announcements of the celebration and distribute informative literature that will arouse greater interest in and more frequent serving of the product publicized. It's a big task, but a well-paying investment.

National Feed Week

"Better Feeding Brings Bigger Profits" is the slogan that has been adopted by National Feed Week Headquarters of Milwaukee to publicize how that industry passes on the benefits of scientific research to the farmer during the week of October 16 to 21, 1939. An official poster announcing National Feed Week has been adopted and is available to all interested in the greater use of good feed for stock.

Poultry Men Plan Promotional Campaign

"Chicken is fine," says the popular "watermelon song," but still poultry men find it necessary to point out the fine features of domestic fowl meats. That was the conclusion of the leading poultry men who composed the recent congress of the industry in Cleveland, representatives from 55 countries interested in poultry and eggs.

It is claimed that 7,000,000 to 10,000,000 pounds of fully drawn, quick frozen poultry were sold in 1938 and

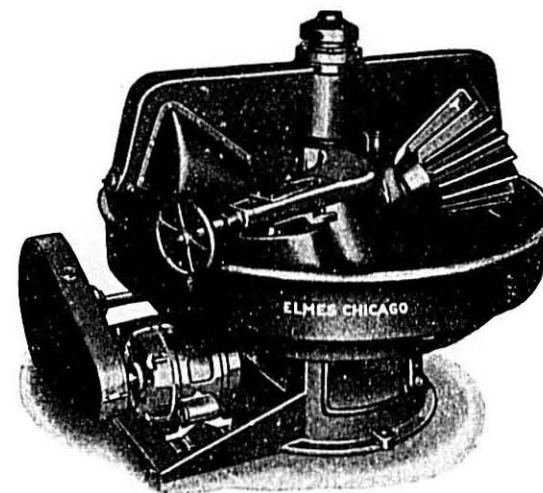
that this figure will be definitely increased in 1939. It is estimated that the poultry industry in the United States alone totals more than one and one-quarter billion dollars. It is pointed out that with the proper education program that the leaders have in mind, if placed squarely behind the business, it may be boosted to twice the above figure.

"Chicken and noodles" is a worldwide favorite. By increasing the popularity of this fine meat-wheat combination, the consumption of both chicken meat and egg noodles would be greatly increased.

Have You Had Your Tea?

The "Drink More Tea" campaign to be sponsored by Tea Bureau, New York City, will be directed more than ever to the youth of the nation because this group presents a greater opportunity for increased consumption of tea through acquirement of tea drinking habits while in the habit-forming age. The new campaign will start in October and continue through April, 1940. Newspaper and magazine advertising will carry the "tea" story.

BUILT TO CUT YOUR COSTS



Elmes Kneading Machines are especially planned and built to permit the macaroni manufacturers to produce top quality goods at lower costs. They are designed for long life, ease of operation, ease of cleaning and volume output.

The vertical shaft, kneader rolls and plow arms are built of heavy material to withstand the severest strains from clogging and overloading. Rugged cast iron guards are placed on both sides of the kneader rolls. A guard is hinged on one side of each roll to permit easy tilting back for cleaning.

The plow is especially arranged for quick, convenient adjustment to suit any grade of flour. Contact of the operator with the revolving pan is prevented by a steel apron on the operating side. Minimum space is required.

Send for full information.

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

King Midas New Mill

The Daisy Mill in Superior, Wis., near Duluth, was opened August 1 by King Midas Mill Company of Minneapolis. It had previously been closed for about a year.

The Daisy mill will manufacture semolina and by-products of durum wheat and feeds for distribution to the many customers of the operating company by rail and lake from the Head-of-the-Lakes. A test run shows the mill to be in fine shape for the production of high grade semolina and durum flours.

W. H. Tarling, Minneapolis, was in charge of the reopening of the mill, as general superintendent. George Schiller of Superior, Wis., is the operating miller. The new mill will insure a sufficient supply of fine semolina products to meet the heavy sales enjoyed by the new owner.

Commenting on the announcement of the opening of the new mill and the modern milling equipment installed in this new unit of King Midas Mill Company, the *Northwestern Miller* of August 9 gives the story a fine macaroni flavor, saying, in part, as follows:

A whimsical story, probably built more of fancy than truth, declares that the word "macaroni" was originated when a new dish so tasty as to call forth a fervid exclamation, "mi caroni!" was set before a king who had strong epicurean leanings. Translated, the phrase is said to correspond in meaning to "The precious little thing pleases me greatly!" and "macaroni" (which probably sounds pretty much as the Italian words would if uttered by a king in a hurry) readily came into use as descriptive of something extraordinarily splendid. That is why, it is understood, Yankee Doodle "called it macaroni" when, arriving in town on his pony, he gave himself a splendid appearance by decorating his hat (or cap) with a feather.

Regardless of the real origin of the name, macaroni and its kindred paste foods have pleased many people for many years and are apparently pleasing more and more year by year, for there is an increasing demand for the high grade "semolina" from which they are made. Semolina, as many within the milling industry may not know, is, by federal definition, a granular product obtained from durum wheat. Since it corresponds to the "purified middlings" of ordinary wheat, it is required under the ruling of the Department of Agriculture to be reasonably free from bran particles. The manufacturers of high grade durum products demand even more, however, and the requirements attending the production of high quality semolinas are extremely exacting.

Nature produces no finer grain than the better classes of durum wheat. Durum is not, however, a "bread wheat." The amber type is preferred for macaroni, but none of its products is suitable for any type of bread. Good amber durum is extremely hard, and it would be quite impossible to produce satisfactory semolinas on a mill intended for the milling of bread flour. So vitreous are the berries that the thin bran-coats are unavoidably broken into relatively small pieces, and the smaller bran particles are separated from endosperm particles of a similar size only by repeated purification with air currents and repeated reductions. A durum semolina mill admirably exemplifies the "gradual reduction system" of milling.

A fine example of a modern semolina mill is the plant of King Midas Flour Mills, Minneapolis, in Superior, Wis.

The mill building is not new. It is, however, considered superior to the "new" type of "daylight construction" which came into vogue a number of years since and swept the country—a type of construction that proved itself something of a dream of "the world of tomorrow" gone slightly wrong. It isn't, of course, that the practical miller has anything like an aversion to daylight, but he does find fault with the buildings, made, so largely of single-pane glass and thin concrete walls that rapid and wide-temperature changes (and, consequently, changes in relative humidity) are common.

Sales Advertised Grocery Products Show National Gains

According to a survey recently conducted, business with the manufacturers of nationally known food and grocery products for the first six months of 1939 was found to be considerably ahead over the same period in 1938, according to Paul S. Willis, President of the Associated Grocery Manufacturers of America.

Manufacturers of the country's leading advertised grocery products participated in the survey. They were asked "How does your business for the first six months of 1939 compare with the same period in 1938?"

Eighty-seven per cent of those replying, reported that their business for the first six months of this year was as good or better than last year. Fifteen per cent of the manufacturers reported volume increases as high as 20 per cent and over. An average increase of 10 per cent in volume was indicated. Profits were reported as averaging 5 per cent greater than last year. The outlet for the balance of the year was favorable.

Past and Present Meet



Thomas H. Toomey (with glasses), the first president of the National Macaroni Manufacturers Association (1904-1905), greets M. J. Donna, the Secretary-Treasurer of the organization, on the New York World's Fair grounds on Macaroni-Noodle Manufacturers' Day, June 28, 1939.

How Bread Came to Be Called the Staff of Life

Most persons think that the reference to bread as "the staff of life" comes from the bible. Others attribute the first use of this term to Jonathan Swift, the English writer of the seventeenth century.

Neither of these ideas is strictly correct, according to the American Institute of Baking of Rockefeller Center in New York. The first person to employ this phrase was Matthew Henry, a biblical commentator who was born in England in 1662.

Reverend Henry got his inspiration from the passage in the 104th Psalm, "bread which strengtheneth man's heart," but in his commentaries he changed it to read, "Here is bread, which strengthens a man's heart, and therefore called the staff of life." Dean Swift, who was a contemporary, later used this felicitous expression in his book, "Tale of a Tub."

The essence of doing—right, right away and the right way.

Getting somewhere is largely a matter of having a destination in mind.

We have a lot to complain about only because we complain a lot.

Helpful Tips on Macaroni

Uses Noodles to Gain Calories for this Favorite Dish of Italians is Delicious

Italians eat a lot of macaroni. So do Americans. The average Italian (if there is such a thing) eats 50 pounds a year whereas the American, the second largest consumer, eats only 4½ pounds, observes the *Lansing Michigan State Journal* of August 24, 1939.

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

High Energy Food

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

As energy foods at reasonable prices, macaroni products rate high. Dry macaroni furnishes about 1,600 calories a pound. Egg noodles also have the slightly added food value of their egg ingredients.

However, the egg is a small proportion of the product. An eight ounce

package of noodles as a rule contains no more than the equivalent of one whole egg. Noodles therefore are valuable chiefly for their calories and not as a substitute for eggs in the diet.

Yellow Macaroni Best

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

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

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

"Milk Bottle News" Revived

Economies of 7 to 8 mills per quart may be expected in the use of glass bottles rather than paper containers in the packaging and wholesale delivery of milk, according to the summary of a comprehensive cost study published in the *Bottle Front*, re-issued this month by the Glass Container Association after a lapse of three years.

The cost investigation covers all phases of packaging operation and wholesale milk delivery in seven representative dairies, four of which use both glass and paper and three use either one or the other type of container exclusively. The *Bottle Front* describes the method followed in the investigation, and in parallel columns compares the costs incurred by glass and paper containers in their original purchase, in plant operations and in wholesale delivery.

Cost figures represent actual typical operations in the dairies studied. An approximate saving of 7 to 8 mills per quart effected by the glass bottle, which constitutes more than the profit in packaged milk, may thus be expected by most dairymen using both types of containers.

This ELEC-TRI-PAK WEIGHS RIGATONI ACCURATELY TO A SINGLE PIECE!

With the new Elec-Tri-Pak weigher you can weigh all your short cut macaroni products—rigatoni, bow ties, large shells, etc.—with accuracy down to one piece. Your smaller products too, can be weighed accurately to within the closest tolerances on this new vibratory feed weigher. Assurance of correct package weights—savings—no breakage—neater packages are yours with the Elec-Tri-Pak. Don't wait... WRITE TODAY FOR DETAILS.



Proved in Service!

This new machine—table model for short cut macaroni products—is already widely used in industry. Here are a few users: De Martini Mac. Co., Brooklyn; Grass Noodle Co., Chicago; Globe Grain & Milling Co., Los Angeles; D'Avella Mac. Co., Newark; A. Gioia & Sons, Rochester.

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

A New Design Continuous Automatic Macaroni Press

By C. Surico, President, Clermont Machine Company

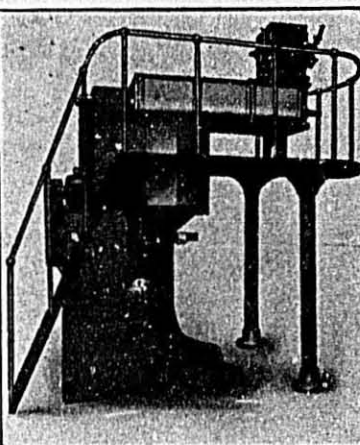
Change is the order of the day. Even the age-old process of macaroni-making, whose origin is shrouded in mystery, has succumbed to the new order of things—a radical change from the tedious, undependable hand-processing methods of a century ago to the new continuous, automatic, fool-proof method—a most recent innovation, that has met with instant favor in this country, in Europe and in all macaroni producing countries in the world.

Now comes a radical improvement even in the most modern method of continuous production from raw material to finished products by automatic control, eliminating almost completely the human element in the process. A Clermont Continuous Automatic Macaroni Press of original design and of a new working principle has been successfully developed. It is distinctly different, one that stands by itself, and has little or nothing in common with like machines of domestic or foreign make. The working principle is a radical departure from any existing press . . . no cylinder, no screw, no worm, no plunger, no piston . . . something really revolutionary in macaroni making.

The new machine is of the continuous type, fully automatic, handling the raw materials from the flour bin to the extrusion of the finished product in one continuous automatic operation. The flour or semolina is fed directly from the bin to the automatic feeder of the machine, which automatically feeds the flour or semolina to the automatic dough mixer. When the raw material is properly and thoroughly moistened with the required amount of water, through the attached water spray, and then properly mixed, the dough is automatically fed to a pair of rollers which roll out the dough into a continuous sheet. The sheet of rolled dough then goes by gravity to another pair of rollers of special design and adaptation, which, in turn, rolls the dough into a thinner sheet of a strong silky texture for feeding into a small sealed chamber, at the bottom of which a shaping die or mold is placed. The rollers which feed the dough sheet to the chamber produce sufficient pressure to force the dough through the die or mold. This entire process takes place in enclosed compartments, thus avoiding the exposure of the dough to the effects of the air.

The new method of macaroni-making converts the raw materials by a rapid process without subjecting the

dough to the usual strain and friction, thus eliminating white streaks and other discolorations. Each stage of the operation from raw material to finished product has its particular purpose, the elimination of the many weaknesses of the old methods which



A New and Different Machine that Combines Semolina Blending, Mixing, Kneading, Shaping and Spreading in One Automatic Continuous Process.

produced streaks, spots, loss of color and rough surfaces.

The rolling process gives to the dough a strong texture and is an important factor in producing a smoother product. The extrusion is simplified because the dough is extruded through a small chamber containing small quantities of dough, which speeds the extrusion without affecting the strong texture and smoothness of the product. The result is a superior product, with a high glossy smooth finish, brilliant in color and strong in texture, a product that will remain firm and tender, retaining its flavor for many hours after cooking.

The compact machine has many additional advantages. It is easy to operate, has few moving parts that run at a very slow speed, and can be kept spotlessly clean with very little care. It requires but little power to operate, a minimum floor space and is practically noiseless when in full operation. Since the dough mixer is made of stainless steel, little dough will stick to the mixing element of the machine, and cleaning of this portion can be done with the greatest of ease.

The machine is capable of producing about 1,200 pounds per hour. It

is designed especially for short-cut macaroni but can also be used for long goods, in which case the strands are spread by hand as is usually done with the old-fashioned presses.

Our firm has designed and is about ready to construct a machine for long goods. It will work on the same principle as the short-cut machine but will have a rectangular die which will automatically spread the long strands of macaroni products on sticks, ready for conveying to the preliminary drier. With this machine, the preliminary drying step will be optional.

These machines and methods will all be covered by patents. Incidentally, we obtained a patent a few years ago on a spreading mechanism for use in connection with a rectangular die making it possible for the macaroni to come out of the die properly spread. The main feature of this patent is that it permits the use of multiple sticks, caring for four full sticks at each cutting. At the time we patented this spreader we designed and built a press for rectangular dough container and rectangular die, but the press was not successful and no attempt was made to market it. We then attempted to use our spreader with the cylinder-type press by extruding the dough through our rectangular die but found it to be impractical and too complicated. While it would eliminate the operator that attends to the spreading of the strands on sticks, it would require closer supervision and attention by highly skilled mechanics because of the complexity of the mechanism and gadgets necessary.

During the same period we devoted much time to experimentation, believing that the old-fashioned process of making macaroni products in presses must soon give way to more practical and more advanced, simplified methods. Recently we built a worm-type, automatic continuous press which worked satisfactorily but this has been superseded by the new continuous automatic machine, which we feel is far superior, more practical and more economical, the result of years of study and experiment.

The Clermont Machine Company is well known for its many useful contributions to the noodle industry. Its machine and labor-saving devices made noodle-making a pleasure, speeded production and improved the quality of egg pastes. We are now embarking on the manufacture of machinery for its sister industry, macaroni making, with machines that are destined to make history in bettering the macaroni-making process. Like our noodle machines, our new macaroni machines are engineered for the job, geared to the industry's needs, low in maintenance cost, of permanent efficiency and assure quality products that will be an asset to the macaroni industry.

Old Dad MacNoodle

says:

Sign Here!

There are hundreds of firms wanting people to sell their products. There are thousands of people wanting employment and willing to take up selling. But sellers and resellers fail to get together just for someone's lack of initiative to sign an inquiry and mail it.

Fifteen years ago I wrote to an advertiser in a trade journal—just signed a coupon and mailed it—asking for information. I received a satisfactory proposition and began selling for that company. The work has been a part-time proposition but it has brought me thousands of dollars.

I have a friend who started teaching school when he came home from the World War. He saw no future in the work for an ambitious man. He began investigating business opportunities. He wrote to an advertiser in the automotive products field. The answer he received started him going. Today he is making many times the salary he received for teaching and he has an independent, well established business.

I know plenty of men and women who are making comfortable livings because they obeyed the impulse to sign a query for information about some opportunity. I know, too, plenty of men and women who seem to be wishing and waiting for business opportunities to come to them, accepting relief, and all the time flat broke because they have not the ambition to sign a coupon or write for information that would lead them to profitable work.

Many a business man has failed, many others are today threatened with failure, because they will not trouble to sign an inquiry about some opportunity offered them in the advertisements of the trade journals.

Intelligent study of business paper advertisements and diligent querying of advertisers who seem to have something to offer that might prove a business opportunity, would bring half of our shaky business enterprises out of the red.

Miss Williams To Wed

Miss Margaret Louise Williams, daughter of Mr. and Mrs. James Thomas Williams of Minneapolis, Minn., will become the wife of John Henry Linstroth of the same city on September 16, 1939, according to an

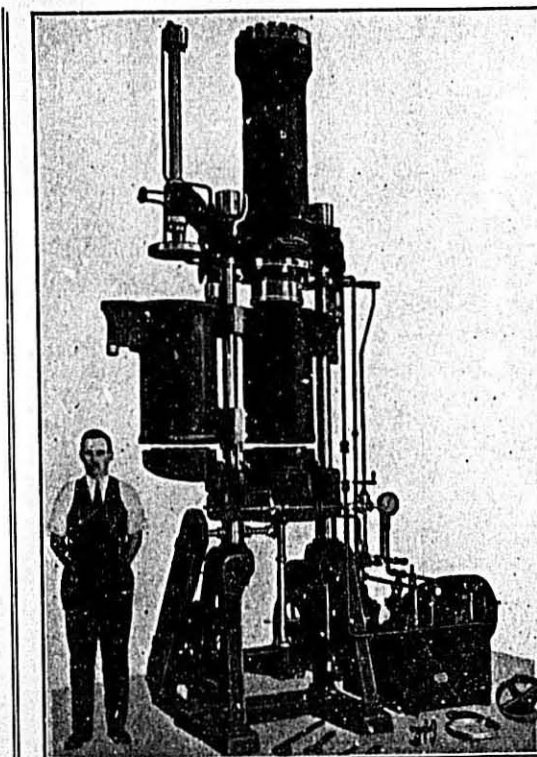
announcement of the bride-to-be's parents. The wedding ceremony will take place at ten o'clock in the Basilica of Saint Mary, Minneapolis.

The young lady is well known to the older members of the macaroni trade, having frequently attended conventions of the industry during the years when her father, president of The Creamette Company, Minneapolis, served as president of the National Macaroni Manufacturers Association.

The editorial staff of THE MACARONI JOURNAL, which Mr. Williams help to found, joins with the members of the National Association in wishing the couple a long and happy wedded life.

D'Avella to Advertise

To be in step with the modern trend, D'Avella Macaroni Company, Inc., of Newark, N. J., has planned a macaroni advertising campaign to popularize its brands now well-known to the Italian consumers in North Jersey. Hyman Levy Advertising of Newark will handle the account. Newspapers, car cards and radio will be the media according to the preliminary announcement of the initial campaign.



PRESS No. 222 (Special)

John J. Cavagnaro

Engineers
and Machinists

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

Specialty of
Macaroni Machinery

Since 1881

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Kneaders
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Cutters
Brakes
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Moulds

All Sizes Up To Largest in Use

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New York City

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

A monthly review of patents granted on macaroni machinery, of applications for and registrations of macaroni trade marks applying to macaroni products. In August, 1939, the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS REGISTERED

The trade marks affecting macaroni products or raw materials registered were as follows:

Flor Di Pasqua

The trade mark of B. Filippone & Co., Inc., Passaic, N. J., for use on macaroni. Application was filed April 8, 1939, published June 13, 1939, by the Patent Office and in the July 15, 1939, issue of THE MACARONI JOURNAL. Owner claims use since April 5, 1939. The trade name is written in black lettering.

TRADE MARK REGISTRATIONS RENEWED

"San Giorgio"

The trade mark registered by Keystone Macaroni Company, Lebanon, Pa., was granted renewal privileges to Keystone Macaroni Manufacturing Co., Lebanon, Pa., effective August 8, 1939, for use on macaroni.

TRADE MARKS APPLIED FOR

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

Ranger

The private brand trade mark of Charles G. Bathie, Tulsa, Okla., for use on egg noodles and other groceries. Application was filed February 28, 1939, and published August 1, 1939. Owner claims use since February 21, 1938. The trade name is in black lettering above a picture of a mounted ranger.

Candid

The private brand trade mark of White House Canneries, Inc., Peoria, Ill., for use

on spaghetti and other groceries. Application was filed May 11, 1939, and published August 8, 1939. Owner claims use since April 4, 1939. The trade name is in bold-faced type.

Diablo

The private brand trade mark of Lorin M. Sims, doing business as Sims Food Products, San Francisco, Calif., for use on alimentary pastes products, particularly spaghetti with meat balls, macaroni with chili and beans. Application was filed June 23, 1939, and published August 29, 1939. Owner claims use since May 17, 1939. The trade name is written in very heavy type.

Queen Esther

The private brand trade mark of A. B. Wise, doing business as A. B. Wise & Sons, Cincinnati, Ohio, for use on noodles and other groceries. Application was filed January 10, 1938, and published August 22, 1939. Owner claims use since January 1, 1934. The trade name is in black letters.

LABELS

"Dainty Noodle Soup Mix"

The title "Dainty Noodle Soup Mix" was registered August 8, 1939, by Dainty Foods Manufacturers, Inc., Chicago, Ill., for use on Noodle soup mix. Application was registered August 8, 1939, and given serial number 53,341.

Searches and Findings

During the past month the Trade-mark Bureau of THE MACARONI JOURNAL has been asked to make searches of the records of the Patent Office to ascertain whether or not certain trade names were eligible for registration. In most cases, prior registrations were noted, and in others it was found that with the incorporation of some distinguishing features, registration might be possible. Action on the proposed registration is pending decisions of those requesting this helpful service.

Capitol

The trade name "Capitol" is not open for registration for macaroni products for the following reason:

"Capitol" is registered by The Atlantic Macaroni Company, Long Island City, N. Y. It was registered January 14, 1918, claiming use since December, 1905. Registration number is 89,798.

Windsor

"Windsor" is registered a number of times for all kinds of foodstuffs. This mark is considered geographical and not registrable except where exclusive use of it can be claimed for one year or more on a particular product. It is probably possible to register it if some distinguishing feature is incorporated. If it is a new mark, it would be better for the manufacturer to select some other trade name.

Club

"Club," alone, is not registered for food products, because a large number of registrations containing "Club" have already been registered for food products. For instance, "Cottage Club" for noodles and spaghetti, No. 352,555, registered December

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CAPITAL FLOUR MILLS INC.

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7, 1937, claiming use from December 8, 1934, is used by Cottage Club Foods, Inc., San Francisco, Calif.

"Club" and pictures of three playing cards of the club suit, for fresh citrus fruit, No. 226,723, was registered April 10, 1937, by Gilbert & Thomas, Los Angeles, Calif., claiming use from January, 1895.

"Club" is also registered on a figure of a club for canned fish, anchovy paste, etc. It is No. 244,877, registered July 31, 1928, by Seaman Brothers, Inc., New York City, who claim use from December, 1924.

In view of these several marks, and others, the addition of a distinguishing feature may make the combination registrable, but it would be safer to adopt a new trade name.

Yankee Doodle Ineligible

A search of the records of the Patent Office made at the request of a New England manufacturer who wished to adopt the trade name "Yankee Doodle" for his macaroni products, uncovered the information that this trade name has already been registered for this food.

The Kansas City Macaroni & Importing Company of Kansas City, Mo., registered "Yankee Doodle" for alimentary pastes on December 9, 1930, claiming use from December 1, 1928. Its registration number is 278,251. Since this is a recent registration, doubtless it is in use, therefore not available for registration by another firm.

All readers of THE MACARONI JOURNAL interested in registering trade marks for their products are invited to correspond with the Trade Mark Bureau of this publication. Searches on the registrability of proposed trade names are made without cost to members of the National Macaroni Manufacturers Association and for a small fee to non-members.

Consumer Reaction to New Products

A national organization of housewives, whose members will serve as a permanent consumer testing group to furnish manufacturers with impartial and unbiased consumer reaction to all types of household commodities, has been organized with headquarters in Toledo, Ohio, according to Reginald S. Leister, managing director of the new concern. It is called The American Homemakers Council.

Although in recent years a few of the larger national advertisers have undertaken the formation of permanent groups of consumer testers, their services have not been available to other manufacturers. Through the facilities of the American Homemakers Council any manufacturer is now privileged to send samples of his product to the members of this organization, which, incidentally, now numbers over one thousand, and obtain an accurate cross-section of consumer reaction.

Formation of the Council was first begun in 1938, and a number of product tests have already been conducted. Exceptional results were obtained in tests on a pure canned cherry juice, a vegetable margarine, a canned sauerkraut juice, and a new type of prepared pie crust. Although all tests to date have been confined to food prod-

ucts, the service is equally applicable to any household commodity which can be sent through the mail.

Ability of the Council members to further the sale and distribution of products sent them for testing purposes was demonstrated on a recent test when members liked the item so well that their calling it to the attention of their regular grocers resulted in nearly one hundred grocers stocking this item for the first time. A direct mail survey made among four hundred grocers indicated a large majority of them appreciated the work of the Council members in calling their attention to new products. It is expected that the research departments of a great many advertising agencies will find the American Homemakers Council an effective and convenient medium for obtaining accurate consumer reaction to clients' products, particularly in connection with the label, container, directions for use of the product, listing of ingredients, price and repeat purchasing power.

Prompted by the success achieved through the consumer tests conducted to date, Leister is now forming a similar organization to be known as the American Food Merchandisers Council. The membership of the new organization will consist of leading restaurants, hotels, hospitals and institutions.



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1. Powerful suction (1 H.P. G. E. motor) pulls dust, dirt, flour and semolina that breeds insects and molds, from crevices and corners, on floors, pipes, bins, chutes, blenders, sifters and dryers. Safeguards your products and equipment; improves working conditions.
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These rugged portable units are saving money in many macaroni and noodle factories. Built to last for years. Furnished complete with attachments for cleaning entire plant and all machinery. LeRosa Macaroni Company, Brooklyn, N. Y., says, "It saves repairs for us and does a real cleaning job." Write today for new catalog, list of users and free trial offer.

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The Pendulum Swings

Both Employers and Employees Must Be Reasonable

Indications are that a Reign of Reason is rapidly supplanting the Reign of Selfishness that has been the fundamental cause of the unrest and mistrust in employer-employee relations, observes one of the executives of the Employers' Association of Chicago in a recent bulletin analyzing new legislation proposed to the legislatures in Minnesota, Michigan and Wisconsin.

To Our Members:

There is a principle which teaches that every action has its reaction, that every cause has its effect; that if you sow the wind you shall reap the whirlwind.

Practical people know and heed the inexorable operation of this principle. Visionaries, idealists, theorists, opportunists and fools ignore them or refuse the evidence of their own senses.

Labor unionists, encouraged by what they believed to be government mandate, have sown the seeds of excess. They are beginning now to reap the whirlwind of reaction.

Oregon, Minnesota, Michigan and Wisconsin, responding to the demand of a citizenry weary of labor agitation for professional purpose, strikes, senseless picketing and boycotts, dislocation and loss of industry and pay-rolls to their states, have undertaken the enactment of legislation which will bring such activity within reasonable bounds. Such legislation may prove only the beginning of similar legislative restriction of organized labor throughout the whole of industrial America.

The pendulum of public opinion is swinging sharply in the direction of order and decency in labor affairs and away from lawlessness and excess. It would swing as sharply against employers should they, taking advantage

of this shift of opinion, engage in practices hurtful to the interests of their employees.

Both organized labor, particularly its leaders, and employers, would do well to keep an eye on the pendulum.

The People Again

Citizens will not forever suffer those acts committed in the name of a class and which have the effect of destroying their sources of livelihood. To keep industry within their borders and preserve their prosperity, Minnesota, Michigan and Wisconsin are attempting by legislative enactment to define the rights of labor and employers and make both responsible under the law.

The intent of the proposed legislation of these states is the same in each, therefore the language employed is substantially the same. In the following we present the heart of the legislative movement in all:

These Employer Practices Would Be Unlawful

1. To interfere with or restrain employees in organization or selection of representatives.
2. To dominate or interfere with any labor organization.
3. To discriminate to discourage membership in union.
4. To discriminate against employee because of filing of charges.
5. To refuse to bargain collectively.
6. To spy on activities of employees.
7. To blacklist union members.
8. To enter into a closed shop.
9. To enter into a check-off agreement.
10. To refuse to accept the final determination of a tribunal where employer acknowledged jurisdiction.
11. To violate a labor agreement.
12. To bargain collectively with less than a majority of an appropriate unit.

13. To commit a misdemeanor or felony in connection with a labor dispute.
14. To interfere with the right of peaceful picketing.

Employe Practices Which Would Be Unlawful

1. To interfere with, or coerce or restrain employes in organization or selection of representatives.
2. To seize or occupy property or interfere with production other than by striking.
3. To call a strike or picket unless sanctioned by a majority vote in ballot conducted by Labor Board (of the State).

Salaried Employees Given Raise

In view of improved business of the Company, full restoration of pay reductions for 8,700 salaried employes was made June 1, according to George H. Bucher, President of the Westinghouse Electric and Manufacturing Company.

Salaried employes affected have been receiving 90 per cent of their base rates since June 1, 1938, when reductions for all salaried employes were made in the Company's retrenchment move against falling business at that time.

Salaried employes receiving less than \$125.00 per month were restored to their full rates six months ago.

The Westinghouse wage and salary plan from which all employes receive extra monthly pay, based on the average profits of the three months preceding, will continue to function, Mr. Bucher stated. Under this plan, employes have received extra pay each month, except one, for the past three years.

Canadian Macaroni Favored in Great Britain

French and American Imports Are Steady. Those from Italy Are Dwindling

World markets are constantly changing. There was a time not many years ago when most of the macaroni products consumed in England and the other British Isles originated in Italy. French macaroni makers also enjoyed a fine trade in the United Kingdom. Recently, the United States has been shipping large quantities to the English market, crowding out a goodly portion of both Italian and French alimentary pastes. Now Canadian macaroni is making rapid inroads, being favored by the English tariff.

According to figures compiled by the U. S. Bureau of Foreign and Domestic Commerce, the total shipment of macaroni, spaghetti and egg noodles from American factories to the United Kingdom was approximately 210,000 pounds for the year 1938. Factories as far west as the Mississippi valley, but especially those on the Atlantic seaboard, supply most of this food exported to Great Britain. In the same year, Canadian factories sent 6,176,100 pounds to the mother country.

An interesting report on the macaroni trade in the United Kingdom by Canadian trade commissioners in

London recently appeared in a Dominion government publication. In this it is stated that consumption of this product per capita is small. Demand is mostly from the hotel and restaurant trade and small cosmopolitan population in the larger centers. Only a limited quantity of macaroni is manufactured in Great Britain and requirements are imported.

Canada Supplies 50% of Imports

Imports from Canada have steadily increased since 1933 to a point where last year the Dominion supplied over 50% of the total. A few years ago there was extremely keen price competition from French and Italian macaroni and even now French prices are sometimes reduced to a level which seriously affects Canadian sales. Generally, however, Canadian macaroni, which enters the United Kingdom duty free, thereby having a tariff preference of 10%, is cheaper than either the French or Italian product. Although total imports of macaroni have remained stationary during the past ten years, Canada's share has increased from 2,209 cwts in 1929 to 61,761 cwts in 1938. Total imports in 1929 were 122,118 cwts and in 1938 the amount was 113,934 cwts. The Dominion is now the most important supplier of these products to the United Kingdom.

The southeastern part of England, and the metropolitan district of London in particular, is the leading area

for consumption of macaroni. This product is sold largely by agents or brokers working on a small commission. Sales are usually made to the wholesale trade, who frequently purchase goods packed under their own label or buy in bulk and repack under their own labels. In addition a large trade is done direct with chain stores, most of which have their head offices in London. Most buyers in Scotland place their orders through their offices in London and so also do those of Northern Ireland.

Canadian macaroni products are well regarded although there are some complaints to the effect that it cooks less well than French or Italian macaroni. It is sometimes claimed that there is a loss in Canadian as it shrinks or dissipates in cooking, whereas French and Italian types absorb moisture. This would suggest the desirability of more specific cooking instructions being supplied with each package of Canadian macaroni, as there seems to be lack of knowledge of proper method of preparing.

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.

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August Flour Production Shows Sizable Increase

Mills representing approximately 64 per cent of the total national flour output reported to *The Northwestern Miller* that they had produced 6,092,055 barrels of flour during August, 1939, compared with 5,667,539 the previous month. August production this year is slightly less than the figure reported for August, 1938, when 6,112,693 barrels were produced.

Two years ago in August, 5,592,139 barrels were produced, and three years ago, 6,180,142 barrels. Sectional increases over July, 1939, were most marked with the winter wheat mills of the Southwest, which reported a 153,690-barrel increase; Buffalo, N. Y., mills, with a 58,830-barrel increase, and spring wheat mills of the Northwest, with a 179,375-barrel increase.

Substantial increases were noted in central western and southeastern producing sections, while output by Pacific Coast mills was about 38,150 barrels under that of the previous month. Following is a table which gives the month's production in sectional detail:

TOTAL MONTHLY FLOUR PRODUCTION

Output reported to *The Northwestern Miller*, in barrels, by mills representing 64 per cent of the total flour production of the United States:

	August, 1939	Previous month	1938	1937	1936
Northwest	1,331,121	1,151,745	1,375,396	1,187,769	1,505,251
Southwest	2,205,794	2,052,102	2,141,646	2,200,688	2,200,239
Buffalo	883,127	824,297	953,502	887,187	900,662
Central West—Eastern Div.	510,937	471,662	450,223	310,895	349,325
Western Division	322,775	301,685	312,523	238,111	308,061
Southeast	137,785	127,379	407,627	313,645	345,725
Pacific Coast	700,516	738,669	471,776	453,844	570,879
Totals	6,092,955	5,667,539	6,112,693	5,592,139	6,180,142

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The MACARONI JOURNAL

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Trade Mark Registered U. S. Patent Office
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Vol. XXI SEPTEMBER 15, 1939 No. 5

Crowned King of Spaghetti Cooks

The New York metropolitan district wherein are located many of the country's leading macaroni manufacturing firms, and where consumption of this tasty wheat food has the heaviest per capita rating in America, now has a Spaghetti King in the person of eight-year old Patrick Filomena, the district's best junior spaghetti cook.

The monarch will not be lonesome because the contest ended in a tie which created a Spaghetti Queen in the person of Miss Grace Grieco, nine years old. Together they are announced to the world as the monarchs of the culinary art of spaghetti cooking. It makes their lots easier because they both hail from the same neighborhood in the lower New York. King Filomena lives at 116 Mott Street and Queen Grieco resides at 121 Mott Street.

The culinary contest was staged last month under the auspices of the Hector Street institution of the Children's Aid Society of New York. Jane Withers, stage and screen star, connoisseur of spaghetti, was the judge. She made her Solomon-like decision after sampling the spaghetti cooked by the six contestants (three boys and three girls), and noting the reaction on the cooks who were made to eat their own cooking. A crown of braided macaroni was the prize.

Boost Own Products

It is rather cheering to note that in some rare instances, workers are beginning to realize their obligation to their employers. An example of this change in the general attitude is noted in the action taken last month by the workers in the macaroni and noodle plants of Buffalo, N. Y.

Workers who are members of the United Macaroni Workers' Union of that city recently distributed 15,000 printed leaflets throughout that city and vicinity urging the public to buy "Buffalo union-made Macaroni."

The circular reads: "Notice to Consumers—We urge you to buy Buffalo union-made macaroni. By so doing, you will be getting the highest quality and at the same time you will be helping to keep your money circulating in Buffalo by giving employment to Buffalonians. We seek your cooperation."

Italian Wheat Crop

To correct erroneous reports about the 1939 wheat crop in Italy, the Italian Chamber of Commerce of New York in the July 1939 issue of its official organ—"La Rivista Commerciale Italo-Americana" publishes following interesting item:

"Notwithstanding the alarming reports of certain foreign newspapers according to which the effect of atmospheric conditions prevailing during the month of May in Italy, played havoc with the Italian Wheat crop, we are able to inform our readers that recent information from Italy indicates that the wheat crop will be only a little short of the bumper one of 1938 amounting to 800,000 tons. The quality is judged good. Again, under unfavorable conditions, the Battle for Wheat registers another victory for the Italian farmer."

BUSINESS CARDS

CARTONS QUALITY AND SERVICE GIVE US A TRIAL NATIONAL CARTON CO. JOLIET, ILLINOIS.

MERCANTILE COLLECTIONS OFFICIAL REPRESENTATIVES FOR N. M. M. A. WRITE— For Bulletins of Claims Placed by the Industry. For Pad of Service Forms and Information about our Procedures. CREDITORS SERVICE TRUST CO. Tyler Building LOUISVILLE KENTUCKY

The Italian wheat crop this year is officially estimated at 294,000,000 bushels compared with 298,000,000 bushels in 1938 and 296,000,000 bushels in 1937. In commenting on the crop estimate, Broomhall says that while it was expected recently that Italy would probably obtain a good crop, nevertheless it would appear from the official estimates from the past three crops that the government in estimating production is guided by home requirements which range between 288,000,000 and 304,000,000. The past two wheat crops were proclaimed to be adequate for home needs but throughout much of the past year an admixture of corn was required with wheat flour and fair quantities were imported. About a month ago Italy entered into a barter arrangement with Argentina which involved wheat, and further purchases are possible again this year from the Balkans.

We get ours individually most surely, collectively.

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We have solved the infestation problem for some of the largest macaroni factories in the Midwest. We can help you solve your problem. Consult us without obligation. INDUSTRIAL FUMIGANT COMPANY, INCORPORATED 2710 West 35th Street, Chicago Members Chicago Chamber of Commerce

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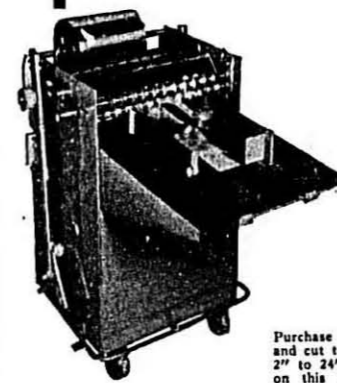
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The Secretary's Message

Macaroni-Noodle Week • Fire Prevention Week
October 7 to 14

Owners of macaroni-noodle manufacturing plants whose thoughts will probably be concentrated on National Macaroni-Noodle Week, October 7 to 14, and on ways and means of gaining a wider distribution and increased consumer acceptance of their quality macaroni, spaghetti, egg noodles and similar products, should find time to give a little thought to Fire Prevention Week that will be observed nationally by all property owners on the same dates.

Factory protection and plant inspection should go hand in hand with trade promotion, because one must have his plant in working order to take advantage of any increased demands which the latter may create. Over and over again, fire prevention has proved to be a sound investment for business men. Trade promotion is an equally sound obligation.

The management of a small factory will do well to designate a trusted employe to conduct regular inspections of the entire premises throughout the year. In larger plants, this duty may be specifically assigned to a committee of trusted men who may be appointed at a mass meeting of the employes during Fire Prevention Week, or at other times, called for the purpose of arousing interest in the program that is aimed not only in preventing fires but in reducing to a minimum the time-loss and the job-loss that result as the after-effects of destructive fires.

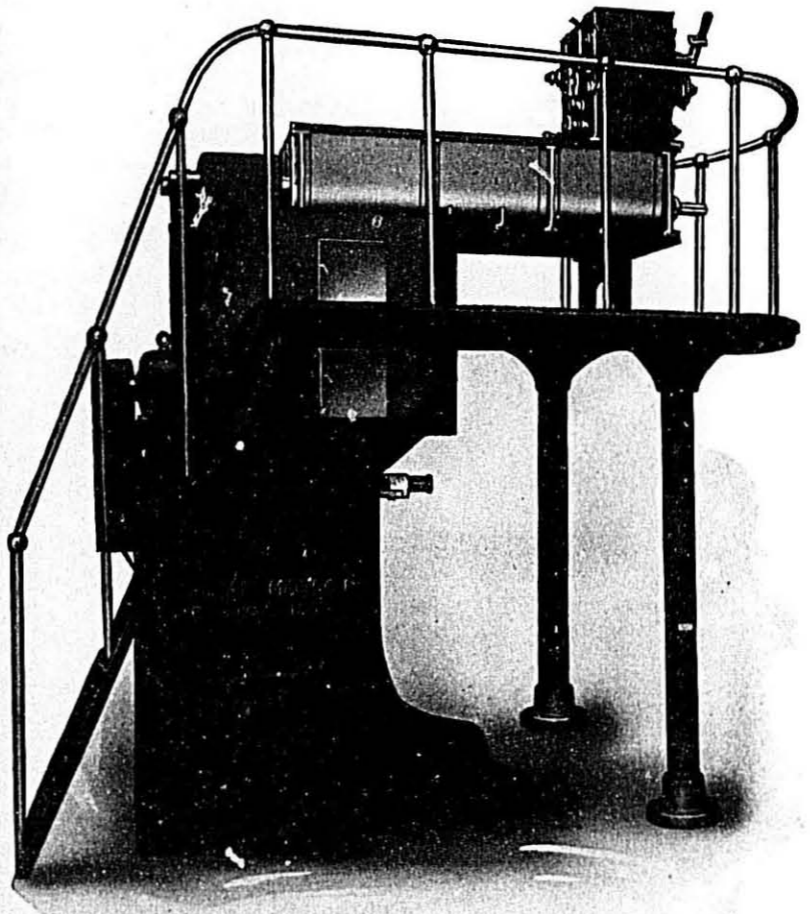
A suitable blank obtainable from the National Board of Fire Underwriters will serve as a guide for the periodic inspections. The inspectors' reports should be studied by the management, but no benefit will result unless the hazards disclosed are remedied.

Plant owners should also avail themselves of the services of the fire departments of their respective communities. A good department is as adept at fire prevention as it is at fire fighting. Fire departments, as a general rule, order their trained firemen to inspect business and residential property during the last week of September each year. Invite this service this year and heed the admonitions of this group of impartial inspectors.

Proper and timely inspections will prevent many disastrous fires. Proper and timely observance of National Macaroni-Noodle Week will create a year-round favorable attitude to quality macaroni products. Therefore, the second week of October this year has a double significance—prevention and promotion. Doing both well and to the personal satisfaction of all executives, will bring immeasurable benefits.

M. J. DONNA, Secretary.

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