

**THE
MACARONI
JOURNAL**

**Volume XXI
Number 12**

April, 1940

APRIL, 1940

The
Macaroni Journal



Vol. XXI

No. 12

Published Monthly in the Interest of the Macaroni Industry of America

A Birthday Wish

*"May guid luck follow ye
An'—no maittur how fast ye gae—
May it always keep oop wi' ye."*

That's our wish on our Twenty-First Anniversary to all our readers, advertisers, contributors of editorial material, our sponsors, our publisher, and all other well-wishers.

Translating from Scotch to American, we repeat:

*"May good luck follow you
And—no matter how fast you go—
May it always keep up with you."*

—The Editorial Staff.

Editorial and
Business Offices at
Braidwood, Illinois

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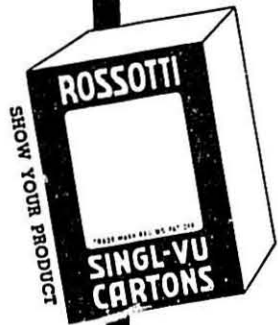
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- ↓ HELP YOUR PRODUCT SELL AT A PREMIUM!

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SPAGHETTI WITH TOMATO SAUCE & CHEESE

Chef BOY-AR-DEE

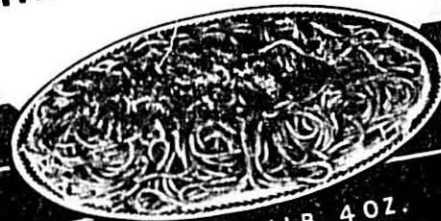
SPAGHETTI IS MADE WITH PURE DURUM WHEAT COMBINED WITH A SAUCE MADE WITH WHOLE TOMATOES, PURE SHELF CURED CHEESE, PURE TABLE BUTTER AND SPICES.

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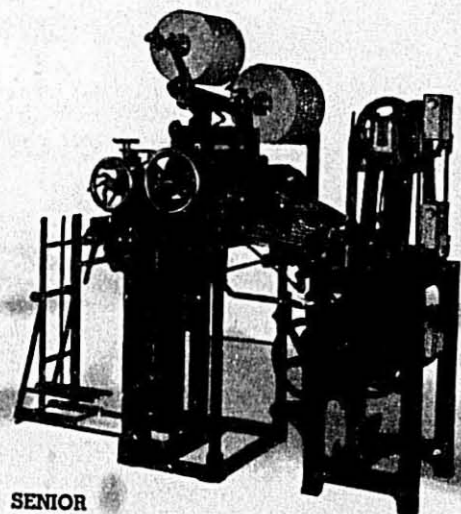
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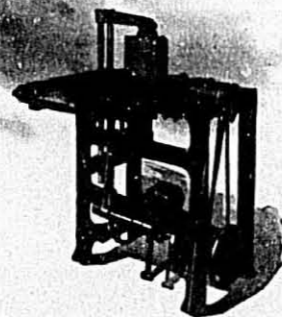
A fully automatic SENIOR CARTON FOLDING AND CLOSING MACHINE can also be furnished to close 55-60 cartons per minute.

Shown, on the right, is the JUNIOR CARTON FORMING AND LINING MACHINE which sets up macaroni, spaghetti and noodle cartons at speeds up to 35-40 per minute. One operator is required with this machine which can be made adjustable to handle a wide range of carton sizes.

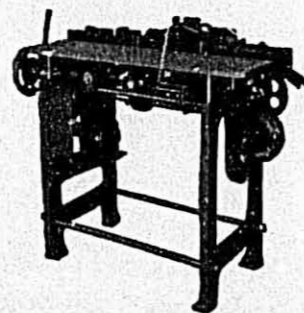
On the right below is shown the JUNIOR CARTON FOLDING AND CLOSING MACHINE which automatically closes up to 35-40 macaroni, spaghetti and noodle cartons per minute. No operator is required for this machine since the cartons are conveyed to it. The machine does the complete folding and closing operation and then delivers the cartons to the wrapping machine. If no wrap is used the cartons are ready to be packed for shipment. Can also be made adjustable.

Send samples of your cartons and ask for recommendation on equipment to handle your specific requirements. No obligation.

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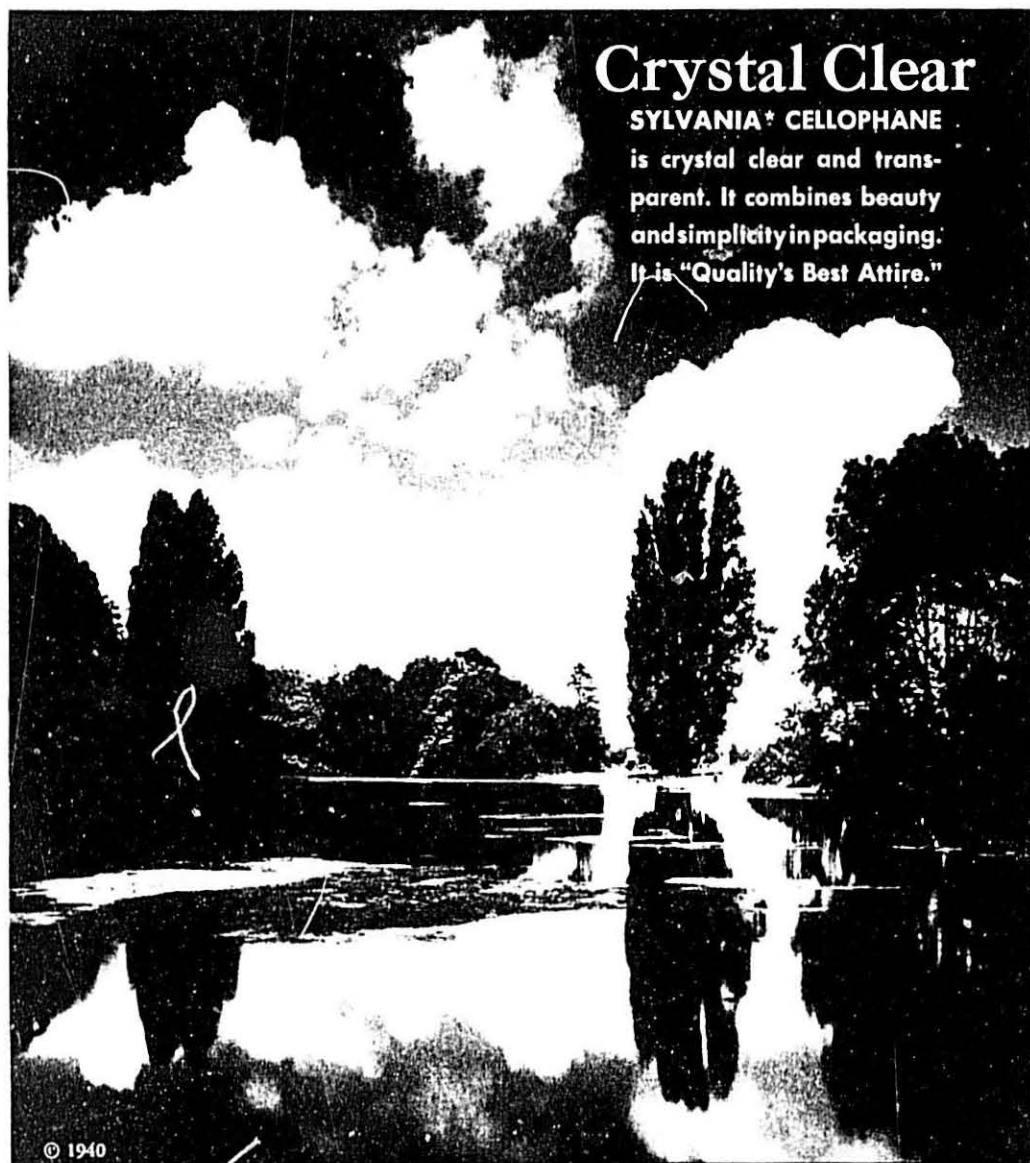
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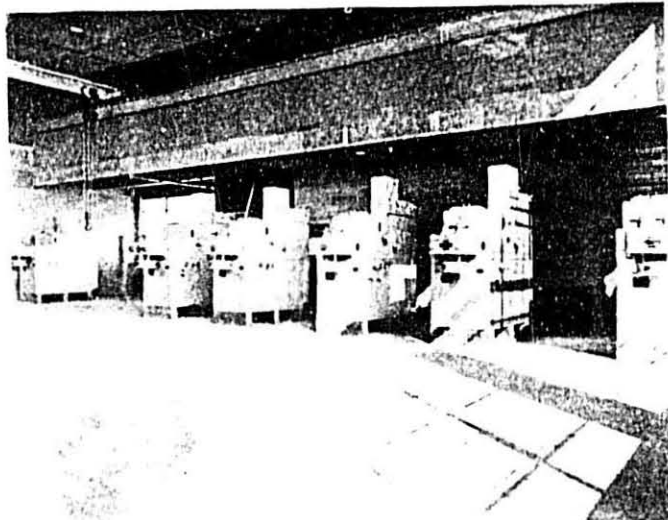
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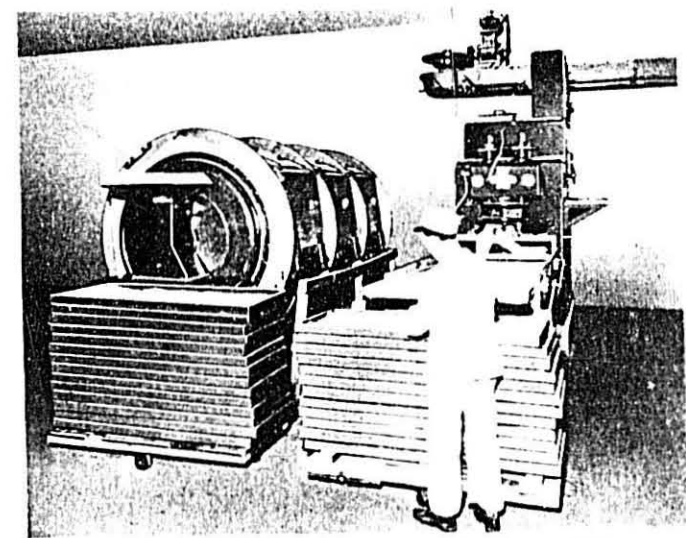
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• • *Congratulations* • •

to

Mr. M. J. Donna and the Macaroni Journal for the results obtained from the untiring efforts to promote the general welfare of the Macaroni Industry.

The Macaroni Industry during the past twenty years has developed from a modest business into one of the important industries of our country.

It Merits a bright future and the rate of its progress both in volume and prestige depends on the leadership and cooperation of its members.

King Midas Flour Mills

The Golden Touch

King Midas Semolina

**Leads in
Quality**

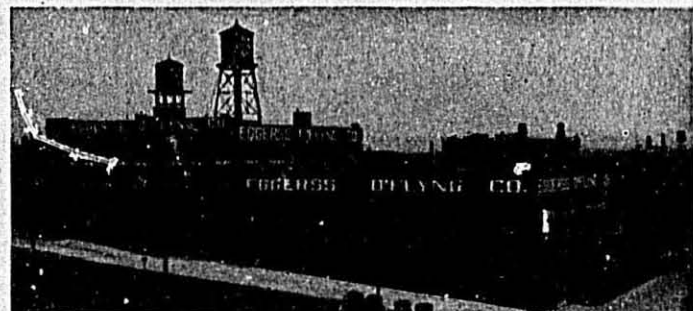
★
Regardless of the circumstances or the conditions King Midas has never wavered from the determination to maintain the highest quality standards.



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OF DEPENDABLE SERVICE
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Welcome

NATIONAL MACARONI MANUFACTURERS ASSN.

On the occasion of your 1940 convention, June 24th and 25th. Every facility is here to make your stay in our hotel both profitable and enjoyable.

Congratulations, too, on the "Coming of Age" of your official publication, the Macaroni Journal.

100 Outside Rooms • Garage in Building • Bathing Beach and Other Recreation Facilities • Outdoor Dining and Dancing Nightly

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SUPREME
IN

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MINNEAPOLIS, MINN

The **MACARONI JOURNAL**

Volume XXI

APRIL, 1940

Number 12

Pledging Ourselves Anew

The Twenty-first Anniversary Issue of The Macaroni Journal marks a milestone in the macaroni industry. Up to 1919, very little had been done to expand and develop the market for macaroni and macaroni products, almost nothing to draw together manufacturers engaged in the industry, and little to consolidate the service of supply into an integral part of the whole of our aims and ambitions.

To achieve this purpose, this publication was dedicated from its first issue, and consistently through the years it has worked toward the betterment of all those engaged in or allied with our field.

In that time we have seen a wholesome and healthy growth of understanding among manufacturers. We have seen a unity of purpose brought about and an understanding of common problems. We have seen a greater appreciation of the food value of our products brought about with the consumer. We have enjoyed observing a greater and wider use of macaroni and macaroni products on the American dinner table.

We have seen higher standards of quality and manufacturing come into common use. We have seen a pride develop in quality and good name, to take the place of willingness to merely "get by" with a product. In other words, we have seen splendid progress take place in these twenty-one years and are proud of the part it has been our privilege to play.

All of this growth and development has been tied to the growth and development of the National Macaroni Manufacturers Association. This publication, through the years, has been the official journal of that group.

It has been our privilege and pleasure, during these years, to have worked closely with the leaders in our industry, the men who have loyally given of their time and effort that the association might grow in strength and numbers and widen its scope of service. It has been equally enjoyable to cooperate with the supply and equipment firms that furnish our trade such essentials as fine raw materials, the latest in improved machinery accessories and services and whose continued support of this publication has made much of our accomplishment possible.

Now, entering upon our majority, we feel more mature, better equipped to carry on the work to which this publication was dedicated, a service of help and betterment to all connected with the macaroni industry. We have learned much from both error and success. We have a wider horizon on which we fix our vision of the future. We have a greater concept of the future and the needs of the industry.

So, at the beginning of this new era, we pledge again a wholehearted and understanding service, willing and unselfish cooperation, and interested and inspired desire to build upon what is already a strong foundation of principle and standards. Our industry will improve as it goes on. We will add to our business volume as we find ways and means of improving our products and acquainting the consumer with their food value and quality. We look forward with anticipation to another twenty-one years and more, of effort and cooperation toward a community purpose.

The President's Letter

Progress Through Change Based On Experience



J. H. Diamond
President, N.M.M.A.

To Members of the Macaroni Industry and Friends:

We are all very proud of this fine, large issue of the Macaroni Journal marking its twenty-first birthday as an Association project. Words are not sufficient to thank Mr. M. J. Donna for the fine work he has done on this issue, as well as the amount of labor and thought that he has given the Journal for the past twenty-one years.

Some people have said that industry is stagnant and has reached its peak. Yet, industry progresses steadily, and the Macaroni Industry has kept step with progress. Many are the changes we have seen in these twenty-one years.

Changes in building construction have resulted in new day-light factories with glass brick walls, air-conditioned interiors and modernistic designs. Changes in manufacturing process have resulted in streamlined production, drying and packaging. Changes in packaging materials have had a profound effect on distribution and sale. Combination packages and canned Spaghetti have become popular.

Improvements of highways and the wide use of trucks for long distance hauling have had their effect. Constant research and experimenting have improved the wheat supply and the milling process. Commercial use of radio and neon tubes has brought changes in advertising. Growth of chain stores, voluntary groups and super markets has had its effect on distribution methods.

Thus, it is extremely fitting that a special issue of the Journal be published to show the progress that has taken place in the comparatively short period that we are commemorating.

Many new factories have been organized. Some have dropped along the wayside. Two outstanding lessons may be drawn from the past: one, that a manufacturer must keep up with the parade by keeping his manufacturing and distributing ideas in line with the times; two, no manufacturer can consistently sell for less than cost and stay in business. The Journal through its advertising and editorials has constantly stressed these lessons.

As we begin the next twenty-one years

... Let us strive to live and let live.

... Let us pay sufficiently for the things we buy to enable our allied members to continue with improvements.

... Let us improve the quality of our products so that more will be consumed year after year.

... Let us sell our products low enough to be of value to the consumer.

... Let us not sell too low, lest we fail to make a reasonable return on our investment, fail to pay labor an honest wage and be unable to make improvements in our equipment and products.

... Let us continue our support of Mr. Donna, the Macaroni Journal and the Association.

History of National Macaroni Manufacturers Association

by M. J. Donna, Secretary

At the opening of the Twentieth Century a score or more of the progressive manufacturers of Macaroni and Noodle Products in America almost spontaneously realized the fact that their trade had made sufficient advancement to warrant the organization of some sort of a National body to look after the more general affairs that individuals might find it impractical or impossible to do.

A small, privately owned and well edited magazine had been in existence for some time, and through its columns it solidified the growing sentiment in favor of an association of manufacturers with the result that a general call went out early in 1904 for a meeting in Pittsburgh, Pa., the first of its kind ever held.

Twenty Macaroni and Noodle Manufacturers gathered in Lincoln Hotel, Pittsburgh, Pa., on April 19, 1904, and then and there organized what was then termed—THE NATIONAL ASSOCIATION OF MACARONI AND NOODLE MANUFACTURERS OF AMERICA. On the following day, Constitution and By-Laws were adopted, officers were elected and the fore-runner of the present organization duly launched.

Several firms were unable to attend the meeting but advised by letters that they were anxious to become charter members of the proposed organization, and their names were listed as CHARTER MEMBERS as well as a few others who joined later in 1904. They are:—

Firms	Cities
Casino Catalano.....	Cleveland, O.
Auger-Brohel Co.....	New York City
Vic V. Greco.....	New Orleans, La.
John B. Canepa & Co.....	Chicago, Ill.
M. Capodilupo.....	Boston, Mass.
Eugene Bonavolgia.....	Sharpsburg, Pa.
San Antonio Mac. Factory.....	San Antonio, Texas
Imperial Macaroni Mfg. Co.....	Butte, Mont.
Chas. Cristadoro.....	St. Paul, Minn.
F. Romeo & Co.....	New York City
Imperial Macaroni Co.....	New Castle, Pa.
Minnesota Macaroni Co.....	St. Paul, Minn.
Lorenz Bros. Mac. Co.....	Milwaukee, Wis.
S. R. Smith Co.....	Grantham, Pa.

The Associate Members were as follows:—

Devon Lumber Co.....	Columbus, O.
P. M. Walton Mfg. Co.....	Philadelphia, Pa.
W. C. Douglas.....	Pittsburgh, Pa.
Werner & Pfeleiderer Co.....	Saginaw, Mich.

Among the firms personally represented at the organization meeting were:—

Firm	Location	Representative
A. Zerega's Sons	Brooklyn, N. Y.	Frank L. Zerega and Thos. H. Toomey
C. F. Mueller Co.	Jersey City, N. J.	C. F. Mueller
Pittsburgh Macaroni Factory	Pittsburgh, Pa.	U. V. Fontana
United States Macaroni Factory	Carnegie, Pa.	Ernest Bisi
B. Piccardo	Pittsburgh, Pa.	John A. S. Piccardo
Chardon Macaroni Co.	Chardon, O.	J. D. Bobb
Delmargro and Mazzarano	Spring Valley, Ill.	M. Delmargro
Peter Rossi & Sons	Iravidwood, Ill.	Peter Rossi, Sr.
The Pfaffman Egg Noodle Co.	Cleveland, O.	Fred Becker
L. B. Eddy Co.	Rochester, N. Y.	C. F. Argetsinger
Crescent Macaroni & Cracker Co.	Davenport, Iowa	Oswald Schmitt
The Marvelli Co.	Harbor Beach, Mich.	Geo. J. Jenks
Mauil Bros.	St. Louis, Mo.	Chas. Mauil
National Macaroni Co.	Libertyville, Ill.	H. A. Taylor
The Delicatessen Co.	Cleveland, O.	G. J. Gehlbach
Allegheny Macaroni Co.	Allegheny, Pa.	L. Lazzari
Michigan Macaroni Co.	Detroit, Mich.	Oscar M. Springer
Youngstown Macaroni Co.	Youngstown, O.	E. M. Muldoon

The Admission fee was \$10 and the Annual Dues \$5.00.

John A. S. Piccardo of B. Piccardo acted as temporary chairman and E. C. Forbes, editor of *The Macaroni and Noodle Manufacturers Journal* acted as Secretary. The organization was completed by electing Thomas H. Toomey of A. Zerega's Sons of Brooklyn as the first President. The others on the first staff of officers for the National Association were—Oscar M. Springer of Michigan Macaroni Co., Detroit, first vice president; Ernest Bisi of United States Macaroni Factory, Carnegie, second vice president; Fred Becker of Pfaffman Egg Noodle Co. as treasurer and E. C. Forbes, editor of *Macaroni and Noodle Manufacturers Journal*, as secretary.

(Mr. Fred Becker served continuously as Treasurer to June 15, 1927. Mr. E. C. Forbes served from 1904 to 1919.)

The *Macaroni and Noodle Manufacturers Journal* was voted the Official Organ of the new organization. "Coöperative Competition" was the key-note of the entire proceedings of the first national conference of the macaroni industry. Acquaintances were formed that later ripened into lasting friendships from which spring understanding.

The Second National Convention was held in New York City, May 9 and 10, 1905. Mr. C. F. Argetsinger of L. B. Eddy Co., Rochester, N. Y., was chosen as president

The Executive Committee was so formed as to include an equal repre-

sentation for the package and the bulk interests, each classification electing its own representatives thereon.

The Third National Convention was held in Chicago, Ill., May 8 and 9, 1906. Mr. Argetsinger was again elected president.

At this meeting much time was given to the discussion of the matter of proper freight classification of macaroni products. As a result it was reduced from Class 2 to 3 and from 4 to 5 in certain classifications. The convention went on record as favoring the adoption of a Federal Pure Food Law then before Congress; also favoring a higher duty on imported macaroni for protection of home industry.

The Fourth National Convention was held in Cleveland, O., May 14 and 15, 1907. Mr. C. F. Argetsinger was again elected president.

A Committee was appointed to again take up the matter of reducing the freight classification of our products. The question of macaroni weevils was considered at length, the Southern firms being seriously affected by the pest. It was even suggested that macaroni products be kept in cold storage throughout the summer months. Resolution was adopted strongly protesting against the practice of imitating the labels of others and of foreign manufacturers. Mr. Fred Becker treated visitors to first auto ride.

The Fifth National Macaroni Manufacturers Convention was held at

Niagara Falls, June 16 and 17, 1908. Ed. Driess of San Antonio Macaroni Factory, San Antonio, Texas, was elected president.

A proposal to standardize egg noodles was offered and the convention went on record as against the use of artificial coloring.

The Sixth National Convention was held in Memphis, May 11 and 12, 1909. Mr. Ed. Driess was again elected president.

Matter of giving macaroni business better publicity occupied the attention of the convention. It was suggested that this could best be done by publishing a booklet telling what macaroni products are and how best to prepare them. Movement failed on the question of what book should contain and how cost should be pro rated.

The Seventh Annual Convention was held in St. Louis, May 17, 1910. It was only a one day affair. Mr. C. F. Mueller of C. F. Mueller Company, Jersey City, N. J., was chosen president.

The use of durum flour and semolina was just then becoming very general and the durum millers first manifested interest in the industry that used so much of their output of this product.

The Eighth Annual Convention was held in Detroit, June 13 and 14, 1911. Mr. C. F. Mueller was again elected president.

The "Egg Noodle Law" was the principal topic of discussion. A thorough study of macaroni imports was made and increased protection demanded.

The Ninth Annual Meeting was held at Atlantic City June 11 and 12, 1912. Mr. C. F. Mueller was again elected president.

The first anti-coloring law of the land passed by Ohio in February, 1912, was approved and offered as basis for a Federal law on the subject. The visitors inspected the automobile making industry then in its infancy.

The Tenth Annual Convention was held at Milwaukee June 10 and 11, 1913. Again Mr. C. F. Mueller was chosen president.

The matter of "Coöperative Advertising" came up for special discussion and on motion made by Wm. A. Tharinger and seconded by James T. Williams, it was agreed to start an "EDUCATIONAL PUBLICITY CAMPAIGN." Macaroni consumption was then figured at two pounds per capita here. The matter of an Educational Publicity Campaign did not materialize, the proposal having been submitted to the Executive Committee which failed to agree on a fair working basis. At this convention the durum

millers began showing their intense interest in the conventions and the welfare of the macaroni industry.

The Eleventh National Convention was held in Chicago June 16 and 17, 1914. Again Mr. C. F. Mueller was elected president.

Collective advertising again was considered. The question of government standards for macaroni products was discussed and resolution passed advising against it at that time. (Owing to World War.)

A special meeting was held in Chicago, October 19, to take up the matter of Collective Advertising. A plan was adopted along the following lines: Association to adopt a brand or trademark to be used by those contributing to the campaign, and all advertising to carry that brand or trademark. The cost not to exceed one-sixth of a mill a pound. Dues were raised to \$25.00 a year flat. It was arranged to elect a permanent Secretary at \$2,000.

The Twelfth National Convention was held in Minneapolis, June 8 and 9, 1915. It was the largest convention yet from point of attendance, totaling 42. C. F. Mueller was again reelected president.

Increased National Association dues were approved as well as the appointment of a permanent secretary when sufficient means and proper person were assured.

The Thirteenth National Convention was held in New York on June 13 and 14, 1916. Mr. Wm. A. Tharinger of Tharinger Macaroni Co., Milwaukee, was chosen president.

Resolutions were adopted favoring the adoption of the Federal Pure Food Law then before Congress. Arrangements were made for hiring counsel to fight for a more proper freight classification for macaroni products.

The Fourteenth National Convention was held in Cleveland, O., June 12, 13 and 14, 1917. Mr. James T. Williams of The Creamette Co., Minneapolis, was chosen president.

At this meeting the first official transcript of the proceedings was made. Freight Classification fight continued, counsel being paid by voluntary contributions on the part of interested members. The "SAVE WHEAT" program of the government had greatly reduced macaroni sales. The "SUBSTITUTE BOGIE" was the chief topic of discussion. Pledged fullest coöperation with Army, Navy and Commerce Departments in helping to win the war.

The Fifteenth National Convention was held in Minneapolis, June 8, 9, and 10, 1918. Attendance had reached the high figure of 62. Member-

ship was now 40. Mr. James T. Williams was again elected president.

Matter of using substitutes in order to conserve wheat was principal topic of discussion. Manufacturers favored restriction of output even as low as 70 per cent of pre-war capacity rather than to be forced to use substitute. Voted to incorporate the National Association, appoint a permanent secretary, accept Mr. Fred Becker's offer to take over the JOURNAL as Association's official organ and to make secretary the editor thereof.

The Sixteenth National Convention was held in St. Louis, June 10, 11 and 12, 1919. M. J. Donna had been appointed as permanent secretary and attended his first convention. The official organ had been launched under the name "THE MACARONI JOURNAL," the first issue appearing on May 15, 1919. James T. Williams was again elected president.

The first Coöperative Advertising Campaign had been launched during March and April, with \$50,000, subscribed and expended. The organization's name was shortened to "National Macaroni Manufacturers Association" and incorporated under laws of the State of Illinois. Membership increased to over 60. Government was asked to enforce the standards suspended during the war.

The Seventeenth National Convention was held at Niagara Falls, June 22, 23 and 24, 1920. The attendance increased to 91. Mr. James T. Williams again elected president.

Convention was made self supporting by charging \$10 registration fee. Membership had reached 85. Principal matter of discussion was trade abuses and a trade practice submitted to the Federal Trade Commission.

Urged attendance to hearing for this purpose in Washington, D. C., before Federal Trade Commission June 25. Favored establishment Macaroni Laboratory at Washington, D. C., with Dr. B. R. Jacobs in charge. Favored 8-oz. minimum weight package and started weevil fight anew.

The Eighteenth National Convention was held in Detroit, June 9 and 10, 1921. Dissension and misunderstanding affecting the attendance, only 42 registered. Mr. C. F. Mueller of C. F. Mueller Co., Jersey City, N. J., was elected president.

Discussed Grocers Publicity Campaign to educate them that a sale of macaroni meant sale of several associated products. Fearing Italian macaroni competition, voted in favor of 3½¢ tariff duty.

The Nineteenth National Convention was held in Niagara Falls, June 22, 23 and 24, 1922. The attendance was 64. President C. F. Mueller

(Continued on Page 17)

Dear Betty Crocker:



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

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

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

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

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

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

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

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

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

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

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



GOLD MEDAL SEMOLINA

"Press-tested"

WASHBURN-CROSBY COMPANY

(TRADE NAME)

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



Complimentary to the Semolina Millers of America

* For converting *The Cream of the Durum Wheat* annually from thousands of fields like those pictured above, into golden *Semolina* suitable to every need of discriminating, quality-minded Macaroni-Noodle Manufacturers,

The Semolina Millers of America

provide a service for which the producers of the Leading Brands of Macaroni-Spaghetti-Egg Noodles are truly appreciative.

* For faithfully and liberally supporting the National Macaroni Manufacturers Association in its program of *promotion* and *education*, the organization is sincerely thankful.

* For consistent advertising in THE MACARONI JOURNAL throughout the years, the sponsors are most grateful.

Amber Milling Company
Capitol Flour Mills
Crookston Milling Company
Commander Milling Company
Eastern Semolina Mills, Inc.

King Midas Flour Mills
Middleport Durum Mills, Inc.
Minneapolis Milling Company
Pillsbury Flour Mills
Washburn-Crosby Company

Long May They Serve!

National Macaroni Manufacturers Association

had died the previous December and Mr. B. F. Huestis of Harbor Beach, Mich., had served as president for the balance of the term. Mr. Henry Mueller of C. F. Mueller Co., Jersey City, was elected president.

Held two executive or closed sessions to discuss Standards, Net Weights, Tariff, Etc. A uniform system of Cost Accounting suitable for macaroni firms was adopted. A new plan of Association Financing was proposed based on plant production; referred to a special committee headed by Mr. C. F. Yeager. Passed resolutions on death of former president C. F. Mueller; favored the Ladd amendment to tariff act providing for a 2c duty on imported macaroni; favored change in egg requirements in noodles to 5 per cent solids of eggs instead of 5 per cent of whole eggs; and offered trophy to grower of best durum wheat.

The Twentieth National Convention was held at Cedar Point, O., June 12, 13 and 14, 1923. Attendance was 61. Regular membership had dropped to 23 owing to heavy dues. Mr. Henry Mueller was reelected president.

The convention voted to join the "Eat More Wheat" movement. Committee appointed to make arrangements to increase consumption of Macaroni. A National Macaroni Slogan was sought but none agreed upon. Resolutions were adopted favoring compilation of Macaroni Statistics, Elimination of all Coloring and opposing Free Deals.

The Twenty-first National Convention was held at Niagara Falls, June 8, 9 and 10, 1924. Eighty-five delegates were enrolled. Mr. Henry Mueller was again elected president.

The present schedule of dues was adopted with four classes of members paying dues ranging from \$10 to \$100 a year. As a result 30 new members were reported. A special effort was made to get an increased tariff duty on macaroni products imported, \$955 being contributed by 50 firms in amounts ranging from \$5 to \$100 each. Artificial coloring was again condemned and resolution adopted favoring Uniform Food Laws in all States. Local macaroni clubs were approved. The "Bulk Association" was formed.

The Twenty-second National Convention was held at Atlantic City, July 7, 8 and 9, 1925. Seventy-five were enrolled. Mr. Henry Mueller was again elected president.

A National Vigilance Committee had been actively supported by voluntary contributions. Progress was reported. Fight for higher tariff abandoned in order to retain present 2c a pound duty. Another Coöperative

Educational Advertising Campaign prepared by Mr. A. S. Bennett went on the rocks for lack of financial support. The Bulk Manufacturers official organ—*The Macaroni Manufacturer*—had been launched as an opposing publication.

The Twenty-third National Convention was held at Chicago, June 8, 9 and 10, 1926. The attendance had reached its highest point with 100 enrolled. Henry Mueller was again elected president.

The work of amalgamating the American Macaroni Manufacturers Association of New York District and the United States Macaroni Manufacturers Association (Bulk Mfrs.) with the National was completed and approved. The opposing publication, *The Macaroni Manufacturer*, had been suspended. Discussed a more appropriate name for our products to replace "Alimentary Pastes" to which many objected. Voted in favor of fairer and more intelligent labeling as a means of increasing confidence in our products and consumption thereof. Approved the Federal Government's ruling of January 15, 1926, absolutely prohibiting the use of added coloring matter in all macaroni products and voted in favor of official standards for semolina and farina.

The 24th Annual Convention was held at Minneapolis, June 13, 14 and 15, 1927. Representatives of factories from coast to coast attended. Henry Mueller was elected president for another term.

Several new members were enrolled and no change was made in the dues scale.

Enforcement of the coloring regulation issued the previous year by the Federal Government preventing the use of artificial coloring, was the principal topic of discussion. Some opposition was voiced by the Bologna Styles of macaroni. However, resolutions prevailed favoring the strict enforcement of the anti-coloring regulation.

At this convention, Mr. Fred Becker, Sr., resigned as treasurer, a position he had held for 23 years, since the inception of the Association. A vote of confidence and appreciation of long and satisfactory service was tendered him and his resignation reluctantly accepted. Mr. Lawrence E. Cuneo, of Connellsville Macaroni Co., Connellsville, Pennsylvania, was elected to succeed him as treasurer.

The 25th Annual Convention was held at Chicago, June 19, 20 and 21, 1928. Mr. Frank Tharinger of Tharinger Macaroni Company, Milwaukee, Wisconsin, was elected the tenth president. He was the second member of the firm to be so honored.

A uniform cost and accounting sys-

tem was adopted and plans laid for a National Advertising Campaign.

The 26th Annual Convention was held at New York City, June 18, 19 and 20, 1929. Mr. Frank Tharinger was reelected president.

The outstanding action at that convention was the inauguration of the Industry's largest campaign for which nearly \$3,000,000 was pledged and over \$1,500,000 was expended in the next two years.

The 27th Annual Convention was held at Niagara Falls, June 24, 25 and 26, 1930. Mr. Frank L. Zerega, of A. Zerega's Sons, Inc., Brooklyn, New York, was elected as the Association's eleventh president, and his was the third firm to supply two presidents, having furnished the first executive of the Association.

Under President Zerega's regime the National Macaroni Advertising Campaign was vigorously promoted in women's magazines in the Fall of 1930 and in the trade journals in the spring of 1931, when the movement collapsed, due to internal strife.

The 28th Annual Convention was held at Chicago, June 16, 17 and 18, 1931. The principal activity of this convention was the closing of the National Advertising Campaign and a movement inaugurated by President Zerega to curb destructive macaroni merchandising. He appointed Mr. Tuttle, publisher of *Groceries* to lead the fight against "profitless selling," the "indiscriminate use of macaroni as loss leaders," the "manufacture of inferior grades" and "promiscuous price cutting."

The 29th Annual Convention was held at Niagara Falls, June 14, 15 and 16, 1932. Mr. Alfonso Gioia of A. Gioia & Bro., Rochester, New York, was elected the twelfth president of the Association.

Invaluable work was done in solidifying all interests in the trade and amalgamating smaller organizations under the banner of the Association. The initial steps were taken towards the adoption of a Macaroni Code under the National Recovery Act.

The 30th Annual Convention was held at Chicago, June 19, 20 and 21, 1933. Mr. Glenn G. Hoskins, Foulds Milling Company, Libertyville, Ill., was named the thirteenth president.

An improved system of Uniform Cost and Accounting Practices was adopted and a Code of Fair Competition for the macaroni industry under the National Recovery Act, was approved.

The Macaroni Code Authority's office was set up in Chicago and President Hoskins was made Code Authority chairman.

The 31st Annual Convention was held at Chicago, June 12, 13 and 14, 1934. Mr. Louis S. Vagnino of American Beauty Macaroni Co., St. Louis, Missouri, was elected as the fourteenth president. He served as a member of the Macaroni Code Authority and gave considerable impetus to the suggested simplification of macaroni containers.

The 32nd Annual Convention was held at Brooklyn, New York, June 17, 18 and 19, 1935. Mr. Louis S. Vagnino was reelected as president. During his term, the principal activities were in restoring the National Association's status after the Supreme Court's decision, May 27, 1935, had declared the NRA illegal, thus terminating the activities of the Macaroni Code Authority; and the reorganization of the National Association independent of government regulation.

The 33rd Annual Convention was held at Chicago, June 15 and 16, 1936. Mr. Philip R. Winebrenner of A. C. Krumm & Son Macaroni Company, Philadelphia, Pennsylvania, was elected as the Association's fifteenth president. He formed the Macaroni Manufacturers Protective Committee whose chief objective was to obtain legal refunds of processing taxes collected by the government under the Agricultural Adjustment Act, which was declared illegal by the Supreme Court's decision, January 6, 1936.

The 34th Annual Convention was held at Cleveland, June 28 and 29, 1937. Mr. Philip R. Winebrenner was reelected as president.

A special committee on the Association's future activities developed a progressive program and a paid executive was authorized to serve with the title of president.

Mr. Lester S. Dame of New York City was made the first paid president, taking office on November 1, 1937. President Winebrenner was made Chairman of the Board. Association dues were trebled.

The National Macaroni Institute was set up by Secretary M. J. Donna, as an affiliate of the National Association.

An educational publicity campaign for Macaroni Products was launched under the Institute's direction.

The 35th Annual Convention was held at Chicago, June 20 and 21, 1938. Mr. Philip R. Winebrenner was again named Chairman of the Board. The paid executive launched a drive to get increased membership support to help pay the added expense of his office.

The Macaroni Institute increased its educational work through publicity.

Continuous, Regular Subscribers

The Macaroni-Noodle manufacturing firms who have been constant subscribers since the first issue of THE MACARONI JOURNAL, May 15, 1919, are as follows:

American Beauty Macaroni Co., Denver, Colo.
Atlantic Macaroni Co., Inc., Long Island City, N. Y.
Boston Spaghetti Mfg. Co., Boston, Mass.
W. Boehm Company, Pittsburgh, Pa.
John B. Canepa Co., Chicago, Ill.
Crescent Macaroni & Cracker Co., Davenport, Ia.
G. D'Amico Macaroni Co., Steger, Ill.

De Martini Macaroni Co., Brooklyn, N. Y.
Domino Macaroni Co., Springfield, Mo.
Faust Macaroni Company, St. Louis, Mo.
Foulds Milling Company, Libertyville, Ill.
Ghiglione Macaroni Corporation, Seattle, Wash.
Gioia Macaroni Company, Rochester, N. Y.
Gooch Food Products Co., Lincoln, Nebr.

A. Goodman & Sons, New York, N. Y.
I. J. Grass Noodle Co., Chicago, Ill.
Indiana Macaroni Co., Indiana, Pa.
Italo-French Produce Co., Pittsburgh, Pa.

Kansas City Mac. & Imp. Co., Kansas City, Mo.
F. L. Klein Noodle Co., Chicago, Ill.

La Premiata Macaroni Corp., Connelville, Pa.
McAlester Macaroni Factory, McAlester, Okla.

Mercurio Bros. Spaghetti Mfg Co., St. Louis, Mo.

The 36th Annual Convention was held in New York City, June 26 and 27, 1939. Mr. J. H. Diamond, Gooch Food Products Co., Lincoln, Nebraska, was elected president.

It was voted to discontinue the office of paid president and to restore the former rate of membership dues and to reestablish the Association on the old basis. The enforcement work by Mr. B. R. Jacobs, Director of Research and the educational work by the National Macaroni Institute featured the activities during that term.

On April 15, 1940, THE MACARONI JOURNAL issued an elaborate Anniversary Edition honoring the completion of 21 years of service as the official organ of the National Association.

Milwaukee Macaroni Company, Milwaukee, Wis.
Minnesota Macaroni Co., St. Paul, Minn.

C. F. Mueller Company, Jersey City, N. J.
National Food Products Co., New Orleans, La.
Oregon Macaroni Mfg. Co., Portland, Oregon
Porter-Scarpelli Macaroni Co., Portland, Ore.

Prince Macaroni Mfg. Co., Lowell, Mass.
Ravarin & Freschi, Inc., St. Louis, Mo.

Ronzoni Macaroni Co., Long Island City, N. Y.
Peter Rossi & Sons, Inc., Braidwood, Ill.
San Diego Macaroni Mfg. Co., San Diego, Calif.

Seattle Macaroni Mfg. Co., Seattle, Wash.
Skinner Manufacturing Co., Omaha, Nebr.

Tenderoni, Inc., Joliet, Ill.
Tharinger Macaroni Co., Milwaukee, Wis.

Western Macaroni Mfg. Co., Salt Lake City, Utah
A. Zerega's Sons, Inc., Brooklyn, N. Y.

Canadian Subscribers

Two Canadian manufacturing firms have been regular subscribers since the first issue. They are:
Catelli Food Products Co., Ltd., Montreal, Quebec
H. Constant, St. Boniface, Manitoba.

Foreign Subscribers

The oldest regular subscriber to THE MACARONI JOURNAL among the foreign subscribers is Banca F. Maldari, Giovinazzo, Bari, Italy, whose subscription started in 1933 and has been regularly renewed to date.

Southerners Like Macaroni

C. F. Mueller, member of the firm of C. F. Mueller Company, Jersey City, N. J., is thoroughly impressed with the fact that southerners like macaroni, but that's but one of the minor reasons he likes the cordial folks in the deep South.

That's the report that comes out of Georgia where he visited with representatives of the firm. The Waycross, Ga., *Journal-Herald* quotes him as saying: "They're genuine folks who seem to get a great deal out of life, and even business transactions down here are placed on a basis of friendliness."

Presidential Recollections

Reviews by Past Presidents Who Served on The Macaroni Journal's Publication Committee Between 1919 and 1940

The Voice of the Industry

A Journal That Is Twenty-one Years Young

James T. Williams, Past President



James T. Williams, Sr.
1917-1921

There is an old and true saying that—"A tree is known by its fruit."

There is pleasure and satisfaction in the realization that a seedling planted twenty-one years ago has germinated and blossomed into a fruitful tree and that it continues to produce in abundance as the sponsors had hoped.

THE MACARONI JOURNAL was the outgrowth of a need in the Macaroni Industry brought forcibly to our attention by the demands resulting from governmental activities during the First World War and the growing desire to have an official spokesman for a relatively new industry that was seeking its place in the sun.

The arduous duties imposed on the executives of the National Association because of war demands and regulation, convinced nearly all manufacturers that there was need for a paid executive who would manage the affairs of the organization between conventions and also serve as editor-in-chief of an Association-owned publication. By unanimous vote at the Minneapolis convention in 1918, the Executive Committee was instructed to carry out the expressed wishes of the organization and industry in these respects.

The 1918-1919 Executive Committee consisted of:

James T. Williams, (President), The Creamette Co., Minneapolis, Minn.

William A. Tharinger, (Chairman), Tharinger Macaroni Co., Milwaukee, Wis.

A. M. Alexander, (Director), Foulds Milling Co., Libertyville, Ill.

The action taken by the Executive Committee on the two important objectives referred to can best be reported by the following quotations from my report as the Association's President to the St. Louis Convention, June 10 to 12, 1919:

"Now that the work with the Food Administration was practically over, the Executive Board decided to go ahead if possible with the publication of our new Journal, also to increase the membership of our Association.

"On consultation with several publishers we found that the production of a high class journal meant a considerable outlay of money if all the work was to be hired done. On the other hand if we were to handle the publication ourselves the services of an active secretary with some ability as a publisher would be absolutely necessary. In either event, the initial expense would be considerable. Money must be had to meet this expense. We found only two sources of revenue open to us—the sale of advertising space in the proposed new Journal, and the procuring of new memberships in the association.

"We then determined to try both sources, and if successful, to employ an active Secretary and handle the publication ourselves. A committee was appointed to solicit advertising for the new Journal and a letter was sent to all manufacturers outlining our plan and inviting them to join our association.

"By February 10, 1919, we had advertising space sold to the amount of \$5,400. This assured us of the success of our plans. We then secured the services of M. J. Donna as secretary and proceeded with the work of getting out the Journal at an early date.

"Largely through the efforts of this committee, the very kind cooperation of the advertisers and the ability of our new Secretary, we are able at this time to present to you the New MACARONI JOURNAL, self-supporting and self-sustaining. We believe that this official publication, if properly handled, will be a great factor in developing and strengthening our organization and procuring for us and our industry proper recognition in the industrial and economic life of the nation.

"We want it to exhibit in its every department the wholesome business life of the macaroni industry in this country. We want it to be firmly established as the trade standard of our industry expressing the loftiest industrial aims and ambitions of our trade.

"The members should realize that the Journal belongs to them and that each one is responsible for its success. It will represent you and your business in the industrial world, it will be your ambassador in the court of public opinion—so interest yourselves in it as such."

After twenty-one years, what more is there to say? It is pleasing to note that Editor Donna has followed closely the policies laid down by the 1918-1919 Executive Committee; also that quite a number of the advertisers who aided so materially in launching the Official Organ still make good use of the Journal's advertising column. This speaks well for their sincerity and obligates each and every one of us all the more to show our appreciation of these "old faithfuls" and the new converts. It is their kindness and helpfulness that makes it possible to have a publication to serve them, a MACARONI JOURNAL of which we are rightfully proud.

On this, its Twenty-first Anniversary, I wish to say: May THE MACARONI JOURNAL continue to serve an ever-growing, and ever-improving Macaroni-Noodle Industry

Macaroni Industry's Recurring and Continuing Problems

Henry Mueller, Past President



Henry Mueller
1922-1928

For my message to the trade on the occasion of the twenty-first birthday of THE MACARONI JOURNAL, it may not be inopportune to quote briefly from my final message to the Silver Jubilee Anniversary of the National Association, June 19, 1928. In my sixth annual report as president of the Association, I said: "Every year it becomes harder to report without repeating."

This holds true today, because the Macaroni-Noodle industry's problems are recurring, differing only in some angles from those with which the trade has been wrestling for years. A more united industry and more determined cooperation might have brought many of our problems to a definite solution ere this. Lacking this, they remain as "continuing" problems.

Of the work on Macaroni standards, I reported in 1928 that Research Director, Benjamin R. Jacobs, is rendering splendid service. On this I reported:

During the year we have appeared before the Food Standards Committee in Washington to help draft a definition of Farina and Semolina and to determine the moisture and flour-dust limits permissible therein.

Your Association first ascertained the wishes of the industry and then stood for a definition as follows: Farina is the purified middlings of any wheat; Semolina is the purified middlings of durum wheat; also that the moisture limit be 14 per cent.

There was some indecision as to the flour-dust tolerance, due to the many grades of Semolina on the market; but to have the right control on Semolina it was generally agreed that it should never contain more than 2 per cent of flour-dust. While it should rightfully be only 1/2 per cent, a tolerance of 1 per cent would be generally fair.

The Department of Agriculture has not yet made any decision (1928), but we are hopeful that our suggestions will be given the consideration they deserve before a final ruling is made.

We are still hopeful in 1940. Action may come soon by regulations to be promulgated under the new Food Law.

Other continuing problems reported upon twelve years ago are:

(1) The slack-filled package. On this I said: With regard to the slack-filled package, we must regulate ourselves, because if we fail to do so, the government will take a hand. We should agree on a package that is not too small to make it cumbersome or troublesome for the manufacturer, yet one that will be fair to the purchaser. I feel that there should be a tolerance allowing for a variation of products—say 20 per cent for slackness.

(2) Strict enforcement of the anti-coloring rulings of state and nation.

- (3) Absorbing excess production.
- (4) Eliminating unreasonable free deals.
- (5) Getting our share of the consumer's dollar.

I discussed all in detail. Most of my suggestions have been acted upon. Progress has been made, but the problems remain with us. Will they ever be definitely solved to our entire satisfaction? Time will tell.

In the industry's fight for improved conditions, fairer regulations and united action, THE MACARONI JOURNAL has been in the vanguard. For this it is to be congratulated on this occasion, its twenty-first Birthday.

Outside, Looking In

Frank J. Tharinger, Past President



Frank J. Tharinger
1928-1930

IN RESPONSE to Mr. Donna's request for an expression from me as to the activities during my administrations, my recollections are a bit hazy; I left the macaroni business shortly after, and that seems like a long time ago.

I remember most the very pleasant relationship with the members of the industry and allied trades—how cooperative the officers, directors, committee chairmen, and members were—and I cherish those memories.

The twenty-first anniversary of THE MACARONI JOURNAL recalls the important place the JOURNAL has held during that period in the industry. It had many excellent articles, the value of which I so frequently stressed, as I believe it one of the best trade papers published.

My first year in office was, as I recall, spent mainly in getting acquainted with the membership and the Association's many friends; and I know I received infinitely more than I could possibly give, because I was a newcomer in the business.

The subject of proper cost accounting, so ably handled by Glen Hoskins and his committee, was most satisfactory.

The use of color in macaroni products had been overcome; but in its place the question of color and deficiency in egg solids in egg noodles was given much attention, and the menace was beginning to be reduced.

During my second administration the outstanding achievement, of course, was the securing of funds for the National Advertising Campaign. It required much time and work; but again with the assistance of Bob Brown and his able Board of Advertising Trustees who, by the way, did all of the work, it was a pleasure because of the gratifying results.

My terms in office were most enjoyable and memorable, and I am indebted to former President Henry Mueller, who served as advisor during that time, for his generous advice and encouragement.

That THE MACARONI JOURNAL may continue in its influence, and the Association and its members enjoy unlimited success is my parting wish.

Our Industry's Ultimate Good

Frank L. Zerega,
Past President



Frank L. Zerega
1930-1932

CONGRATULATIONS on the "Coming of Age" of THE MACARONI JOURNAL! May it long serve our Industry in unifying all interests seeking the general welfare of our trade!

Congratulations, also, to the National Manufacturers Association for so ably representing a relatively new business throughout a generation when business was undergoing continued change and the problems of quality production and profitable distribution, were more intricate and perplexing.

A. Zerega's Sons, Inc. is naturally proud of its charter membership in the National Association and of our unbroken affiliation with the trade's national organization since its formation in 1904. Also, of the fact that

our firm supplied the first president of the National Macaroni Manufacturers Association in the person of Thomas H. Toomey.

During my term of office as President of the Association, 1930-1932, the thing that impressed me most was the fact that macaroni manufacturers were all good fellows at heart and that most differences of opinion were occasioned primarily by honest individual opinions as to how to reach the common objective, that is, the ultimate good of our industry.

Fortunately, the exceptions to the rule are not numerous because we all know that poor quality, artificial coloring, deficient egg content, improper labeling, chiseling on blends, and other forms of adulteration help to break down the confidence of the consuming public and drive away customers instead of attracting them to a food that is second to none in appetite appeal and nutritive value. According to Elbert Hubbard "Competition is the life of trade, but too much competition is the death of trade."

After 55 years of active experience in our industry, my advice to all manufacturers would be: First—To join our Association and help us to put our own houses in order instead of waiting for laws to do what we ought to do ourselves; Second—To pay just wages! Third—To avoid making the product to fit the price, and Fourth—To remember that the surest way to the consumer's good will is not "how cheap," but "how good" we can make our products.

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



My Term In Retrospect

Alfonso Gioia, Past President

Alfonso Gioia
1932-1933

ONE THING which I recall most vividly in connection with my short term as President of the National Association, is that with the honor went an obligation to work. There seemed to be no end to the latter for a well-meaning executive who accepts the highly responsible position.

No matter how hard one strives, it is impossible to solve all of the many problems that confront our trade at any time or to satisfy all of the interests therein. In this connection I recall

a little story which I recounted when making my report, and which may be timely still. The story:

A king of ancient times was very unhappy. He was very much dissatisfied. Everything seemed to be going wrong.

He called on a renowned philosopher for advice as to just what could be done to make him more contented with his position and his lot. The philosopher suggested that he search the kingdom over for the most contented man therein, and to wear that man's shirt as a sure cure for his discontent.

After a long search, the king found a really and truly contented man—but he had no shirt.

I wonder if the macaroni manufacturers individually or as a whole are any happier today than they were during my term, or in any term, for that matter? Blessed are they who are!

However, even unto this day, I'm pleased that I was able to keep the only pledge I gave my fellow manufacturers when I reluctantly accepted the honor and the obligation imposed on me as the choice of the 1932 convention. I promised to leave nothing undone to enroll every manufacturer as a member of the National Association who would listen to reason; also to win back those who had joined contemporary organizations that merely duplicated the efforts of the National body.

That I succeeded in this in a marked degree was not due entirely to my personal efforts, but to the splendid cooperation given me by those who were and are truly organization conscious. I am happy to note that most of them who joined during my term are still active members.

The second phase of my promotion program was the necessary preparatory work for the new deal about which so much was heard in all lines of business that year. There was a new administration in Washington, and great were the promises. Business was to be a Utopia if only the business men would cooperate.

The Macaroni-Noodle Industry did not only consent to go along, but agreed to cooperate to all reasonable limits. We had studied all the provisions of a code which we thought would fit our business and it was voted to go to Washington with our proposal and leave nothing undone to bring about regulations under government supervision that would be fair to every interest in the trade and the consumer, as well.

The National Macaroni Manufacturers Association and practically every manufacturer in our industry entered into the code era with the noblest of intentions.

There were loopholes that we did not see, pitfalls that we did not sense. But no one can say that we did not honestly and truly try to make the best of an opportunity—at least the great majority of us.

In that battle, THE MACARONI JOURNAL fought valiantly for our cause, as it has ever fought for every good cause for our industry. For this reason I wish to honor that publication on its twenty-first birthday and to wish that it may long serve our Industry as its Official Spokesman.

Industry Grows 500 Per Cent in 25 Years

Hectic Code Days and Continuing Industry Problems Recalled

G. G. Hoskins, Past President

G. G. Hoskins
1933-1934

MR. DONNA'S LETTER read, "Each of the living Past-Presidents are being asked to prepare an article for our Anniversary issue, I am sure you can find much to write about during your term." The bare facts are easy to record but to try to describe the intense feeling and high degree of organization that developed during those days of 1933 and 1934 is like trying to tell about the war days of 1917 and 1918. Both periods can best be described as "hectic."

In May 1933 under the leadership of Alphonso Gioia, as president of the National Association, the directors went to Washington and made application for a Marketing Agreement under the Agricultural Adjustment Administration. In June, I assumed the Presidency and carried on the work started under Al's regime.

From May to January, 1934 all Association efforts were directed toward getting a code. In November 1933 our industry was transferred from AAA to NRA. The code was approved by General Hugh S. Johnson, NRA Administrator, on January 29, 1934.

By the middle of April over 80 per cent of the Industry had signed certificates of compliance and twelve regional groups were functioning. Then gradually came the realization that we had a lot of rules but no real governmental backing to get enforcement. The fact is, we along with other industries had tried to regulate practices by rule of force that in a democracy will never be enforced until fundamental thinking is changed and popular opinion forces compliance.

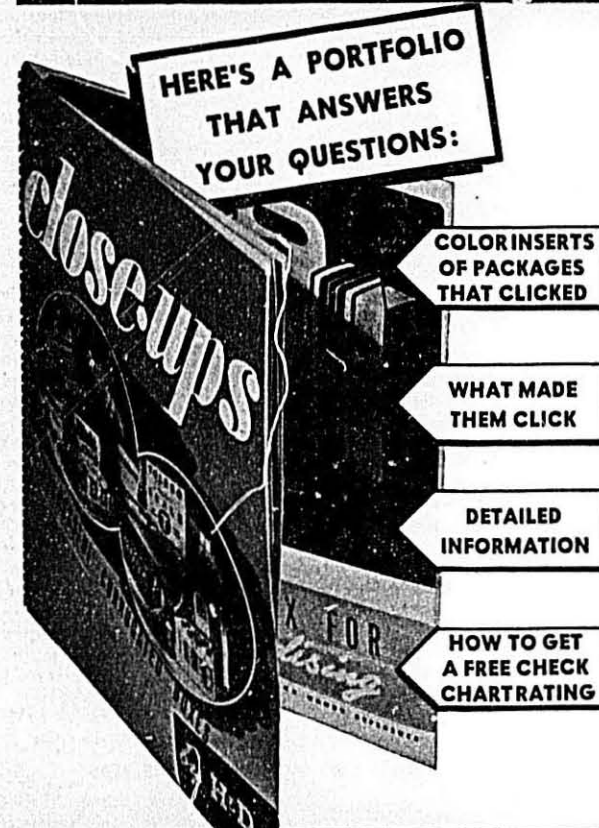
At this point it is interesting to note that nearly all of the major regulations in the Macaroni Code are now Federal and State laws. The new labor laws are in effect. Under the new Food and Drug Act standards similar to those in the Code will be established. The Federal Trade Commission Trade Practice Rules for the Macaroni Industry were practically copied from the Code. The Robinson-Patman Bill may be interpreted as requiring strict compliance with published prices.

Never has any group of men in any industry devoted more thought and energy to an industry's problem than were concentrated on our problems by the members of the Board of Directors of the National Association in

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that patented Duplex shipping-display boxes move more merchandise— increase profits—at point-of-sale?

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that you can get a comprehensive analysis and an impartial rating of your present shipping box by asking for an H & D Check Chart Rating? That this free service may point the way to greatly increased package effectiveness?

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1933 and these same men as Code Authority members in 1934. They may or may not be given credit for the self sacrificing attention they gave to the good of the industry, but I who was in the center of it state unreservedly that the memory of their cooperation and friendship during those trying times will be cherished as long as I continue to be one of the "living Past-Presidents."

Behind us we had the Board but with us in the day to day battle were two characters of whom the industry is justly proud, M. J. Donna and B. R. Jacobs. Mr. Donna through the JOURNAL and in his position as Secretary-Treasurer gave us the background of the past activities and furnished the rallying point for the future. "M. J." is always "there," willing and capable when needed.

"Doc" Jacobs had the entree and knew the ropes at Washington. The fact that we got a code and had in it about what we wanted is largely due to "Jake." We had to rewrite the Code twenty-four times to satisfy the vacillating policy of the theorists in the AAA and NRA and Jake was in on most of the rewrites.

I'll never forget the picture Jake presented with a towel around his middle, after midnight on a hot Washington night in September, alternately mopping sweat and bending over a hotel desk rewriting the Code to have it ready for somebody in the NRA to cut to pieces again the next morning. Louis Vagnino took the Presidency in June, 1934. I continued as Chairman of the Code Authority. The Supreme Court said "no more codes" in May of 1935 and that chapter was closed.

The same old problems are with us. Wherever macaroni men gather together we hear the same "crabbing" about what an industry it is. It was so in 1919, it is so on our 21st anniversary of the JOURNAL and it probably will be so in 1960 but none of us seem to want to get out of the industry. It must be attractive to others because goodness knows there are too many new ones coming in.

The fact is, we have grown 500 per cent since 1914. We have a product that is becoming increasingly more a part of the American diet and we have an indispensable place in American industry.

I am proud to have been one of the Presidents of the National Association for the Macaroni Industry.

Experiences Under A New Order of Things

L. S. Vagnino, Past President



Louis S. Vagnino
1934-1936

VIEWING IN retrospect the happenings of the period 1934-1936, during which I was President of the Association, I see in dim panoramic outline a succession of events which in later years were to have a marked effect on the future course of our industry.

Under NRA

Back in the days of 1934, we as manufacturers were envisaging a bright and promising future. The NRA had become law the year before, and our Code of

Fair Competition had been approved and adopted by the industry in February 1934. Under the Code minimum wages and maximum hours were established for em-

ployees; standards of quality for finished product provided; and unfair and destructive trade practices prohibited. Here indeed was the Magna Carta of the Macaroni Industry, for, in the words of Hugh S. Johnson—NRA Administrator—the provisions of the Code, . . . "will tend to stabilize the Industry, which has suffered from destructive price-cutting by members of the Industry engaged in the distributing of an inferior product under claims of equal quality with better merchandise."

National Association Suspends Many Activities During Code Administration

When the Code came into being, the Code Authority became the all-important administrative body, and the National Association, though retaining its officers and directors, suspended activities, excepting for the publication of THE MACARONI JOURNAL.

The 1934 June Convention

The 1934 June Convention held in Chicago was one of the largest and by far the most enthusiastic gathering ever assembled. There were 89 manufacturers, representing approximately 90 per cent of the total production of the country, and 64 allied members present. According to Secretary Donna, "The outstanding accomplishments of the convention were (1) The agreement between the durum millers and the macaroni manufacturers whereby the number of grades of semolina milled for macaroni would be restricted to two grades, (2) a general expression of faith in the Macaroni Code and in the manner of its administration as expressed in unanimous action of the Convention, and (3) the acceptance of the report of the Standards Committee on Sizes of Bulk and Package Goods.

Report of the Standards Committee on Sizes of Bulk and Package Goods

Realizing that one of the principal causes of unfair competition was the use of odd sizes and weights of containers, the Association set out to make a comprehensive survey of the industry with the view of standardizing on a minimum number of sizes and weights of packages and bulk containers, eliminating all others. To every Macaroni and Noodle manufacturer in the country the Committee mailed questionnaires, and received replies from 169 firms. The results of this survey disclosed that there were 21 different sizes of package goods on the market, ranging from 3 ounces to 48 ounces, and 23 different sizes of bulk goods, varying from 3 lbs. to 100 lbs. The Committee recommended the abolition of 17 sizes of packages and 18 sizes of bulk containers. The findings and recommendations of this committee were unanimously approved and adopted by the Convention, but unfortunately they were never put into practice. Now 5 years after this action was taken there still can be found on the market the same 21 odd sizes of packages and the 23 sizes of bulk containers. The need today for standardization of sizes is, therefore, as imperative as it was in 1934, but whether that need will ever be fulfilled is doubtful.

Death Comes to NRA—May 27, 1935

Many of us will remember with mixed feelings of dismay and confusion when on May 27, 1935, the Supreme Court of the United States handed down the death-dealing decision declaring all provisions of the National Recovery Act null and void. The staggering decision rendered the whole Recovery Act an empty shell and all the Codes thereunder inoperative. Not only the Macaroni Industry but the whole business world was astounded by the terseness and the thoroughness of the decision handed down by that judicial body in which it held, basically, that Congress had exceeded its constitutional rights in delegating legislative powers to the President, thereby voiding the principal provisions of establishing minimum

(Continued on Page 26)



OUR "BLUE RIBBON" cartons, by reason of original design and practicality, are in the asset column as a SALES FORCE and not just money spent for wrapping. Because of our fundamental policy of producing line printed cartons at fair prices since 1886 our leadership remains unchallenged. Maintaining this high purpose has necessitated many vast improvements in our plant. We have added during 1959 and 1940 over \$100,000 of new, fast, automatic, money saving equipment to help YOU meet YOUR competition. Eleven sales offices have been established to serve customers in 42 states. Today BURD & FLETCHER is First Choice for better than good carton making.

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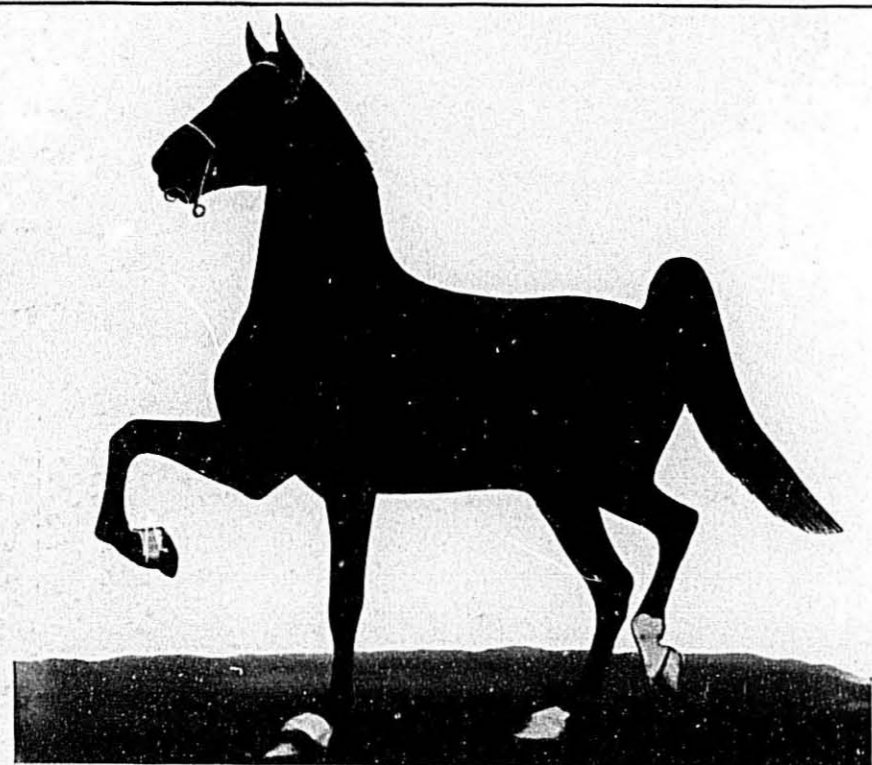
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IT MUST have remembrance value.

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cartons are made by us daily and we are vitally interested in and acquainted with the macaroni maker's problems. **OUR DESIGNERS** are expert beyond the ordinary and extraordinary results are achieved.

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National Association Activities Re-established— 1935 Brooklyn Convention

Following the demise of the NRA, the Macaroni Industry turned again to the National Association. Thus, at the June Convention in Brooklyn, the Macaroni Manufacturers assembled re-affirmed their former allegiance to the National Association and pledged both their financial and moral support to its officers and directors. They realized the need of a strong national organization for group action on problems common to all members of the Macaroni Industry, and which problems could only be effectively dealt with through planned voluntary co-operation.

Comprehensive Industry Survey

By far the most important action taken at the 1935 Convention was the resolution passed by the board of directors and approved by the Convention that a comprehensive survey be made of the macaroni industry to determine the extent, scope, and functions of the re-established Association. To undertake this all-important task, the board employed Glen G. Hoskins. Continuing with most of the personnel employed during the Code administration, Mr. Hoskins began his work in September and completed it the following February. The report covering 75 typewritten pages was and is still today the most comprehensive study ever made of the macaroni industry. It dealt in minute detail with all phases of production and distribution of macaroni products, and proposed a strong administrative organization adequately financed to carry out a well-conceived long time program. The report was unanimously accepted by the Board of Directors, but unfortunately, because of inadequate finances of the Association treasury, the program was never put into effect.

AAA Processing Tax Provision Declared Unconstitutional—January 6, 1936

A second shock to the industry, coming 6 months after the first which invalidated the National Recovery Act, was the voiding of the Processing Tax of the AAA by the United States Supreme Court. The decision was so sweeping, so definite that even those who bitterly opposed the AAA program were astonished. Wrote Secretary Donna, "Confusion and Uncertainty may best describe the situation as affecting the Macaroni Industry." The immediate effect of this decision on macaroni quotations was a sudden drop in prices, in many instances more than 34c per pound. The question of how and when macaroni manufacturers were to proceed to obtain tax refunds on flour stocks and flour purchases became a most vexing problem as well as a costly one. Even to this day, 5 years after the provisions became inoperative, a considerable number of manufacturers have not yet obtained full settlement from the government.

Retgression—Progress in Reverse??? 1934-1936

In reviewing the events of these two eventful years, 1934-1936, it may seem that progress was in reverse; what appeared in the beginning of 1934 to hold a promising and hopeful future ended in failure by 1936. But are not these failures but mile-stones in our industrial journey, marking the hazards and pitfalls in the road we have travelled? Have we not gained in knowledge and wisdom for having had these experiences?

It is for us to profit from our past mistakes and to appraise honestly our limitations and short-comings. If we apply ourselves with diligence, coupled with strong resolve to face our problems with realism and determination, our collective efforts will result in a better Association and a more fruitful industry.

Six Association Activities

Philip R. Winebrenner, Past President



Philip R. Winebrenner
1936-1939

ON THIS OCCASION, I join with the others of our trade in extending to THE MACARONI JOURNAL and to its faithful editor, M. J. Donna, birthday greetings, congratulations and the sincere wish that both the JOURNAL and its editor will enjoy many happy returns of the day.

After serving earnestly, honestly and well for 21 years, the JOURNAL comes of age. It has well earned its franchise as the Official Voice of an important and deserving industry.

So far as I can determine, the basic problems which concern our industry today have been with us from the beginning. Times and conditions alter, minimize or exaggerate these problems, but they continue to reappear in slightly different forms. This being so, the aims and activities of our Association during the different administrations have pretty closely paralleled. A review in detail of every administration would be largely boring repetition.

In recalling the three years during which it was my pleasure to serve as president of the Association (June 1936-39), only those activities which were either new or particularly aggressive will be considered.

At least six activities can be agreeably recalled. Not all achieve the goal originally intended, but none fell short of an encouraging degree of success. Listed in the order of their importance, they are:

1. Full Time and Salaried President
2. Processing Tax Refund
3. Research
4. Trade Practice Conference Rules
5. Enforcement of Federal and State Food Regulations
6. Macaroni Week and Lenten Season Publicity Campaign

The employment of a full-time president is given the No. 1 position, even though our experience was unfortunate, for the reason that a full-time executive president is indispensable if we are to undertake any extensive activities.

A substantial increase in dues was necessary to provide for this addition to our full-time personnel. The increase in membership at the higher rate of dues and the enthusiasm which greeted the program adopted at Cleveland, indicates a willingness on the part of many to support a well considered and properly executed plan, and dissipates for all time the assumption that this industry will not support an aggressive Association.

When the Agricultural Adjustment Act was declared unconstitutional in January 1936, the Association was faced with a definite obligation. Not until September did the Association assume its duty, but when undertaken, the task was admirably performed. First, the refund had to be secured from the mills, and then the difficult task of retaining that portion to which we were rightfully entitled, rather than paying it out again in taxes.

Those who took advantage of the services provided, will ever be grateful to the Association. Here was a



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SCOTCH Cellulose TAPE seals instantly without water—a touch of the finger and you have a strong, positive seal that will not loosen. Made of "Cellophane"—fully transparent and is practically invisible on the package.

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SCOTCH Cellulose TAPE
seals without water—fully transparent
... and in a variety of bright colors



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definite requirement for group action through one agency. Any manufacturer who received a refund is directly obligated to the NMMA. It can be said without fear of contradiction, that had it not been for the effort directed by the Association, not one penny or tax would have been returned. Certain manufacturers are still enjoying the benefits of this action started in September 1936. Others have yet to learn that group action in this matter would have been more efficient and more economical.

Some research has been carried on by the Association during every administration, but it is included as one of the major activities between '36 and '39, because during that period its relation to our other activities was fully realized.

A coordinated effort of our laboratory and the technical staffs of the durum mills was gotten under way in 1937. The appreciation by the durum mills that research was a mutual problem, the benefits from which we would share alike, was a step forward. The monthly reports by our Director of Research stimulated greater interest in this tedious but very important phase of Association work, and has better acquainted the industry with the difficulty which must be overcome before adequate and enforceable standards of quality can be promulgated.

The better part of a year's effort was required in having Trade Practice Rules approved. The Federal Trade Commission promptly and effectively demonstrated the force of such rules in eliminating unfair competitive practices. That the Commission has not been better employed in eradicating unfair trade practices has been due to our own apathy.

Enforcement of Federal and State Food Regulations

required considerable vigilance. Both Federal and State Enforcement Agencies have been undermanned. Most of the violations, which adversely effect us as manufacturers, are, so far as the consumer is concerned, offenses against her pocketbook rather than her health.

With their effort limited, these Agencies have of necessity, rather than choice, been required to concentrate on violations which endangered health. However, Dr. Jacobs succeeded in gaining better cooperation from several State Agencies, and in a few instances, secured effective aid from the Federal Bureau. Though falling far short of what we desired, this activity was considerably advanced during the period covered by this review.

The first joint publicity effort since the advertising campaign of 1930 was the adoption of an Annual Macaroni Week. This was followed by a Lenten Season Campaign. Both were well conceived and efficiently handled by Mr. Donna. The publicity efforts of Mr. Donna, which were carried forward so economically during these three years, can certainly be classified as an achievement.

If I may be permitted a personal observation of the three years with which I was most familiar with the Association's work, it is that our industry is not much different from most others, that though we have our full share of termites, our industry also has many members that any one can be proud to be associated with; that none of our troubles are exclusively ours or any of our sins original with us. Few, if any, of the abuses which are practiced can be accredited solely to this industry. It is simply the old story, that the grass always looks greener on the other side of the fence.

An Advertising Talk to Macaroni Journal Readers

By The Editor

Our readers are constantly writing us, complimenting us on this publication, and we are very grateful for these endorsements. Furthermore, we are anxious to show our appreciation of this praise by making our magazine even better, and more useful to our readers. However, extending our span of usefulness is very largely dependent upon our winning more extensive advertising patronage. We can make our publication bigger and better only in proportion to increases in advertising revenue. So, if our readers want this publication to be larger and to extend its features, as we know they do, they can arrange the matter quite easily and simply by helping to make it ever more important to advertisers.

Drop Them a Line

Would it not be an appropriate gesture if buyers of macaroni-noodle plant equipment and supplies would drop a friendly line to the regular advertisers and a word of welcome to the new ones, congratulating them on their fine messages in this Anniversary Edition? It would be a most appreciative gesture to the advertisers coming from the sponsors of THE MACARONI JOURNAL.

Just a little friendly cooperation all around will make it easier to attain our objective of better service to all interests in the trade.

You undoubtedly are moved to send for literature on some product, or to buy something, because of an advertisement you read in our advertising sections. When you do that, won't you please remember to mention this publication? We are not asking you to do this simply as a favor to us. It is a way to get a bigger and a better magazine without any increased cost to you.

Our advertisements should be regarded as an impor-

tant part of the reading matter of our magazine. There's news of what is new and of goods and equipment it will pay you to use, in these advertisements. You'll notice that the copy of most of these advertisements is devoted to telling you how to buy to best advantage. Did you ever stop to think that only the manufacturer who absolutely knows that his product is the best can profitably spend money to educate you to an appreciation of the best in his field?

We have mentioned that your loyal acknowledgement of having been influenced to buy through advertising you have read in this publication, will help us to make it bigger and better. But that is only one of the advantages that will accrue to you. It means a lot to buy right—a lot in satisfaction and a lot in the savings which are effected through buying right. Bringing you news and editorial items of interest is only half the service our publication is committed to rendering. The second half is to serve you as a dependable buying guide for the goods and services available in our field.

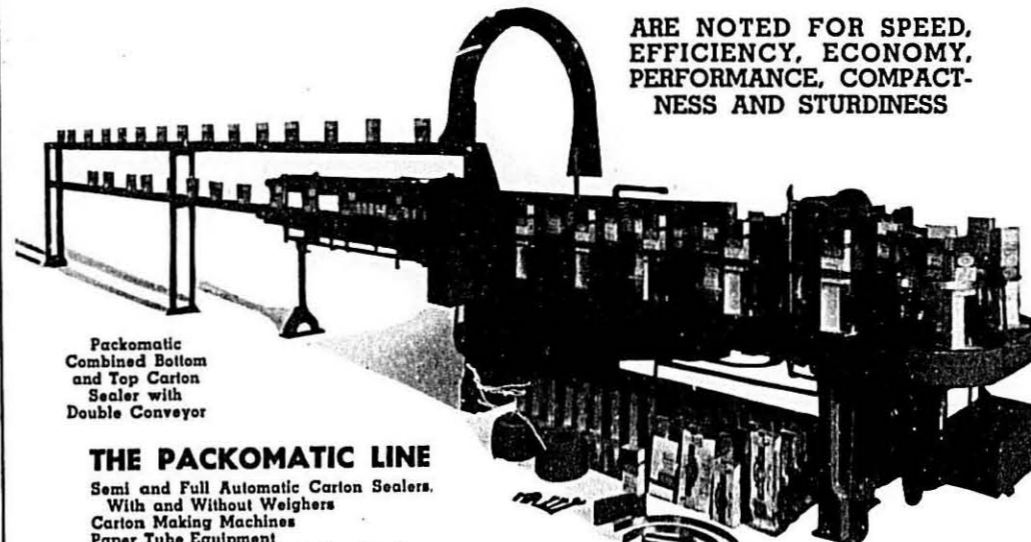
The shrewd buyer of today is an avid reader of advertisements. He realizes that the all-important thing in buying is to be well-informed. We urge you to acquire the good habit of what might be called arm-chair buying. Our advertisements make this possible. You read quietly, without undue sales influence being brought to bear on you, reflect tranquilly, and when you make a decision under those circumstances it is almost sure to be a good one.

For perfect buying satisfaction and to help us to build up a still greater publication for you—buy the products of our advertisers, and let them know that you are responding to their sales messages in this publication.

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The 1940 National Convention

Chicago Will Entertain Macaroni-Noodle Conferees June 24 and 25

Planned Program Will Differ Greatly from the "Cut and Dried" Affairs of Old. The "Human Equation" Makes No Two Sessions Alike

Though practically every progressive operator in the Macaroni Industry is currently thinking of the anniversary celebration that marks twenty-one years of efficient service to the trade by THE MACARONI JOURNAL, many are also giving considerable thought to the 1940 conference of the trade, which, as usual, will be held under the auspices of the National Macaroni Manufacturers Association.

The convention will be held in Chicago and at the Edgewater Beach Hotel, June 24 and 25. The convention proper will be preceded by a meeting of the 1939-1940 Board of Directors starting at noon on Sunday.

Chicago has proved a popular meeting center, especially during the last fifteen years during which the macaroni makers have met there eight times, and this is in addition to the mid-year meetings which are also held there annually in January in connection with the very popular Grocery Trade Conferences.

Because of its convenient location, within easy reach of every important macaroni-noodle manufacturing center, and because of the fine facilities of its hotels, especially the Edgewater Beach which has housed most of the Chicago conferences, the average attendance is considerably higher there than elsewhere. However, New York City, in 1929, attracted the highest registration of convention guests in the history of macaroni men's conventions.

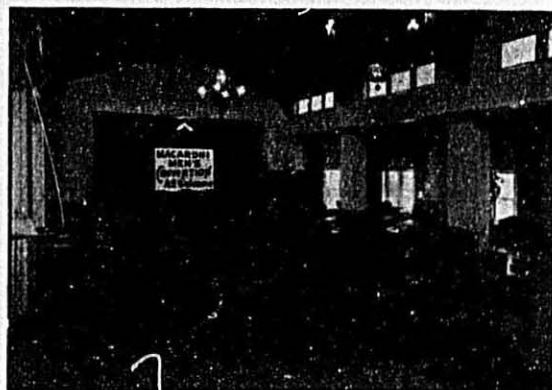
The 1940 convention is to be a "good" convention in every respect, according to the plans being laid by the planners. A "good" convention is primarily one that presents the opportunity of discussing the personal as well as the general problems, and in that light the program-planning is developing slowly.

Members' Own Problems

While the general problems concern almost everybody in the industry, they do not often prove the lodestones that attract the largest attendance. That is the opinion of many students of conventions and the views of James H. Scull, Director of Publicity, National Retail Dry Goods Association, who has more than ordinary experience in program-planning and its effects on attendance and interest. In an article prepared for the *World's Convention Dates* magazine, under the subject of "Members' Own Problems Make Liveliest Topics," he says on this point:

"A GOOD CONVENTION is as contemporary in its outlook as the columns of today's newspapers. A convention discussion of last year's problems interests no one.

"The timeliness of the convention, however, need not be limited to the subjects under debate. The whole structure of a convention, its techniques and manner of presentation must be attuned to the spirit of the moment. New subjects and new faces on the rostrum are not enough. Convention planners are alert to what enthruses and what leaves apathetic the audience at each convention meeting, and with these observations as a guide, plan their next convention to be a better one."



Group Meetings

Rarely are subjects available that are equally interesting to all who attend all meetings. There are some that will attract and hold the attention of a larger number of both manufacturers and allied. Some interest the noodle makers more because they concern things that interest them most. It has been found practical, therefore, in many trade conferences to hold more and more group meetings, giving conventioners a choice or choices. On this phase of convention-planning, author Scull says:

"Some 4,500 department and specialty retailers, manufacturers, educators, and others linked to the retail field attended the annual convention of the National Retail Dry Goods Association in New York City in January. The total attendance was as large as in previous years, and the convention itself retained its place as the biggest retail event of the year.

"More than 30 sessions and interests of the many varying types to meet the varied tastes and interests of the many varying types of executives present. There were a number of general sessions directed at discussion of broad issues confronting retail distribution in the new year. Also numerous group sessions attended specifically by sales promotion, control, management or merchandise executives, interspersed the general meetings.

"Observations at the convention indicated a strongly defined preference by most of the 4,500 retailers for the group meetings which gave tangible suggestions that could be applied in meeting the problems of their own businesses. It was a selective convention, with merchants revealing less interest and enthusiasm for meetings dealing with general trends.

"Skits dealing with practical problems, or 'quiz' form of discussion, allowing free interchange of opinion, drew 'standing-room-only' audiences. Sessions having set speeches, which did not allow for open discussion, were apparently less favored."

These same observations gained from the convention of macaroni-noodle manufacturers in recent years, by the association staff, will be the guide-post in planning the program for the 1940 convention. Every topic presented will be thrown open for general discussion following the presentation by the leader of discussion:

furthermore, every attempt will be made to ascertain, in advance, the wishes of the leaders with respect to matters to be included in the program for study.

The 1940 conference of the Macaroni Industry and the 37th consecutive annual meeting of the National Macaroni Manufacturers Association in Chicago, June 24 and 25, will be modern in every respect. Leaders in the trade, all manufacturers and allied, are invited to make program suggestions and submit convention plans. As usual every interested operator is invited to make this his convention.

If it is granted that trade conventions are a necessity and have a place in the normal program of industry progress—opinions that make possible all the helpful meetings of other progressive trades—then all that is needed to make the coming convention of the Macaroni Industry what its sponsors hope it will be, is to have every progressive operator in America, every true friend among the allied, get actively behind this year's conference with a kindly word, a timely suggestion and his ultimate presence.

In this way only can any convention be properly classified as a *Convention of the Macaroni-Noodle Manufacturing Industry, by the Macaroni-Noodle Manufacturing Industry, for the Macaroni-Noodle Manufacturing Industry.*

Annual Conventions of Macaroni Association

Since its organization in 1904, thirteen different cities have entertained conventions of the National Macaroni Manufacturers Association. Chicago is the macaroni-noodle makers' favorite convention city, having attracted the conference ten times, including the one scheduled there for June 24 and 25, 1940. It has been held in that city eight out of the last 15 years.

Niagara Falls is also quite a popular meeting place in the opinion of these food manufacturers, who gathered there six times for their annual conferences. New York City is third with four conventions, plus one in Brooklyn. Cleveland and Minneapolis are tied for fourth place with three each. The curious thing about this historical review is that it shows that the industry convened in Pittsburgh only once in 37 years and that was on the occasion of its organization meeting in 1904.

Conventions	Places	Dates
1907	Cleveland	May 14 and 15
1908	Niagara Falls	June 16 and 17
1909	Memphis	May 11 and 12
1910	St. Louis	May 17
1911	Detroit	June 13 and 14
1912	Atlantic City	June 11 and 12
1913	Milwaukee	June 10 and 11
1914	Chicago	June 16 and 17
1915	Minneapolis	June 8 and 9
1916	New York	June 13 and 14
1917	Cleveland	June 14 and 15
1918	Minneapolis	July 8 and 10
1919	St. Louis	June 10 and 12
1920	Niagara Falls	June 22 and 23
1921	Detroit	June 9 and 10
1922	Niagara Falls	June 22 and 24
1923	Cedar Point, O.	June 12 and 14
1924	Niagara Falls	July 8 and 10
1925	Atlantic City	July 7 and 9
1926	Chicago	June 8 and 10
1927	Minneapolis	June 13 and 14
1928	Chicago	June 19 and 21
1929	New York	June 18 and 20
1930	Niagara Falls	June 24 and 26
1932	Niagara Falls	June 14 and 16
1931	Chicago	June 16 and 18
1933	Chicago	June 19 and 21
1934	Chicago	June 12 and 14
1935	Brooklyn	June 17 and 19
1936	Chicago	June 15 and 16
1937	Cleveland	June 28 and 29
1938	Chicago	June 20 and 22
1939	New York	June 20 and 22
*1940	Chicago	June 24 and 25

Conventions	Places	Dates
1904	Pittsburgh	April 19 and 20
1905	New York	May 9 and 10
1906	Chicago	May 8 and 9

For High Grade
SEMOLINA
and
Durum Flours
Consult
CROOKSTON MILLING CO.
Crookston, Minn.

Cavell, J. B.
11837 Clifton Blvd.
Cleveland, Ohio

De Stefano, U.
449 Produce Exchange
New York, New York

Friedrich, W. T.
6744 Chamberlain
St. Louis, Missouri

Graham & Company
231 West 47th Street
Kansas City, Missouri

Greenleaf Sales Company
701 Metropolitan Bank Building
Minneapolis, Minnesota

Calvin Hosmer, Stolte Company
157 Federal Street
Boston, Massachusetts

Jeffrey, H. W. Company
Book Building
Detroit, Michigan

Kern & Manschot
2638 North Palmer Street
Milwaukee, Wisconsin

Ladd, F. P., Jr.
Lockport, Illinois

Martino, J. C. & Company
1113 Third Avenue
Tampa, Florida

Mead, R. C. & Company
1340 East Sixth Street
Los Angeles, California

Marriott, A. K.
2202 Exchange Building
Seattle, Washington

Meining, H. C. & Company
844 Rush Street
Chicago, Illinois

Niemann & Nieman
Provident Bank Building
Cincinnati, Ohio

Oldach, Wm. H.
The Bourse
Philadelphia, Pennsylvania

Pearlstone, H. S.
Produce Exchange
New York, New York

Pitcher, H. L.
307 Board of Trade Annex
New Orleans, Louisiana

Vickery, C. E. & Company
10 Ledgedale Street
Pittsburgh, Pennsylvania

Advertisers' Honor Roll

Management is Proud of the Constancy of Advertisers,
25 per cent of Whom Continued Throughout the 21 Years

The initial issue of "THE NEW MACARONI JOURNAL," as it was then known, launched May 15, 1919, as the official organ of The National Association of the Macaroni and Noodle Manufacturers of America (the predecessor of the present organization), carried 21 pages of advertising. There were 14 full page advertisements, 8 half pages and 6 quarter pages, by 28 separate firms.

Of the original 28 advertisers, 7, or 25 per cent, of the allied who helped start THE MACARONI JOURNAL off on its right foot, have been continuous clients throughout the 21 years.

Original and Continuous

In alphabetical order are the firms that have been constant through the years 1919 to 1940:

Capital Flour Mills, Inc., Minneapolis, Minn., through its predecessor, Capital City Milling and Grain Co., St. Paul, to 1925 and since under its present name. John J. Cavagnaro, Harrison, N. J. (1919-1940). Consolidated Macaroni Machinery Corporation, Brooklyn, N. Y. First under the name Cevasco, Cavagnaro & Ambrette, Inc., to January, 1927, and since then under its present name. Charles F. Elmes Engineering Works (1919-1940). P. Maldari & Bros., Inc., New York, N. Y. (1919-1940). Minneapolis Milling Co. through its predecessor, Verxa, Andrews & Thurston, May, 1919, to Feb., 1922, then as the Minneapolis Durum Products Company (1922-1926); then under its present name to date. Pillsbury Flour Mills Co. (1919-1940).

Original Advertisers, But Part-timers

Sixteen supply firms that advertised in the initial issue of the publication, May, 1919, and still in business, but not continuous advertisers, are:

Buhler Bros., New York, N. Y., from May, 1919, to Sept., 1924; October, 1924, to July, 1928; then from May, 1939, occasionally. Carrier Engineering Corp., New York, N. Y., from May, 1919, to April, 1920; then again in June, 1926. Charles Boldt Paper Mills, Cincinnati, O., from May, 1919, to April, 1921. Now part of Celotex Corp. Chicago Carton Co., Chicago, Ill., from May, 1919, to April, 1921. Crookston Milling Co., Crookston, Minn., from May, 1919, to April, 1921; again from Nov., 1923, to Nov., 1932. Downing Box Co., Milwaukee, Wis., from May, 1919, to April, 1921. Dunning-Varney Corp., New York City, from May, 1919, to Oct., 1919; now part of J. H. Dunning Corp.

Globe Folding Box Co., Cincinnati, O., from May, 1919, to April, 1921; now amalgamated with Richardson Taylor-Globe Corp. Hinde & Danch Paper Co., Sandusky, O., from May, 1919, to April, 1922; again from Nov., 1922, to Oct., 1923. Himmel & Downing Co., Milwaukee, Wis., from May, 1919, to March, 1924. Joe Lowe Co., Brooklyn, N. Y., from May, 1919, to March, 1932. Johnson Automatic Sealer Co., Battle Creek, Mich., from May, 1919, to June, 1927; now part of Battle Creek Bread Wrapping Machine Co. Lincoln Mills, Lincoln, Nebr., May, 1919, to Aug., 1921; now the Gooch Flour & Milling Co. Richardson-Taylor Printing Co., Cincinnati, O., May, 1919, to April, 1922; now a part of Richardson Taylor-Globe Corp. United States Printing & Lithograph Co., Cincinnati, O., from May, 1919, to January, 1930. Waldorf Paper Products Co., St. Paul, Minn., from May, 1919, to April, 1921.

It is encouraging to note the reappearance as advertisers in this Anniversary Edition, several firms who made use of the advertising columns of the May 15, 1919, issue.

Original Advertisers Now Out of Business

It is interesting to note the changes that have taken place in the Macaroni-Noodle supply firms since 1919 as reflected by the disappearance of original advertisers. Ten such firms are now listed as "out of business":

Bay State Milling Co., Winona, Minn., advertised from May, 1919, to April, 1922. Duluth-Superior Milling Co., Duluth, Minn., from May, 1919, to Sept., 1938. East Iron & Machine Co., Lima, O., from May, 1919, to March, 1925. Manufacturers' Purchasing Corp., New York, N. Y., from May, 1919, to Jan., 1920. Northern Milling Co., Wausau, Wis., from May, 1919, to Dec., 1931. Frederick Penza & Co., Brooklyn, N. Y., from May, 1919, to Sept., 1922; again from 1923 to 1937, occasionally. A. Rossi & Co., San Francisco, Calif., from May, 1919, to April, 1923. Shane Bros. & Wilson Co., Minneapolis, Minn., from May, 1919, to April, 1924. P. M. Walton Mfg. Co., Philadelphia, Pa., May, 1919, to April, 1922. Werner & Pfeleiderer Co., Saginaw, Mich., from May, 1919, to April, 1920.

Current but Not Originals

Some of the current advertisers have been consistent supporters for many years; others are occasional. Amber Milling Co., Minneapolis, Minn., from Oct., 1928, to date. Barozzi Drying Machine Co., Jersey City, N. J., from Oct., 1920, to July, 1922; again from March, 1925, to June, 1930; then from Sept., 1935, to date.

Champion Machinery Co., Joliet, Ill., from May, 1920, to date. Clermont Machine Co., Brooklyn, N. Y., from Feb., 1923, to date. Commander Milling Co., Minneapolis, Minn., from March, 1920, to date. Creditors' Service Trust Co., Louisville, Ky., from April, 1935, to date. Industrial Fumigant Co., Chicago, Ill., from Aug., 1939. Kansas City Shook and Mfg. Co., Wilson, Ark., from Nov., 1938. King Midas Flour Mills, Minneapolis, Minn., from March, 1923, to date. Middleport Durum Mills, Inc., Middleport, N. Y., from Jan., 1940. National Carton Co., Joliet, Ill., from June, 1933, to date. National Cereal Products Co., Brooklyn and Washington, from Feb., 1939. Peters Machinery Co., Chicago, from Aug., 1919, to date, excepting for one year. Rossetti Lithographing Co., North Bergen, N. J., from Feb., 1925, to July 1926; then from March, 1929, to date. Star Macaroni Dies Mfg. Co., New York, N. Y., from July, 1929, to date. Sylvania Industrial Corp., New York City, from Jan., 1940. Triangle Package Machinery Co., Chicago, started Feb., 1928, then occasionally but now constantly. Washburn Crosby Co., Chicago, from July, 1920, to date.

The publishers of THE MACARONI JOURNAL are most grateful for the financial and moral support given by all regular and part-time advertisers and for their interesting editorials that aided materially in making the magazine interesting to the great majority of its regular subscribers. Also to the new advertisers and the returned old ones. May they be with us more often in the future!

\$500 in Prizes for Recipes

To create interest in and increased use of its quality macaroni, spaghetti and egg noodles by housewives inclined to experiment in cooking and concocting dishes of these products, the Reich Macaroni Company of 1630 Essex St., Los Angeles, California, recently offered 100 prizes of \$5.00 each for recipes made with any of their products.

Contestants were required to enclose a wrapper from the product used in the recipe entered and entry blanks were supplied through the various outlets for their brand of macaroni products.

Wide interest was created and many new and different recipes for preparing tasty and economical dishes were submitted by hundreds of contestants.

"COCK-A-DOODLE
DOO-O-O-
PALE NOODLES
WILL NOT DO-O-O!"



FOR DEEP-COLORED, QUICK-SELLING NOODLES, USE THESE RICH EGGS OF REAL HOME TABLE QUALITY

● Gathered only in the springtime months—months when yolks are deepest in color, richest in solids—Swift's Brookfield Frozen Fresh Eggs are just what you need to turn out those brilliant yellow noodles that set so fast!

Every one of these extra-fine eggs is selected for true home table quality. Every one is candled individually, broken by hand, emulsified to assure high solubility, quick-frozen by a special method.

Swift & Company scientists have devoted years

of research to the problems of noodle makers. They have established a rigid standard of quality for Brookfield Frozen Eggs, guaranteeing you complete freedom from ordinary egg troubles. And when unusual production difficulties arise, these technical experts are always ready to help you "beat the jinx."

Order a trial 30 lb. can of Swift's Brookfield Frozen Fresh Egg Yolks from the nearest Swift Branch house TODAY! Watch your noodle profits soar!

SWIFT'S BROOKFIELD
FROZEN Fresh EGGS

Memories

By Edwin C. Forbes*

Cleveland, Ohio



Edwin C. Forbes

to forming an Association. This met with such encouraging response that a meeting was arranged to be held at Pittsburgh, Pennsylvania, April 19 and 20, 1904. Among those present and participating were the following:

Frank L. Zerega and Thomas H. Toomey, Brooklyn, N. Y.; J. D. Bobb, Chardon, Ohio; Ernesto Bisi, Carnegie, Penn.; U. V. Fontana, Allegheny, Penn.; Oscar M. Springer, Detroit, Mich.; Charles Maull, Jr., St. Louis, Mo.; C. F. Mueller, Jr., Jersey City, N. J.; Peter Rossi, Sr., Braidwood, Ill.; Oswald Schmidt, Davenport, Iowa; George Jenks, Harbor Beach, Mich.; H. A. Taylor, Chicago, Ill.; Fred Backer, C. J. Gehlbach, and E. C. Forbes, Cleveland, Ohio; G. F. Argetsinger, Rochester, N. Y.; E. M. Muldoon, Youngstown, Ohio; M. Demagro, Spring Valley, Ill.; B. Piccardi, John A. S. Piccardi, Lewis Lazzari, G. Pivrotto and E. D. Branch, Pittsburgh.

The meeting was held in a private dining room of the Lincoln Hotel. After a brief statement of the objects of the meeting made by myself, John A. S. Piccardi was elected temporary chairman and I was elected temporary secretary.

A frank and open discussion followed of trade evils and how the manufacturers could, through an organization, cooperate in overcoming many of them as well as to stimulate the consumption of American made macaroni and noodles.

Oscar M. Springer moved that the "National Association of Macaroni and Noodle Manufacturers" be organized. The motion was unanimously carried.

Thomas H. Toomey moved that a committee of five be appointed on Constitution and By-Laws. The motion was carried. The Chair appointed Thomas H. Toomey, Ernesto Bisi, Charles Maull, Jr., J. D. Bobb and Oscar M. Springer to present the necessary Constitution and By-laws. At the afternoon session the committee reported, the laws were adopted and officers elected as follows:

Thomas H. Toomey, President, Brooklyn, N. Y. A. Zerega's Sons, Consol.
Oscar M. Springer, 1st Vice Pres., Detroit, Mich. Michigan Macaroni Co., Ltd.
Ernesto Bisi, 2nd Vice Pres.—Carnegie, Penn. U. S. Macaroni Factory.
Edwin C. Forbes, Secretary, Cleveland, Ohio. The Macaroni Journal Co.
Fred Becker, Treasurer, Cleveland Ohio. The Pfaffman Egg Noodle Co.

Executive Committee

J. D. Bobb, Chardon, Ohio. The Chardon Macaroni Co.
U. V. Fontana, Allegheny, Penn. Pittsburgh Macaroni Co.
H. A. Taylor, Chicago, Ill. The National Macaroni Co.
John A. S. Piccardi, Pittsburgh, Penn. With B. Piccardi.
G. F. Argetsinger, Rochester, N. Y. L. B. Eddy Co.



Thomas H. Toomey
Association's First President
(1904-1905)

The election of officers out of the way, the convention was ready to listen to and discuss the several interesting and vital subjects presented in papers by those present.

Charles Maull, Jr., presented a paper on "The Freight Rate Question."

Oswald Schmidt read a paper on "Present Low Prices: Their Causes and The Remedy."

U. V. Fontana read a paper on "How to Increase the Demand."

Fred Becker presented a paper on "Packages—the Advantage of Uniformity."

John A. S. Piccardi presented a paper on "The Modern Macaroni Manufacturer."

The following timely papers were read from manufacturers who were in accord with the purposes of the meeting but for various reasons were unable to be present.

J. G. Hotaling.....Syracuse, N. Y. "Benefits of Association"
L. R. Lorenz.....Milwaukee, Wis. "Broken Macaroni—a Menace to Package Goods"
F. X. Moosbrugger.....St. Paul, Minn. "Should American Macaroni Manufacturers Use an Imported Style Package"

Henry D. Rossi.....Braidwood, Ill. "How to Manufacture Macaroni"
S. R. Smith.....Harrisburg, Penna. "American versus Imported Macaroni—Why Imports Increase and the Remedy"

Morning, afternoon and evening sessions were held. Interest was so keen in the papers submitted and the discussions that followed that those in attendance grudgingly took time out to eat.

A vote of thanks was given to the Pittsburgh manufacturers for the consideration shown and hospitality extended to those present.

A vote of thanks was also tendered to the various manufacturers who had prepared papers for the meeting.

The Macaroni and Noodle Manufacturers Journal was made the official organ of the new Association.

New York City was chosen as the place for holding the next convention and the Association adjourned to meet the second Tuesday in May, 1905. This briefly tells the story of the first convention of the Association, the name of which was shortened to the National Macaroni Manufacturers Association after I retired in 1919.

You Are Invited

Every progressive Macaroni-Noodle manufacturer and all friendly allied tradesmen will be welcome at the 1940 convention of the industry in Chicago, June 24 and 25. Plan to attend.

Charter Members

Enrolled 1904. Still on Roll April 1940.

Thirty-six firms, 32 of whom were manufacturers of macaroni products and four allies, were enrolled as Charter Members of the National Association of the Macaroni Industry when formed April 19, 1904.

Six discontinued their memberships after the first year; five paid dues for two years; others for varying periods, then went out of business. In passing, it is interesting to note that of all the firms listed as Charter Members in 1904, only one remains in business today who is not at present a supporting member of the national organization it helped to formulate.

Seven current manufacturers who enrolled as Charter Members in 1904 remain on the rolls of the organization as supporting members, though many changes have occurred in the intervening 36 years.

Those who so honor the National Macaroni Manufacturers Association are:

Crescent Macaroni & Cracker Co., Davenport, Iowa.
Minnesota Macaroni Co., St. Paul, Minn.
C. F. Mueller Co., Jersey City, N. J.

The Pfaffman Company, Cleveland Ohio.

Peter Rossi & Sons, Braidwood, Ill.
Tharinger Macaroni Co., Milwaukee, Wis.

A. Zerega's Sons, Inc., Brooklyn, N. Y.

Firm President Dies

V. J. Fusco, president of the Brockway Macaroni and Supply Co., Brockwayville, Penn., died on March 30 after a brief illness.

He was only 39 years of age at the time of his death, but had had considerable experience in macaroni manufacturing. He is survived by his widow and two children.

When in 1634 Sieur de la Roque returned to Marseilles from Constantinople, he brought with him a small metal pot and some coffee beans which he roasted and brewed in it. At first the beverage was considered a medicine and was sold in pharmacies. Doctors prescribed it for scurvy, smallpox, consumption, dropsy and other ailments and warned their patients against mixing it with milk.

DO NOT BLAME YOUR FOREMAN OR EMPLOYEES IT MAY BE YOUR DIES!

IF the paste extruded from your old Dies is rough, uneven, off-color, thick-walled; if it does not compare favorably with paste extruded from your other Die or Dies of similar style, do not blame your employees.

TAKE THE MATTER UP
WITH

F. MALDARI & BROS., INC.



178-180 Grand Street

New York, New York

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

*The author was the first secretary of the first U. S. Macaroni Association (1904-1919) and the Editor of the predecessor of this publication (1903-1919).

Old Days Were Happy Days

Macaroni-Noodle manufacturers are a happy lot. They make the best of machinery and equipment on hand but are always on the alert for things and equipment that insure more rapid production of quality products.

To contrast the modern plant of 50 years ago with the up-to-date factory of the present age, we reproduce below an interesting article on macaroni manufacture in New York City that appeared in the magazine *Scientific American*, dated May 27, 1893.

The cuts used to illustrate the modern machinery of that day were made from a photograph taken in the plant of the Columbia Macaroni Manufacturing Company in New York City, later amalgamated with A. Zerega's Sons, Inc., now operating at Brooklyn, New York. (See illustration on opposite page dedicated to the macaroni-noodle machinery builders.)

Macaroni Making in New York

Macaroni is a preparation of wheat originally peculiar to Italy, in which country it is an article of food of national importance. The same substance in different forms is known as vermicelli, spaghetti, Italian pastes, taglioni, etc. These substances are prepared from hard, semi-translucent varieties of wheat. Hard wheats are richer in gluten than the soft and tender wheats. These wheat preparations styled "macaroni" are met with in various forms, such as fine thin threads called vermicelli, from its threadform-like appearance, thin sticks and pipes, stars, disks, ribbons, tubes, etc. In the manufacture of macaroni about 100 pounds of semolina or granulated wheat is first put into a circular iron mixing machine three feet in depth and two feet in diameter. A quantity of boiling water is then added and the substance mixed up into a stiff dough by a revolving shaft armed with circular teeth which runs down through the center of the machine. The dough is then taken out and placed in a circular wooden rolling machine, three feet in height and eight feet in diameter, over which for 40 minutes travels a revolving granite roller five feet in diameter, 18 inches in width, weighing three tons. After the dough has been thoroughly rolled and pressed, it is placed in a kneading machine. A layer of dough about four inches in thickness and about eight inches in width is placed around the outer edge of a circular revolving pan six feet in diameter and 18 inches deep. Attached to the framework of the machine across the center of the pan are two loose cone-shaped gearing wheels. As the pan revolves around, the dough is passed under the cone-shaped wheels, which in turn revolve, burying their teeth into the dough. This operation continues about 20 minutes, thoroughly mixing and kneading the substance. It is then placed in the cylinders of the macaroni press. These cylinders are about 2½ feet in length and about 15 inches in diameter, on the inside of which, resting on a flange at the bottom, is a copper mould. These moulds are about one inch thick and perforated with holes through which the pipes of macaroni are pressed. The pipes are made hollow by means of a circular piece of copper held in place by a pin running across the center of the hole, on the inner side of the mould. As the dough is pressed over the pins it divides in the center and unites itself again as it passes out of the mould. About 100 pounds of dough is placed in the cylinders at a time, which is pressed out through the moulds by means of an accurately fitting plunger or piston. One thousand pounds of pressure is used, the cylinder emptying itself in about 45 minutes. As the pipes of macaroni

pass out of the mould they are cut off into 10 foot lengths and taken to the cutting table, where they are recut into small lengths for drying. The macaroni is then placed on pasteboard and racked away for eight days to dry, in a temperature of 80 degrees, when it is placed in boxes and is ready for market. The company employs about 125 Italian hands and turns out about 3,500,000 pounds yearly.

Macaroni Making in Italy

The hardest and flintiest varieties of wheat are selected, first washed, and then thoroughly dried in the sun. This wheat is then coarsely ground and run through a revolving sieve to separate the starch from the bran and flinty portion. It is then successively passed through a series of six hand sieves, each a little finer than the preceding, for the purpose of separating the flinty portions from the bran. This apparently simple process requires considerable skill, and a certain knack which it takes time to acquire. The motion which is given to the sieves by the sifters is half rotary and half up and down, with an indescribable side motion, which can only be characterized as a "boon.erang", for it throws the mass which is being sifted in an opposite direction to that taken by the sieve. Every few minutes each sifter pauses and skims off the bran which has worked to the top and center of the sieve, and after these various manipulations there remains a clean, flinty, farina, known as semolina. This is then mixed with warm water into a stiff dough, and this dough is thoroughly kneaded by means of a long prism-like, hardwood lever, so adjusted that the spring of the timber may be utilized in alternately raising and depressing it upon the mass of dough, which is then pressed and kneaded into the required consistency. It is rather amusing to see two or three men sitting on the end of this lever and bobbing up and down so as to throw their weight at one instant on the lever, bringing it down into the dough, and then allowing it to spring up again, in order that it may be brought down in a new place.

After it has been thus mixed and kneaded for about an hour, the dough is put into presses with perforated bottoms, and, pressure being applied, it comes out through these holes in the shape known to us as macaroni. At this stage of the process it is, of course, soft and flexible, and in order to keep the various little strings of dough from sticking together, it is constantly fanned by a boy, so that the current of air thus made may slightly dry the outside of the strings and prevent them from adhering. It is then cut off and hung on racks or frames made of bamboo, to dry. As it hangs on the frames the different pieces are of unequal length, and a boy passes rapidly over them, wringing off the longer ends to make them uniform. The drying has to be done with extreme care. When sufficiently dry it is removed from the frames and packed in boxes such as are familiar to all grocers.

The different sizes are made by changing the movable bottoms of the press and employing different sized perforations. Each of these perforated holes has a core or center around which the dough has to pass, and this produces the hollow which is a characteristic of the macaroni.

Vermicelli is made from the same material and in the same way as macaroni except that it is not hollow, it being so small that it is neither practicable nor necessary to make it so.

Dedicated To

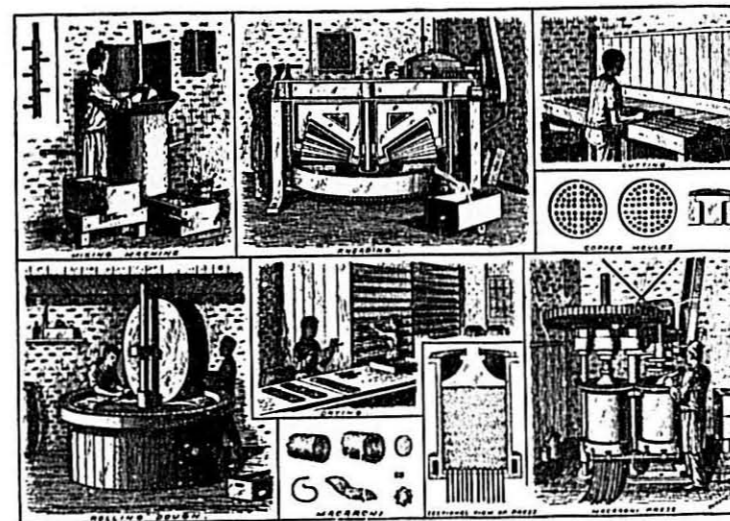
Builders and Inventors of

Dependable Production Machines, Reliable Drying Apparatus, and Efficient Packaging Equipment and Supplies that make United States Macaroni Factories the Most Modern in the World

★ ★ ★

Fifty Years of Progressive Improvement

The illustration below shows what was "the vogue" in Macaroni Machinery in the modern plant of 1890. Contrast it with that found in the modern plant of this age to realize the improvement that has been made in less than a half century.



The Latest Thing in Macaroni Machinery, 1890

In Appreciation of Progress and Continuous Support

Compliments of the

National Macaroni Manufacturers Association

Outstanding Advances in the Macaroni Industry

By Benjamin R. Jacobs, Director of Research
National Macaroni Manufacturers' Association

I was recently asked by our genial Secretary-Treasurer, Mr. M. J. Donna, to prepare a sketch of the developments that have taken place in the macaroni industry since my contact with it.

The new MACARONI JOURNAL is this month celebrating its twenty-first anniversary under the efficient management of the Editor, Mr. Donna. It has thrived and prospered financially and in the esteem of its subscribers, its advertisers and all its friends who read it. However, I feel that any running sketch, such as this, of the improvements and developments of the macaroni industry should go back farther, at least to the time when I first became associated with the industry during my work in the United States Department of Agriculture.



Benjamin R. Jacobs

My first contact with a macaroni factory was in 1909 when I visited the old plant of the C. F. Mueller Company, which was then located on Boyd Avenue, Jersey City, N. J. I did not, however, attend a macaroni convention until 1912 when the convention was held in Atlantic City and Mr. C. F. Mueller was elected president. He had already been president for at least two terms and was elected continuously from 1910 to 1915, a period of six years. Ever since that first convention I have attended every annual and mid-year convention, so that my contact with the macaroni industry has been rather intimate for the past thirty-one years.

Considering the advances in the industry in their chronological order one may say that the first and most important advance became apparent when durum wheat was first introduced to the American farmers. Its introduction preceded my contact with the industry but its use in any quantity was just beginning to take hold. In fact, some of the work done in the Department of Agriculture by Mark Carlton was done with the collaboration of Dr. J. A. LeClerc and myself. Many of the analyses, baking and milling experiments of durum wheat were made by me in Dr. LeClerc's Laboratory and turned over to Mr. Carlton.

Durum wheat, particularly Kubanka, which had its origin in Russia, was being grown experimentally all over the United States but it finally found its best environmental conditions in the Northwest where it has been grown in largest quantities ever since. At that time, the largest consump-

tion of macaroni products was among the newly arrived foreign element. It was, therefore, natural that the use of a raw material which they knew and which was also used in most of the imported macaroni products, should find favor and should stimulate domestic production. There is no doubt that the introduction of durum wheat into this country with its adjustment to proper growing and milling conditions was the most outstanding development that the macaroni industry witnessed in any similar period of time.

The next most outstanding development in the macaroni industry took place during the first World War. In 1914, when the war started the United States was importing annually, approximately 160 million pounds of macaroni products. Most of this originated in Italy and landed in New York City. The records show that for a number of years preceding 1914 practically the same amount of macaroni products landed in this country from abroad. It is evident, therefore, that a large amount of the consumption was supplied from this source.

The price of macaroni was controlled entirely by the amount and number of shipments arriving. Every time a boat arrived from Italy in New York City, auctions of bulk macaroni products were held at the piers and the price dropped accordingly. Much macaroni was sold in the first decade of the present century at 50 cents for a 10 kilo box (22 lbs.). Few macaroni plants could compete with this flood of imported macaroni.

The American manufacturers could not purchase their raw materials at such a price, neither did they have the equipment to meet this kind of competition. Furthermore, practically all foreign macaroni sold in this country was canary yellow colored due to the use of artificial color, and the labels were laden with gold medals, which the Pure Food Laws did not permit the domestic manufacturers to use. However, in 1915, when Italy joined the Allies, importation of macaroni products ceased abruptly. Imports dropped from a high of 160 million pounds to practically nothing. Immediately, there was created an enormous demand for domestic macaroni. Every American plant was enlarged, old mixers and presses were brought back from the junk pile and put to work but soon the macaroni manufacturer began to experience some difficulties, particularly with the price and availability of his raw materials.

By 1917, when the United States entered the war, he found the Government, through the Food Administration, restricting his use of wheat with a "Save The Wheat" program. By 1918, he had been required to reduce his use of wheat products to 70 per cent of his pre-war capacity and was encouraged to make up the difference by the use of substitutes. Some manufacturers suffered considerable losses due to their use of wheat substitutes, for which there was no previous experience.

It may, therefore, be said that the second and most notable development that took place in the macaroni industry in the second decade of the present century was the enormous expansion of domestic production, due in a large measure to the demands and conditions existing during the first European war.

It was in 1919 that the industry first became really conscious that cooperative efforts paid dividends. In that year the Association employed a paid Secretary-Treasurer and a paid Editor for THE JOURNAL, Mr. Donna being selected for the position. How well he has done his job is shown by the fact that he is still retained; that the work has extended and that he has done and is doing an excellent job.

In the same year the Association launched its first advertising campaign. Fifty thousand dollars were subscribed and expended and an effort made by the industry to have the

"Macaroni makes more menus in 'Cellophane' Packages"

—says MR. J. H. DIAMOND, Pres.
Gooch Food Products Company



MACARONI makes its appearance more often on the family menu when the housewife is reminded by seeing it in attractive "Cellophane" packages, according to the experience of the Gooch Food Products Company. Housewives like the 100% visibility of "Cellophane" because they can see what they're getting and they know it's clean. In these attractively printed, sparkling wraps, the Gooch brands stand

out on their display rack... catch shoppers' eyes... remind them of an easy way to prepare a delicious dinner! That's why "Cellophane" cellophane film is helping to make Gooch's macaroni a year-round seller. Not only does it assure housewives of freshness and flavor, but also the clean-looking, tempting sparkle of "Cellophane" displays the fine quality of a product to its best sales advantage.

PACKAGING IDEAS:
• We'll gladly help you work out new packaging ideas for your line. No obligation. Just write: "Cellophane" Division, Du Pont, Wilmington, Delaware.

Cellophane
TRADE MARK
"Cellophane" is a trademark of E. I. du Pont de Nemours & Co. (Inc.)

Government enforce the Pure Food Law standards and labeling requirements. In 1920, the Association established its laboratory in Washington and this was the beginning of my active and direct participation in the affairs of the industry. The Department of Agriculture at that time restated the position it had formerly taken concerning the use of artificial color in macaroni products. This was to the effect that its use was prohibited even though its presence was declared on the label. This was due to the opinion held in the Department that its use concealed inferiority, and therefore a declaration of its presence did not correct adulteration. At that time, through the cooperative efforts of the Washington office of the Association and the United States Department of Agriculture, the standards on noodles were beginning to be enforced. The Washington office was also instrumental in having the tariff on macaroni products increased to two cents per pound. The requirements for noodles and egg noodles were also changed from whole eggs to either whole eggs or egg yolks.

Many Association and group activities all revolving around the various Government laws for the control of quality, price and other elements in the production and sale of macaroni products, were engaged in by the industry.

The third decade of the present century, therefore, may be marked by the initial consciousness among the leading macaroni manufacturers that cooperative efforts by the industry as represented in the Association, are more effective and have a better chance to succeed than the same effort made by the individual. All these activities the industry has found necessary to continue to keep step with the advance in the food industries in general.

Many of the intangible benefits that have been derived by the industry are due to these conditions. This decade, therefore, may be said to be noted in the macaroni industry for the conscious cooperative efforts of the industry to improve its products and its merchandising methods as well as to the realization by the industry of its obligation to the general public.

In the fourth decade of this century broader cooperative efforts were initiated. Among these may be noted the Advertising Campaign, the Code of Fair Competition, under the National Recovery Act, the Rules of Fair Trade Practices, under the Federal Trade Commission, the standardization of our macaroni products under the new Federal Food Law, the Educational Publicity campaign that has been carried on for several years by the Secretary, Mr. Donna, and the enforcement of the Federal and State Food Laws as well as the enforcement

of the Rules of Fair Trade Practices.

In the latter part of this fourth decade notable improvements have also taken place in the manufacturing processes involved in producing macaroni products. If I may be permitted to venture a prediction, it is my opinion that the next decade will see rapid strides in this phase of the macaroni industry. It is my opinion that the process of manufacturing macaroni will be considerably shortened and great economies effected as well as better organized units. Within the next ten years or probably sooner, macaroni will be produced in practically all the plants, from the raw material to the packing room, within the work-

ing day. The process will be continuous and the product will not be touched by human hands. Signs of this are already visible in a number of plants on some of the products and this desirable end may be accomplished by merely extending some of the present practices.

1940 Convention

June 24 and 25 are dates that all friends of the Macaroni-Noodle Industry should note. Your convention is scheduled for those dates. Yes, in Chicago and at The Edgewater Beach Hotel.



All the King's Horses —

and all the King's men can't undo the damage caused by unsuitable adhesives. Your best assurance of perfect labeling, wrapping, or case sealing is to use the "Mikah" glues, gums, or pastes recommended by our adhesive engineers. They know the answers!

NATIONAL ADHESIVES

DIVISION OF
NATIONAL STARCH PRODUCTS INC.

220 Greenwich St., New York—Chicago—Philadelphia—Boston—San Francisco
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MILPRINT PACKAGING adds Motion to SALES

MILPRINT Revelation BAGS

MILPRINT Revelation WRAPS

MILPRINT Cellophane BAGS

MILPRINT REINFORCED Cellophane WRAPS

Macaroni Products Sell faster in

You want your packages to make consumers say: "That's what I want!" MILPRINT makes packages like that... "engineered" to carry your products properly... designed with eye-appeal and appetite-appeal to gain preferred display and powerful identification for you at point-of-sale. MILPRINT also creates and produces printed and lithographed advertising and display units that help speed sales. Here is a "3-STAR" service that may be the answer to MORE SALES for you. Worth discussing NOW.

AMERICA'S FIRST CELLOPHANE PRINTERS

MILPRINT PACKAGING

3-STAR PACKAGING SERVICE

★ PACKAGE ENGINEERING ★ ★ PACKAGE DESIGNING ★ ★ ★ POINT-OF-SALE MERCHANDISING IN PRINTING AND LITHOGRAPHY

MILPRINT, Inc.

PLANTS IN MILWAUKEE, WIS. PHILADELPHIA, PA. LOS ANGELES, CALIF.

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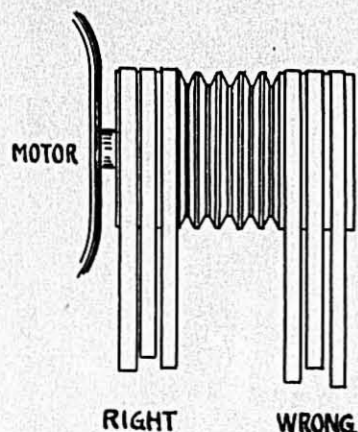
Factory Service

Improving a V-Belt Drive

By W. F. Schaphorst, M.E.

On numerous occasions, I have seen V-belt drives improperly belted as indicated by "wrong" in the accompanying sketch. That is, when the sheave is only partially belted with only two or three ropes, the ropes are placed at the "end" of the sheave, as far away from the motor bearing as possible. The explanation for placing in that position is: it is the easiest place to put the ropes.

Don't do it that way. The correct way is to place the ropes as close to the motor as possible as indicated by "right" in the sketch. By so doing there will be less bearing pressure owing to the smaller leverage of the ropes through the shorter distance. In any belt drive, the greater the distance of the "center of belt pull" from the center of the bearing, the greater will be the pressure of the shaft against the bearing, and, consequently, the greater will be the friction and loss of efficiency.



This also makes clear one of the reasons why double-ply belts are preferable to single-ply: the center of pull of a double-ply belt is closer to the center of the bearing.

The highway user is now paying his full share of actual expenditures for highways and streets, as well as contributing in full measure to the support of general government.

Carelessness has taken more lives and caused more sorrow than all the wars in history.

"Slips" and "Jerks" Are Costly

At the rate that new equipment is being installed in the modernization process through which many of the leading plants of the country are and have been going for the past few years, many of the old problems of the production department have either been entirely eliminated or greatly minimized. However, there are still many power-transmission problems confronting superintendents of macaroni and noodle plants.

Big savings, for instance, can be expected by eliminating belt-slips on jerky loads that often develop in the mixing and kneading departments. The views of the chief engineer of one of the largest plants in the country, though expressed in a special, well-illustrated article in *Food Industries* several years ago, are still interesting and timely. The author of the article, referred to is Charles DeNovo, production superintendent in the Chicago Macaroni Company's plant, Chicago, Ill. Following are some of the more interesting excerpts from the article, with due credit to the author and the magazine for which it was written:

Chicago Macaroni Co. saves over \$750 a year on seven kneader drives by substituting silent chains for belts. Chain drives on three macaroni shakers pay for themselves every three years by the savings they make possible. And there are several other chain-drive applications in this plant where very definite operating advantages have been realized. The following discussion will show in detail what has been accomplished and probably will suggest possible applications with corresponding savings to other manufacturers with power-transmission problems.

TABLE I—Major Chain Drives in Plant of Chicago Macaroni Co.

	Macaroni Shakers	Flour Dough Conveyors	Dough Kneaders
No. of drives.....	3	6	7
Motor h.p.	5	2	10
Speed of motor, r.p.m.	950	1150	825
Speed of driven shaft, r.p.m.	150	215	195
Distance between centers, in.	33	24	16
No. of teeth in wheel.....	120	100	80
No. of teeth in pinion....	19	17	19
Pitch of chain, in.	1 1/2	1 1/2	1 1/2
Width of chain, in.	1 1/2	1	1
Length of chain.....	10' 6"	6' 10"	6' 10"

Macaroni Shaker Drives

Three of the four macaroni shakers in the plant were changed from belt to silent chain drives because the jerking caused by the shaking arms

made it necessary to keep the belts so tight that maintenance was both troublesome and costly. The fourth shaker is still driven by a belt, so that it is possible to make a direct comparison between the yearly costs of both kinds of drive for similar service, as shown in Table II.

TABLE II—Comparison of Costs of Operating Belt and Silent Chain Drives

Belt Drive	
12 ft. of 4-in. double leather belt at \$1.15 per ft., \$13.80. As this is good for only 8 months' service, the cost per year is	\$20.70
Labor of putting in belt hooks.....	5.20
Lost time of machine operators while shaker belt is being repaired.....	3.47
Two boxes of belt hooks.....	4.50
Total	\$33.87
Silent Chain Drive	
First cost, \$73.62; depreciation per year for 15-year life.....	\$4.91
Lubrication	2.73
Maintenance and repairs, negligible.....
Total cost per year.....	\$7.64
Saving per year, \$33.87 — \$7.64.....	\$26.23

The saving would be increased considerably if overhead were included. When expressed in production, a 5 per cent slippage would amount to 1,531,250 lbs. per year for seven machines, or 98 days' work for one machine. In other words, if these machines were driven with a 5 per cent slip it would be necessary to run them fourteen days longer each year to give the production at present obtained in 280 days.

From this comparison it will be seen that although the first cost of a silent chain drive is about five times the first cost of a belt drive, it is very much more economical to operate, and pays for itself in three years.

Flour Conveyor Drives

The six flour conveyors were equipped with chain drives for two principal reasons. The first was that there was not enough room for belts. The second was that, as these conveyors are started and stopped by means of pushbutton controls, the sudden starting frequently would throw a belt off the pulleys. Chain drive, of course, corrected this difficulty.

Dough Kneaders

The seven dough kneaders, together with mixers and macaroni machines, are part of the production process or line all of which must be perfectly timed or synchronized. That is, dough passes through the mixer, then through the kneader, and finally through the macaroni machine. Each unit must, of course, be timed with the units before it and after, and production is a continuous process. The necessary accuracy in synchroni-

To
The MACARONI JOURNAL
On Its
COMING-OF-AGE!

To The
National Macaroni
Manufacturers Association
On Its
36th Birthday

CONGRATULATIONS!

To The
National Macaroni
Institute
On Its
Progressive Educational
and Publicity Work



On this auspicious occasion it seems most opportune for the 375 individual businesses composing the Macaroni-Noodle Industry, doing a combined volume of \$75,000,000 annually, to realize that their big problem is a common, non-competitive problem... to increase the national demand for all Macaroni Products.

To this work, the Skinner Manufacturing Company pledges itself anew.

SKINNER'S

Fine Food Products

Skinner Manufacturing Co., Omaha, Neb.

zation is not practicable with belts because of slippage, but works out satisfactorily with silent chain drives.

Besides eliminating slippage the chain drives permit of the use of pushbutton control on each kneader, as explained in connection with the macaroni shakers, and it is also possible to stop the machine much more quickly than could be done with belt drives with their tendency to slip.

Slippage on these seven kneaders, which handle a firm and stiff dough, varies from 5 to 10 per cent when belt-driven. At 5 per cent the loss in direct labor and power for the seven machines would be as shown in Table III.

Dough Breaker

One of the less important drives not listed at the beginning of this article is on a dough-breaking machine which works a piece of dough 20 inches wide through rollers at heavy pressure, and is subjected to severe jerk when the rollers are reversed. This drive has been in service for eight years and has never been touched except for oiling. With the belt drive formerly used the reversing action was much more sluggish than proper, because of the slipping of the belts.

In this plant the elimination of slipping belts is, as has been seen, of particular importance. There is, however, enough slack in the chains to cushion sudden shocks which otherwise damage the machines under ordinary circumstances. At certain points, where a severe shock might be dangerous, the drive is provided either with a spring sprocket or shearing keys.

The only attention which these chains require is oiling once a week, and this can be done for the twenty drives by one man in two hours.

TABLE III—Losses Due to Belt Slippage

Annual direct labor cost—Average of 10 3/4 men at \$24 per week for 52 weeks.....	\$13,104.00
Annual power cost—144,700 kw.-hr. at \$0.015.....	2,170.50
Saving due to elimination of 5 per cent slip	\$15,274.50
	\$763.72

Valuable Pipe Bending Chart

This chart will be found useful for determining the average radius of bend that should be given to common forms of pipe bends, numbers 1, 2, 3, and 4, as shown at the right, column E.

Also, knowing the radius of the bend, the size of pipe, and the form of bend, column D gives the expansion allowance of that bend.

For example a 5 in. pipe was bent

to a radius of 40 inches, the bend being a common U-bend as shown by No. 2 in column E. What expansion may be allowed?

The dotted line drawn across the

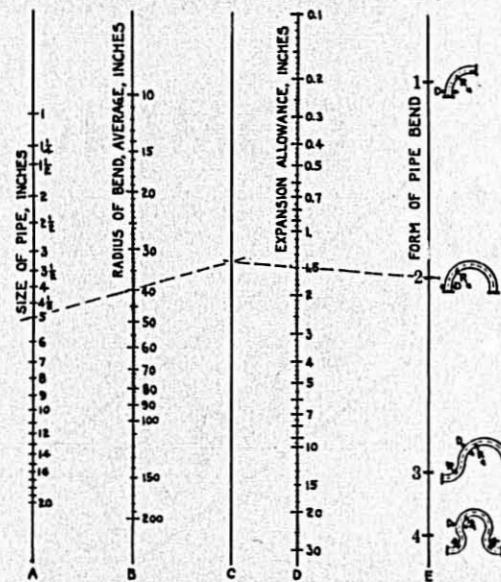


chart shows how the chart is used. Run a straight line through the 5 column A and the 40 column B and locate the intersection with column D. Then from that point of intersection run over to the mark in column E opposite the Figure 2 and the intersection through column D gives the answer as 1.5 in. expansion allowance.

If the size of pipe were the same, 5 inches, the average radius, 40 inches and the bend were a "No. 4" bend, the expansion allowance would be 3.7 inches. If the bend were a "No. 1" bend the expansion allowance would be 0.75 in.

Similarly, if the expansion allowance is already known, if the form of bend is known, and if the size of pipe is known, the average radius to which the bend should be made may be determined. In other words, knowing any three of the four factors given in columns A, B, D and E, the fourth, or unknown factor, is easily determined by following the method as explained above.

The chart is based upon the following rules:

For Bend No. 1—Square the average radius of bend in inches and multiply by 0.0026 and then divide by the outside diameter of the pipe in inches.

Bend No. 2—Same as No. 1 but use 0.0052

Bend No. 3—Same as No. 1 but use 0.0104

Bend No. 4—Same as No. 1 but use 0.013

In the chart, all of these operations are already performed—the radii are squared, exact outside pipe diameters are employed, and the proper factors are used.

Farm Diets Rate Best

"The family of a laborer making \$500 a year might never see many of the foods served regularly at the table of a corporation president with an income of \$100,000" says an article on Present Day Diets in the United States in the current Yearbook of Agriculture. "Yet in both instances the foods comprising the diets can be classed into the same dozen or so food groups and the food values can be translated into the same nutritional terms," according to Hazel K. Stiebeling and Callie Mae Coons of the Bureau of Home Economics.

After surveys covering diets of representative groups in the various parts of the country, the food economists have translated the items into nutritional equivalents and they find that a larger proportion of farm families than city families have fair or good diets. This superiority of farm diets is traceable to the better supply of protective foods that the farms furnish—milk, butter, eggs, fresh vegetables, and fruits.

In every region of the country families living on the farms tend to rank first in the proportion that have good diets. Next in rank as to goodness of diet come the families in the large and middle-sized cities. Diets in the villages rank lowest of all because many villagers do not have much home-produced food, nor do they have access to as good an assortment as is offered in metropolitan markets.

IT'S true. More and more noodle makers are finding that Cloverbloom Frozen Yolks give their goods the extra sales-appeal that means extra money in the old cash register!

"And here are a couple of mighty good reasons why Cloverbloom does that kind of a job... reasons you ought to know yourself!

"In the first place, Cloverbloom Frozen Yolks are picked for uniform, deep color. We check 'em scientifically to make sure they have the rich, natural pigment... full, golden color so desirable in your product!

"But that's just half of the Cloverbloom quality story! We've set a standard of 45% solids for every can of Cloverbloom Frozen Yolks packed for the noodle manufacturer... and mister, we stick to that standard! We check that solids content mighty carefully... using an exclusive 'solids yardstick' plus the Zeiss Refractometer!

"For Rich Color... for Uniform Solids, Cloverbloom's the brand. And a lot of noodle makers have found it out. Why don't you join them? A sample order will let you prove the value of Cloverbloom Frozen Yolks in your own shop!"

ARMOUR'S CLOVERBLOOM CLARIFIED FROZEN YOLKS

FROZEN EGG DEPARTMENT • ARMOUR AND COMPANY • UNION STOCK YARDS, CHICAGO

Tariff History of Macaroni Products

National Association Consistently Supported Adequate Tariffs on Imported Macaroni Products as Protective Measures

Congress was long dependent on the U. S. Tariff Commission for facts on which the Ways and Means Committee might plan its tariff revenue and protect infant industries against competition from foreign goods made by low-wage workers.

Shortly after the first World War (1914-1918) during which Italy and other macaroni exporting countries of Europe lost their lucrative market in the United States, when many new firms had been established and old ones greatly expanded to supply domestic needs for this food that had grown immensely in popularity, protective action by Congress was an urgent necessity.

For the information of the Ways and Means Committee, the U. S. Tariff Commission supplied special Tariff Information Surveys on Macaroni, Spaghetti, Vermicelli and Egg Noodles which they found useful when modifying the provisions in Paragraph 191 of the Tariff Act of 1913. This is referred to as an example of the studied manner in which the various tariff provisions of the United States legislation were planned.

Summary of Conditions

In a summary, this particular survey says:

"Macaroni, spaghetti, vermicelli, noodles, and similar alimentary pastes are made from hard glutinous wheat. Durum or macaroni wheat, which is extensively produced in the Dakotas, Minnesota, and Montana, is preferred. In 1900 imports supplied nearly all of the domestic needs. Since that time, coinciding with the increase in the production of durum wheat, the manufacture of alimentary pastes has greatly expanded. The production in 1920 approximated 450,000,000 pounds, which is the amount of domestic consumption. The increase was especially pronounced during the war, when foreign supplies were not available. In 1914 (latest data) there were 373 factories, with an aggregate capital of \$8,674,000, engaged in the manufacture of macaroni and other alimentary pastes.

"Alimentary pastes afford the chief domestic outlet for the crop of durum wheat, which has increased from 60,000 bushels in 1901 to 40,000,000 bushels in 1920. This wheat is a drought and rust resistant class grown in regions where other classes of wheat are less profitable. A large part

of the crop is exported, chiefly to Italy and southern Europe, and some quantities are used for blending purposes. The demand from domestic manufacturers has provided a more steady market for durum.

"In the distribution of the domestic finished product there is a distinct trade in 'package goods' and 'bulk goods.' The package goods represent approximately two-thirds of the total amount which is consumed by Americans, while the bulk goods are almost entirely consumed by the Italian population. Foreign competition is confined solely to the trade in bulk goods.

"Italy is the chief manufacturer of alimentary pastes, which constitute a considerable part of her food supply. Italy's consumption of these has been roughly estimated at 50 pounds per annum per capita. Before the war her exports of alimentary pastes reached 150,000,000 pounds, most of which was sent to the United States. While France, China, and Japan produce considerable quantities, these countries export relatively little. Comparatively small shipments of oriental pastes, especially of noodles and vermicelli, are imported, chiefly for the use of our oriental population.

"During the World War the imports rapidly declined. In 1918 imports for consumption amounted to only 661,681 pounds, most of which came from the Orient. In 1920 they were 827,450 pounds, valued at \$104,236. Our imports for consumption in 1910 were 118,876,000 pounds, valued at \$5,724,708. Of these imports over 90 per cent came from Italy."

First Tariff in 1842

Macaroni, spaghetti and egg noodles were listed as imports in colonial days, but the quantity imported annually was quite insignificant. Shortly after the establishment of our present form of Government and the restoration of peace following the Revolutionary War, macaroni products, or alimentary pastes as they were called, reached our ports in increasing quantities.

Though no statistics are available, they had increased sufficiently by 1842 to be recognized as a possible source of revenue in the tariff for revenue only in that year. Under the Tariff Act of 1842, a 30 per cent ad valorem duty was assessed on macaroni and vermicelli.

In subsequent Acts, the tariff changed to conform to the wishes of the Ways and Means Committee and the needs of the Treasury Department. Late in the Nineteenth Century, the protective idea predominated in the thinking of the tariff makers, to give the infant domestic industry necessary relief against foreign competition.

Following is a brief review of the changes made in the provisions of the various Tariff Acts that became laws since the Tariff Act of 1842, wherein first reference was made to macaroni products:

Under the Tariff Act of 1846, the same rate, 30 per cent ad valorem, was assessed on macaroni, vermicelli and all similar preparations.

Under the Tariff Act of 1857, the rate was reduced to 24 per cent ad valorem.

Under the Tariff Act of 1861, the rate was again raised to 30 per cent ad valorem.

The import duty was increased to 35 per cent ad valorem under the Tariff Acts between 1862 and 1870.

Under the Tariff Act of 1872, macaroni, vermicelli, etc., were entitled to entry free of duty.

Under the Tariff Acts between 1874 and 1882, the tariff was changed to a specific duty of 2 cents a pound from the older ad valorem plan.

The Tariff Act of 1883 again placed these products on the free list.

In 1890, under paragraph 258 of the Tariff Act, a duty of 2 cents a pound was restored.

Probably with the idea of making a change, the Tariff Act of 1894 reverted to the ad valorem idea, assessing a duty of 20 per cent on all imports.

Then under Paragraph 229 of the Tariff Act of 1897, a specific duty of 1½ cents a pound was imposed.

In the Tariff Act of 1909, the same rate of duty was retained.

On the principle of Tariffs for Revenue Only, Congress in the Tariff Act of 1913 called for a duty of only 1 cent a pound.

This was increased to 2 cents a pound under Paragraph 725 of the Tariff Act of 1922—at which time the word "noodles" was first added to the names commonly applied to macaroni products.

It was in the Tariff Act of 1930, that Congress distinguished between

1100 Tests EXPLODE ANOTHER INSECTICIDE CLAIM

STATE UNIVERSITY RESEARCH LABORATORY
 Operator: *Huntington Laboratories*
 Liquid insecticides against *Granary Weevil*
 Agent: Spray 5 sec.; pause 40 sec.; expose 5 sec. Do
 not pressure 20 lbs./sq. in.; delivering .2 cc./sec.
 Fly count at the end of 24 hrs.

SAMPLE NO.	NUMBER OF INSECTS	NUMBER DEAD	NUMBER ALIVE	MORTALITY PER CENT
1	56	31	25	37
2	59	19	40	33
3	52	11	41	21
4	55	13	42	24
5	44	20	24	45
6	54	15	39	28
7	55	39	16	71
8	49	5	44	10
9	48	19	29	39
10	57	22	35	24
O.T.I.	54	30	24	37

Approved by *F.L.C.*
 Date *5/1/39*

IMPARTIAL TESTS BY A GREAT UNIVERSITY PROVE:

1. Average fly sprays are highly ineffective when used against weevil and confused flour beetle.
2. Sample No. 7*—specifically made to kill crawling mill insects—has 40% greater killing power.

*Dr. Loebel's

EASY ENOUGH to say a fly spray will kill crawling insects . . . it's a common claim. But not so easy to prove it! Look at the results obtained in 1100 recently completed laboratory tests. They prove conclusively that ordinary fly sprays only annoy weevil and beetle. Dr. Loebel's is effective where fly sprays fail because its ingredients are powerful enough to penetrate the waxy insect shell and attack the vital organs.

As a result, Dr. Loebel's fine spray brings quick, certain death to crawling insects—in every stage of development.

Why use ineffective fly sprays against crawling insects when you now know that they'll turn up again soon after spraying? You stand to lose all that continuous insect control means.

A single test in your mill will convince you that Dr. Loebel's is the most effective spray insecticide you have ever

used. Non-flammable, non-poisonous, and odorless, it can be used freely without shutdowns and without harm to your men, mill, or flour. So play safe. Order a drum of Dr. Loebel's—today.

The HUNTINGTON LABORATORIES Inc
 DENVER • HUNTINGTON INDIANA • TORONTO

DR. LOEBEL'S
 MILL SPRAY INSECTICIDE

And for Roaches . . . Use Nip-An-Tuck, the never-failing roach powder. Its deadly taste appeals to roaches and kills them on contact. Contains 88% deadly ingredients. Never weakens with age. Sold on a money back guarantee.

MILLER'S RELIEF FOR INSECT CONTROL WITHIN MILLING UNITS

When you shoot a few ounces of Miller's Relief into milling machinery, you don't stun moth and weevil—you kill them. Used once every three weeks, the heavier-than-air gas keeps milling units insect-free. No other machinery fumigation is needed.

plain macaroni products and those containing eggs.

Macaroni, vermicelli, noodles and similar alimentary pastes, containing no eggs or egg products, are dutiable at the rate of 2 cents per pound.

Under Paragraph 725 of said Act, a specific duty of 3 cents a pound is provided.

The 1930 Tariff Act is still in effect. Present duties therefore, are 2 cents a pound on plain products and 3 cents a pound on egg noodles.

Information regarding its original basis of Congressional action in the assessment of duties on such products is not available. Reasons for subsequent action are to be found in reports of hearings of the Ways and Means Committees of the Congresses that altered the tariffs and the various surveys prepared for the information of the law makers.

Excellent Sources of Food Energy

By Dr. Morris Fishbein

When relief agencies, in one of our large cities, prepare a basket of food with the idea of giving the citizen on relief the minimum essentials of a well-balanced diet, they find it necessary to prepare extra quantities of certain ingredients for certain sections of the town.

Persons of Norwegian and Swedish descent like herring; salt pork is especially appreciated in the Negro districts and Italians use quantities of macaroni and spaghetti far beyond the amounts consumed by people of other nationalities.

Central European countries incline more toward noodles. Our spaghetti, vermicelli and noodles make these products one of the largest food industries in the United States. In 1935, more than 600,000,000 pounds of such food were produced. Our production of macaroni and spaghetti was second only to that of Italy.

The federal government has set up certain standards for macaroni and noodles, and producers of these standards. . . .

Semolina, which is used in the macaroni, consists of the middlings of durum wheat. This product has more protein and less starch than farina.

Since macaroni products are largely carbohydrate in character, they are excellent sources of food energy. Such products are particularly adaptable to the diets of laborers or those doing heavy work. One pound of macaroni will furnish 1600 calories, which is about all the calories required by the average woman or man doing light work. The amount of protein provided in macaroni is not significant.

A Profile A Study of a Leader in the Macaroni-Noodle Field by a Well Known Author and Student of Human Economics



Henry Mueller

In the first of a series of ten profiles of earnest men in business and industry being prepared by C. Houston Goudiss, well known author and Editor of *The Forecast Magazine*, the life of one of the most popular men in the Macaroni-Noodle Industry is reviewed—Henry Mueller, president of the C. F. Mueller Company, Jersey City, N. J., and past president of the National Macaroni Manufacturers Association whose destinies he guided for six years.

"Henry Mueller—A Man who hits hard when he hits, yet a Friend indeed when his friend's in need!"

That's how the author presents the subject of discussion in his first profile. Of the proposed series, he says, in his foreword:

"These profiles recall many bright and inspiring occasions in my life and work with earnest men."

"These men never forget to tell you that principles not money rule the world."

"This should be the principle for nations as well as for individuals."

The profile is in booklet form, size 6 1/4 x 8 3/4 inches, consisting of twelve pages and appropriate cover. It car-

Visit Plant; Then Feast

Members of the Wichita Manufacturers Club, Wichita, Kansas, were guests recently of N. M. Onofrio, president, and L. A. Onofrio, vice president of Macaroni Manufacturers, Inc., at their plant at 115 South St. Francis St., of that city.

Following a tour of the plant and a study of the various processes by which the various shapes of macaroni

ries a fine photo of Mr. Mueller and is replete with true facts of a useful career. It is too lengthy to be reproduced in full. There follow, however, some excerpts that his many friends in the Macaroni-Noodle industry will read with pleasure.

"In the far West one time, a wise old sheep dog was surrounded and viciously attacked by a pack of timber wolves. As they closed about him in an angry, snapping mass, the dog was indeed hard pressed. Seeing the tremendous weight of their numbers, he called out loudly: 'One at a time, Gentlemen—one at a time!'"

Henry Mueller, son of the founder of the C. F. Mueller Company, makers of macaroni and noodle products for seventy-two years, is a "One at a time" man. "I think the person who takes life's tasks and troubles one at a time when they come," he'll tell you, "That person has the best possible chance of dealing with them satisfactorily. If they don't come that way, then pick the one in most need of immediate attention and solve it first. Let the others wait."

That's how Henry Mueller would explain his philosophy of life and living. And judging from Henry Mueller, it's not a very bad philosophy.

He is a strange combination, this man who heads the Mueller plant. Although he may be the essence of dignity, calm and reserve, the impression of intense personal convictions and latent, vibrant power is still there. He speaks in low, mild tones, yet one fails to notice any meekness. Rather, the feeling is that here is a man who knows the value of restraint and moderation.

Mueller isn't one to play with words. He says what he thinks. If he doesn't like something, he'll tell you so in short, simple language.

To know him well is to respect him. Once you become his friend, you are forever that, in sun and rain.

That is Henry Mueller!

products are produced and prepared for marketing, a dinner which featured the macaroni produced in the plant was served by the macaroni makers. Roy Wood, general manager of the S. A. Long Company, Inc., Wichita, gave a talk on the city's newest industry that supplies the macaroni needs of an eight-state area. Walter Lowe, president of the Manufacturers' Club, responded for that organization.

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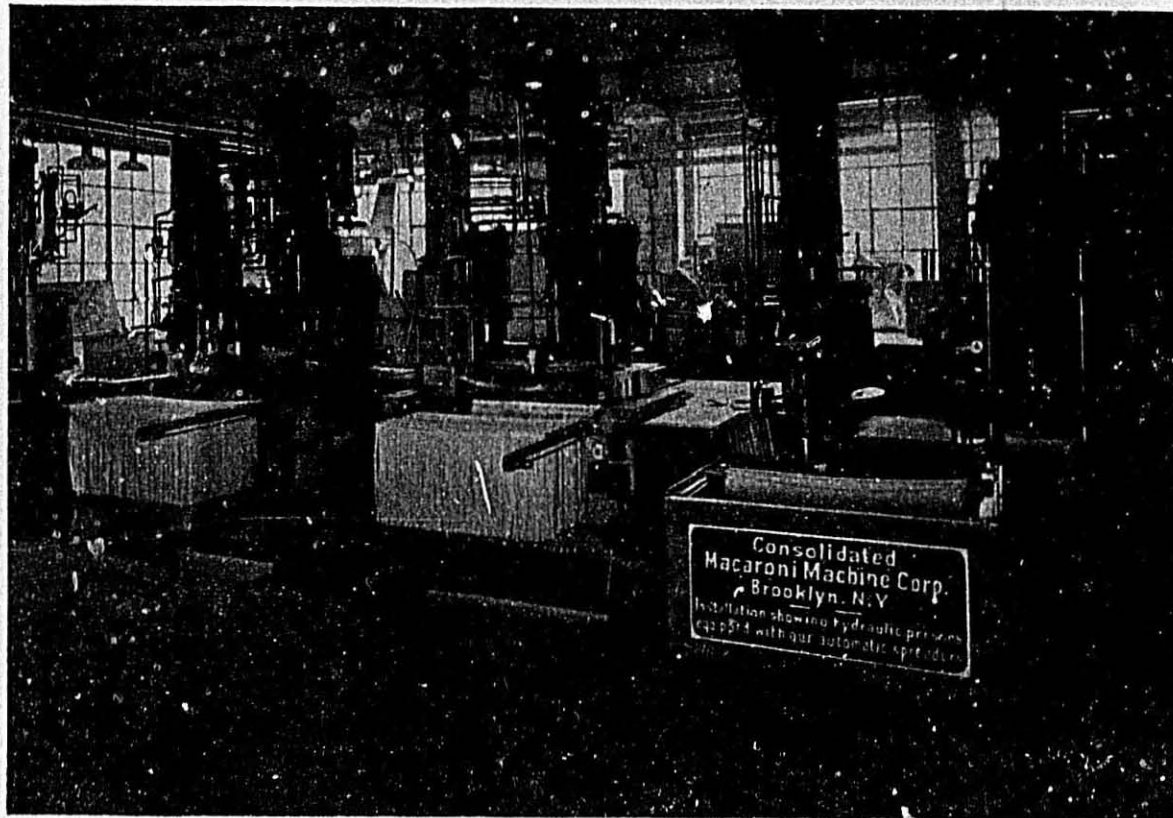


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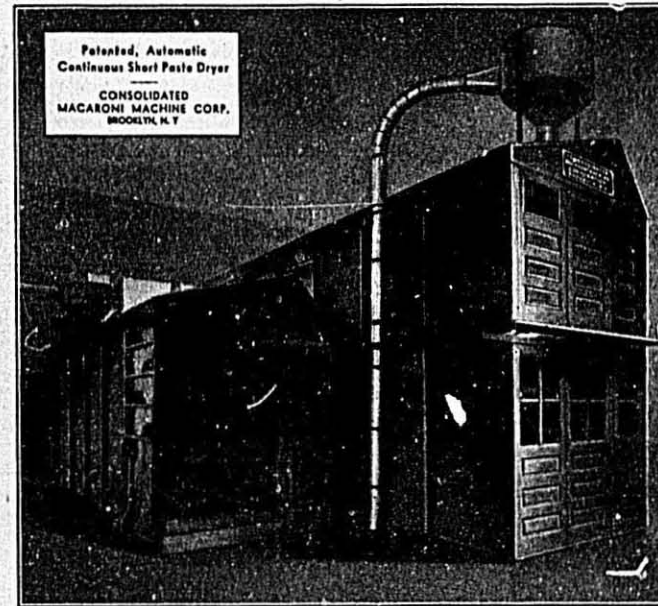
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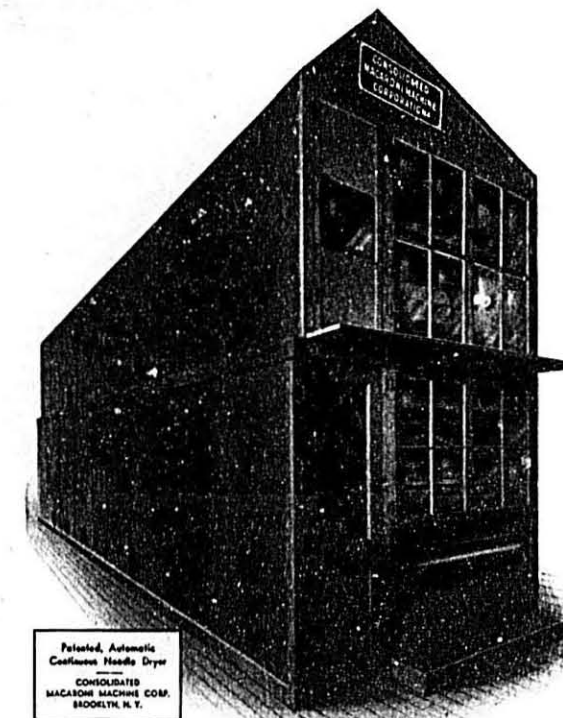
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Semolina

Its Mysterious Origin, and Present-Day Uses

What is Semolina?

Briefly, it is defined as a grain food. Stories of its use have the human interest that appeals to all mankind, yet though this food is consumed annually by millions of Americans, it is safe to venture that not one of every thousand persons in this country can correctly define the term. It is one thing to eat it; another to define it.

Even Government officials know very little about the product or of its origin. The experts of the Bureau of Chemistry, U. S. Department of Agriculture, even the Bureau of Standards, hesitate to offer more than a general definition. Is it any wonder that the rank and file of the American public is at a loss to answer the question—What is Semolina?

Broadly speaking, Semolina is ground hard wheat, granular in shape. It comes from the Italian and is of Latin origin, literally meaning "partly ground." Writers say that the term was originally applied to the round particles that escaped complete grinding in the crude flour-milling process of the olden days. These imperfectly ground particles were sifted from the flour as undesirable ingredients.

Later a use for this by-product of the crude milling process was found and today millions and millions of pounds of this granular grain product are purposely produced in mills equipped with special machinery for grinding the hard wheat into Semolina, the basic ingredient of quality macaroni products that are growing more and more popular in all the civilized countries.

The popular cereal sold under the trade name of "Cream of Wheat" is perhaps the best example of the texture of the product known as Semolina. "Cream of Wheat" differs from Semolina primarily in that the former is a granulation of bread wheat while Semolina is milled from Amber Durum or Macaroni Wheat.

Semolina is mostly used in the manufacture of Pasta Alimentare as the food is known to Europeans, or Macaroni Products, as known in this country. The term "Semolina" is strictly applied to a rough granulation of Durum wheat—a hard, flinty grain that requires special milling machinery for proper milling.

Enormous mills have been erected in this country with capacities for grinding this coarse meal for the special purpose of providing millions of bushels of this basic ingredient for the American macaroni and noodle

making industry in this country. Minnesota leads in the number of semolina mills that have been specifically built for grinding Amber Durum wheat into golden semolina. Several mills of this nature have also been erected in New York and other States. In fact, there has developed in the United States not only a highly specialized durum milling industry, but a product that is unexcelled elsewhere in the world.

Durum wheat growing, introduced in the latter part of the last century, has been centralized in the territory in which the Mississippi and Missouri Rivers have their source and it has proved a boon to the farmers in that area. Being both rust and drought resistant, durum wheat culture permits the cultivation of millions of acres in the semi-arid areas that are unable to grow ordinary wheat or other crops profitably. Thus Semolina indirectly gives employment to millions on the farms, to thousands in mills and more thousands in macaroni-noodle factories, while providing a delicious, economical and sustaining food to millions of Americans who are growing daily fonder of Macaroni Products.

Dictionary and Encyclopedia Definitions

As might be expected there is considerable variation in the definition of the term "Semolina" in the leading dictionaries and encyclopedias. Here are extracts from some of them:

The Encyclopedia Americana (1922), says: "Semolina—hard grains of wheat left in the bolting cloth when a fine flour has been passed through the meshes; sometimes purposely manufactured by the millers.

Certain hard, large grained wheats growing in Southern Europe produce the best Semolina, which is used for making soups, for macaroni, for a French bread, as an addition to the Italian 'polenta,' and is employed in puddings, especially in England."

The New International Encyclopedia (1916):

"Semolina—(Italian-Semolino); grits, soup paste, small seed; diminutive of Semola—bran; from Latin 'Simila'—fine wheat flour.

Semola or Semolina—a coarse granular product made from wheat after the bran has been removed. The name is also applied to a by-product in wheat-flour making, especially in the bolting machines, and used for thickening soups, for puddings, etc.

It is widely used in the manufacture of Macaroni, etc., and is the favorite food of Italy and France. Its average percentage composition is—water 13.1; protein 9.4; fat 0.9; nitrogen-free extract, chiefly starch, 76.2; ash 0.4.

Cereal breakfast food, common in the United States, which is chiefly Semolina, sterilized and marketed in tight packages, and sometimes packed, as a part of the manufacturing process."

Johnson's Universal Cyclopaedia (1896)

"Semolina—(from Italian-Semolino), literal diminutive of 'Semola,' etc.

An article of food used in France and Italy and to a small extent also in Great Britain and other countries. Consists of a finely cracked wheat, or a very coarse meal from wheat.

The hard-grained wheat of Spain, Odessa and Southern Italy is best adapted for making it. As those wheats are not easily reduced to flour, small particles unintentionally escape being crushed by the mill stones; after grinding they are separated into various grades. Semolina is used in making bread, puddings and in soups."

Winston Encyclopedia:

"Semolina—a term applied to a kind of wheat-meal in large, hard grains used for making puddings, thickening soups, etc. Granular, not flour."

Murray's English Dictionary

Semola—(Italian Semola, bran)—a trade name for a special variety of semolina. 1858, Simmonds Dict. Trade, Semola, an Italian name for bran; but often erroneously applied by grocers and other vendors to semolino. 1895, Stores' Price list, Gluten preparations for special dietary. . . Semola. 1844, T. Webster, Encycl. Dom. Econ. Semolina . . . is called also soojee; and a still smaller kind called semoletta, is sifted out of the other. 1853, T. C. Archer, Pop. Econ. Bot. Semolina, Semoletta, Semola, Semola rarita, Soojee, and Urena are names used to designate a product of wheat.

Semolina—also semoullina, semolino. (Altered form of Italian semolino, dim. of semola, (bran); see semola.) An article of food consisting of those hard portions of "flinty" wheat which resist the action of millstones, and are collected in the form of rounded grains. 1797, Underwood Dis. Children, 111 P. 82, "To broth may be added light puddings made of bread, semolina, tapioca or rice." 1845, Eliza Acton, Modern Cookery, "A good semoullina pudding." 1858, Simmonds Dict. Trade. Semolino . . . The commercial name for the fine hard parts of wheat rounded by attrition in the millstones, imported chiefly from Italy. In France the name semolino is given to the large hard grains of wheat retained in the bolting machine after the fine parts have been pressed through the meshes.

Semoullina—obsolete form of semolina.

Century Dictionary and Encyclopedia (1913)

Semola—(French Semoule, Old French semole, Spanish semola, Portuguese Semola, fine flour; Italian semola, bran; Latin simila, fine wheat flour; cf. Medieval Latin simolla, wheaten bread; Old High German semala, simila fine wheat flour, bread; Med. High German semel. Semele, simel; German semmel (Swed. semla) wheaten bread, a roll; appear, an independent word—Old High German semon, to eat, but influenced by the Latin word.) Same as semolina.

Semolina—semolino. (Italian semolino, grits, a paste for soups, etc., small seed, dim. of sembla, bran; see semola.) The large hard grains retained in the bolting

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machine after the fine flour has passed through it. Flour containing a large proportion of vegetable albumen. Semoule flour is used in making macaroni.

La Grande Encyclopedie (French)

Semoule—(French) made from the best kinds of wheat in Algeria, Auvergne, France and Italy.

Encyclopedia of Practical Cookery, by T. F. Garrett.

Semolina—(Fr. Semoule). The large hard grains of wheat flour retained in the bolting machine after the fine flour has passed through its meshes. Dr. Ure informs us that the best semolina is obtained from the wheat of the Southern parts of Europe. The fine white Parisian bread called Gruau is made with it.

From all of this, it can be concluded that the term is derived from the Latin word "Simila," that its spelling differs in translations into such languages as French, Italian, German and English.

"Semoul"

In Northern Africa the term "Semoul" refers to a cereal product made from a granular flour produced by milling the hard wheat grown in that country. The granular flour is moistened and then moulded into small balls or pellets and cooked in the savory steam of meats, vegetables and other foods. The process has been explained as follows:

The "Semoul" pellets are placed in the upper part of a double cooker or earthenware. In the lower part are stewed meats that are highly seasoned. The steam from the stew not only cooks the wheat pellets but contributes to them the savory taste that makes "Semoul" such a great favorite among the natives of Northern Africa.

Since the Italians and their ancestors for centuries are perhaps the greatest users of Semolina, principally in the form of spaghetti, macaroni and many other shapes and sizes, it is easy to infer that they introduced the product to the people of Northern Africa during the many invasions by the Roman legions. The latter, lacking the necessary machines to produce the elongated spaghetti or tubular macaroni, adopted the more crude process of using the wheat of their grain fields by simply blending the coarse meal with water into the pellet-shaped food they like so well—"semoul."

Semolina Has Mysterious Origin

The Government's assistance has been sought to answer the questions—What is Semolina? Where was it first milled and for what special purpose? These are questions that have long puzzled the more inquisitive members of the macaroni fraternity throughout the world. While the big majority of the manufacturers are more concerned over the quantity and the quality of the current crop, there are many who are interested in the historical information sought.

Government officials, particularly those connected with the U. S. Bureau of Foreign and Domestic Commerce, are anxious to help business men and the Editor appealed to the Chief of the Foodstuffs Division last August (1938) for information regarding the history of the milling and use of semolina. On May 1, 1939, Mr. C. Roy Mindee, Chief of the Foodstuffs Division replied:

"Inasmuch as very little information was available regarding this manufacture in the United States, inquiries were sent to the offices of this Bureau in Paris and Rome in the hope of securing some data on the subject.

"Our Rome office was unable to furnish any historical information, and the Paris office submitted a brief report, suggesting that the London Office be asked for a report.

"I am inclosing a copy of a report just received from London, as well as one from Paris, dated September 17, 1938, which contain certain information which may be of interest to you."

The reports indicate considerable mystery about the origin of this meal that is so popular among some manufacturers of quality macaroni products. Outstanding milling chemists interviewed on the subject have done very little research on Semolina and then only as it affects baking. The following reports emphasize this point:

France First Used Semolina in 1797

Harry E. Stebbins, Assistant Trade Commissioner at Paris, France, on September 17, 1938, wrote the Washington office as follows:

"Reference is made to your letter of August 26, 1938, in which you requested information of an historical nature concerning the origin, development and use of semolina.

"We have learned that the world authority on the history of Semolina is Mr. Albert Edward Humphries, whose residence is believed to be that the London Office be instructed London. It is therefore suggested to prepare this report, as very little information regarding the history of Semolina is available in Paris, beyond the fact that the product has been in use in the manufacture of macaroni, spaghetti, etc., since 1797."

London Office Report

C. Grant Isaacs, Trade Commissioner, London, England, in his report of April 13, 1939, says that the recognized authority on Semolina recently died. From a relative of the late Mr. Albert Edward Humphries who was very intimate with his work on Semolina, was obtained the following facts:

"There is some confusion of thought concerning the term Semo-

lina. To us ordinary bread-flour millers, Semolina denotes the little chunks of almost-pure wheat-berry-center which are released when the corrugated breakrolls have had their initial slash at the berry. We do not produce Semolina for its own sake; we immediately pass it, automatically, to smooth reduction-rolls where it is reduced in size to much finer particles, i.e., flour.

"Thus Semolina, to us, is a mere incident in the production of flour.

"I can only suggest that you refer to the latest (Americanized) edition of *Encyclopedia Britannica* and read my father's (Mr. Humphries') article therein."

The London Office then contacted Dr. Kent-Jones, Ph.D., B.Sc., F.I.C., a well known analytical and consulting chemist, The Laboratories, Charlton Green, Dover, England. He wrote as follows:

"I have been very puzzled by your letter of the 20th ult. I was surprised to find from the late Albert Humphries in the *Encyclopedia Britannica* that Semolina was known as early as it was. I had always believed that this material had mainly been introduced with the coming of roller milling, and the gradual reduction system. Semolina is, of course, spoken of in one of the earliest books on flour manufacture on this system, namely that of Kick (1871).

"To the best of my knowledge, Semolina is only used for making puddings and macaroni. Durum wheat from which macaroni is made, of course, gives, owing to its physical structure, large quantities of Semolina and the milling technique is adjusted to assist in the formation of Semolina."

The London office later contacted Mr. C. A. Loombe, Manager of Beckitt & Colman, Ltd., Carrows Works, Norwich. The gentleman, after investigating certain records available to him, informed the Trade Commissioner that the only references it had been possible for him to find concerning Semolina appear to be connected with its use in macaroni. He supplied the following references on the subject:

Valeur Industrielle des Bles durs. (Industrial value of Hard Wheat) about 300 pages. Nottin, P., Baron, A. & Pignarre, M.

Testing Durum Wheat, Miede, E. 3rd. Intl. Tech. Congr. Agric. Ind.; Assn. Suer. Dist. 1934, Qll. N. p4.

Romans Used Semolina

On June 26, 1939, Assistant Trade Commissioner, John L. Goskie of the U. S. Consulate at Rome, Italy, made the following reply to the Foodstuffs Division, U. S. Department of Commerce, on its question-

naire seeking information and historical data on Semolina:

1. To the question of where and when Semolina was first manufactured, this government official reports:

"The date of the original manufacture of semolina (i.e., separated from other flour) is lost in the dark ages of antiquity. Records indicate that the early Romans manufactured semolina. According to the naturalist Plinius (A.D. 32)*, the Romans obtained the following types and grades of flour from one "medimmo" (of 108 units) of wheat:

Units	
1st flour, similago (Italian "prima farina")	50
2nd flour, pollen (Italian "seconda farina")	17
1st semolina, farina tritici (Italian "prima farina di semola")	30.5
2nd semolina, secundarius panis (Italian "seconda farina di semola")	2.5
3rd semolina, cibarii panis (Italian "terza farina di semola")	2.5
Rough bran, furfurum (Italian "crusca grossa")	3
Waste	2.5
108.	

2. To the question on "how it was discovered that this type of meal was so useful in macaroni making"—there are no definite data available indicating how it was discovered that semolina was so useful for this purpose.

3. To the question of the origin or derivation of the word "semolina," this commercial attaché says that the word or term is derived from the Italian word "semolino" which, in turn, is the diminutive form of the word "semola." The English translation of "semola" is "bran."

The Italian "semola" is derived from the Latin "simila," which translated into English means a meal-like flour.

While the true origin of "Semolina" remains an unsolved mystery and there is no definite data that gives reasons for its first use in the manufacture of Macaroni Products, there is an educational job that must be performed by the Macaroni Industry in the United States—that of making American consumers conscious of the fact that macaroni, egg noodles, spaghetti, vermicelli and other shapes made from a meal-like granulation of amber durum wheat or macaroni wheat, as it is commonly called, are superior in eating qualities, in nutritiveness and in all other attributes that make "semolina" the preferred basic ingredient of quality macaroni products. So the mystery remains unsolved.

—THE EDITOR.

*Annuario Federazione Nazionale Fascista Industriali Mugnai, Pastai e Risicri (1934), p. 30.

Improving Quality of North Dakota Amber Durum Seed in Spring of 1940

By William J. Leary and Lloyd C. Hansen*

The following summary shows a real Amber durum seed problem in those counties of North Dakota outside of the intensive durum area. At the Seed Clinics held in cooperation with the State Seed Department, rejections of Amber durum intended for seed ranged from 22 to 94 per cent.

Most of the durum growers can avoid costly and unnecessary losses by replacing their mixed seed with better seed.

A review of the situation shows:

1. Two thirds of the Amber durum unfit for seed.
2. Three times as much Mixed Wheat marketed in 1939 as in 1938.
3. The trend is towards more Durum in proportion to Hard Red Spring. Acreage has been on the increase each year since 1934. More Durum planted in 1939 than any year since 1929. (That was back in a period when the United States exported about half of the durum crop.)
4. Volunteering will again cause costly mixtures where Amber durum is planted on fields previously in Hard Red Spring, Red Durum, or barley.

Confucius (an old durum wheat expert)** says: *Difference between bad egg and mixed durum— One SMELLS bad! Other SELLS bad!*

Manufacturers concerned in the production of the highest quality of Macaroni Products and Durum millers interested in supplying them with high grade semolina will be interested in the work of the Extension Service in cooperation with the State Seed Department of North Dakota in its seed improvement campaign. They have just completed a series of twenty-one seed clinic meetings in twenty North Dakota counties for the purpose of furnishing farmers free analysis service on the wheat they intended to seed this spring. Practically all the meetings were held outside the main durum territory. A total of 1,515 samples were submitted. 935 were Amber durum, 508 Hard Red Spring, 72 Red durum, and 35 miscellaneous grain.

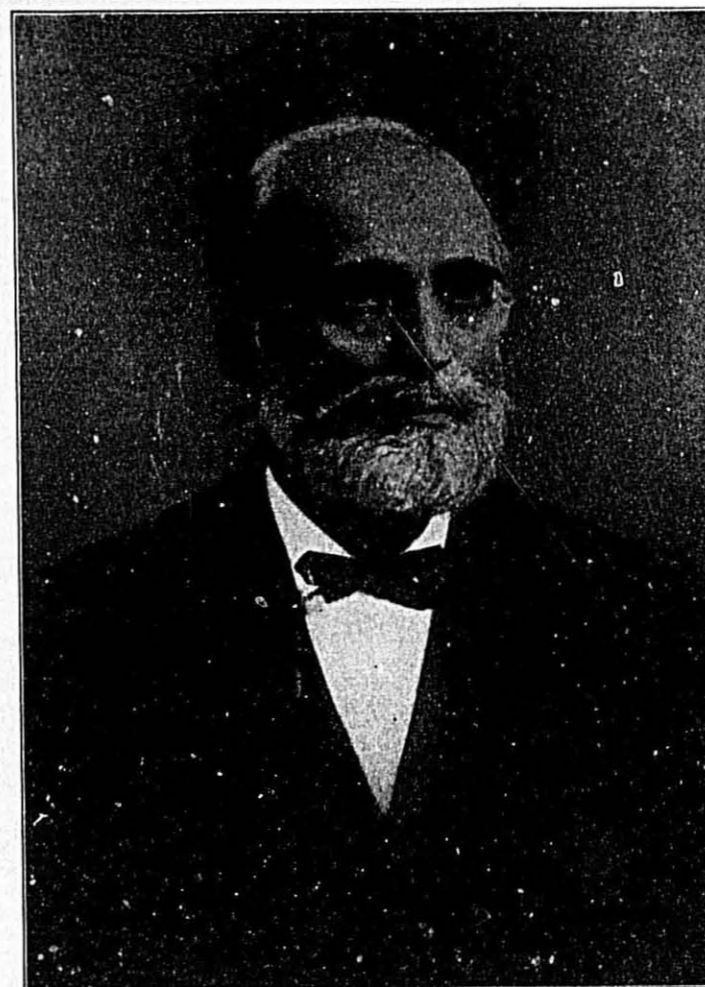
Nearly two-thirds of the Amber durum samples, or 62 per cent, could not be considered suitable for seed, mainly due to mixtures with other wheat classes, particularly Hard Red Spring. On basis of the analysis made, it was estimated that a loss of nearly \$16,000 was sustained by sixty-four growers who had submitted samples which would grade "mixed wheat." This class of wheat received 17 cents less a bushel than hard Amber durum under the AAA Wheat Loan program in 1939. Nearly one-fourth of the samples (205) had enough Hard Red Spring mixture to

lower the price at least 2 cents a bushel. Six per cent (56 lots) would grade "Amber Mixed" with value of 5 cents a bushel less, and 2½ per cent (23 lots) would grade "Mixed Durum," which would be 12 cents a bushel less on basis of the Wheat Loan program. A conservative estimate of the losses, due to mixtures alone by the growers submitting samples, would be \$30,000. This loss was greatest for the sixty-four growers who produced the "Mixed Wheat," for their loss would approximate \$255.00 each. This was a net loss, because these growers had the expense of harvesting and threshing the same number of bushels, but received 17 cents a bushel less when the grain was marketed.

These mixtures have not occurred due to natural crossing, but because Hard Red Spring or Red durum was being grown on the same farm or in the same community, with the mixtures resulting from harvesting, threshing and binning operations. The situation was further aggravated by the excessive amount of volunteering in the spring of 1939. (Volunteering means free growth from unharvested seedlings.) This was particularly true in the many areas that had heavy grasshopper losses in 1938, so that many more heads were on the ground. Usually there is enough moisture in the fall so the kernels will germinate, and the plants will be killed by low temperatures. However, there was little or no sprouting in the fall of 1938 due to lack of moisture, and these kernels germinated in the spring

*The authors are: Wm. J. Leary, Extension Agronomist, North Dakota Agricultural College, and Lloyd C. Hansen, Crop Specialist, State Seed Department.
**Would you be surprised if you knew that the Chinese were durum fanciers long before the Italians?

Greetings From the Pioneers of the U. S. Macaroni Industry



ANTOINE ZEREGA... FOUNDER



John P. Zerega, President



Frank L. Zerega, Vice President

A. Zerega's Sons Inc.

26 Front St. Brooklyn, N. Y.

★ Founded in 1848
Operated Continuously
in Brooklyn, New York
For 92 Years.

of 1939, increasing the mixtures in the Amber durum planted on fields which had previously been in Hard Red Spring or Red durum.

As evidence of the increase in mixed wheat production in North Dakota, the records of the Federal Grain Supervision office show that during September and October, 1939, North Dakota shipped 486 cars, or nearly three times more "Mixed Wheat" than during the same two months in 1938. Only 171 cars graded mixed in September and October, 1938. This increase in mixtures may be particularly troublesome, because the tendency the past six years has been to plant more durum in proportion to the Hard Red Spring wheat. The peak in durum production was reached back in 1928, when 46 per cent of all the wheat produced in the state was durum. At that time we had an export market, and that year 48,000,000 bushels, or half of the United States crop, was exported. That amount was twice as much durum as was produced in the United States in 1939. There was a rapid decrease, however, in exports following 1928 resulting in lower prices, and in 1934 we reached the low point in our acreage. Since 1934 there has been a steady increase in durum acreage in proportion to all wheat. In 1939 about 31 per cent of the North Dakota wheat acreage was durum, and this was the greatest proportion that had been planted to durum since 1929, which was back in a period when there was an export market.

The striking part of the expansion in durum is that the increase does not occur in the main durum area. The fluctuations in the proportion of durum to total wheat has varied but very little in this main area the past fifteen years.

In the state during this eleven-year period, the largest wheat acreage of 11,372,000 acres was planted in 1933, of which 21 per cent was durum. In 1939 only 8,378,000 acres were planted, yet 31½ per cent of this was durum. There was more durum planted in 1939, although the total wheat acreage was three million acres less. In 1939, 2,644,000 acres were planted as compared to 2,378,000 acres of durum in 1933. Present indications are that the durum acreage will be further expanded in 1940.

To reduce the losses from production of mixed durum, each grower should check on the quality of durum seed he intends to plant. Since 5 per cent Hard Red Spring, or 3 per cent Red Durum is the limit allowed in No. 1 grade, a grower can quickly determine by count what his possibilities are of producing a No. 1 grade, so far as freedom from mixtures of other wheat is concerned. Such a count should be made after the seed is cleaned, for many over-estimate the amount of Hard Red Spring or Red

Durum that can be removed in cleaning. This is particularly true on the 1938 and 1939 crops with the Hard Red Spring plumper than in the rust years, and the kernels of the 1939 durum being considerably smaller.

Another point to consider is the excessive amount of volunteering that can again be expected this spring due to the dry fall of 1939. This means that Amber durum should not be planted on land previously in Hard Red Spring wheat, Red durum, or barley, for mixtures of these are very objectionable, particularly barley.

With a favorable season in 1940, a large crop of durum is likely to be produced. Due to the mixtures in most of the seed, unless such inferior seed is replaced, there will be another large increase in the production of mixed durum. This will result in the mixed lots selling at considerable disadvantage compared with durum free from mixtures.

She Banquets Underprivileged

19 Orphans Benefit from Woman's Pledge

Dishes of macaroni products and all the good things that go with this fine food, featured the elaborate menu served by Mrs. Rosario DiFrancesco of 1705 Liberty St., Erie, Pa., marking the twenty-third anniversary of the fulfillment of a promise made to St. Joseph following a tragic occurrence in her family in 1917.

To her, March 19, is more than a holy date on the Catholic calendar. On St. Joseph's day, March 19, 1917, her six year old son, Dominic, wandered from the living quarters into the macaroni factory of the Erie Macaroni Company, operated by her husband. The curious child was attracted to the intricate machinery of one of the mixing machines. His hand became entangled in the cogs and his screams brought this mother to his side in time to save the child's life, though several of the crushed fingers had to be amputated.

Orphans Feted

That night she offered a prayer to St. Joseph and promised that as long as she lived she would mark the Saint's anniversary by playing hostess to 19 orphans. The number 19 is appropriately selected because St. Joseph's Day falls annually on March 19.

Every year since then Mrs. DiFrancesco has kept that promise and today she again invited to her sumptuous table 19 motherless, fatherless, children or orphans.

The children chosen spent this morning fasting and offering prayers

to St. Joseph. At noon they sat down to dinner.

Fulfills Promise

To her it is the fulfillment of a promise she never means to break. And she'll tell you that since she made it seventeen years ago her reward has been the good health she and her family enjoy.

There are five other children in the family: Mrs. Richard Abbey, Josephine, Helen, Mary and Lindy. She also has five grandchildren.

Can You Taste Shape?

Do the different kinds of macaroni products have different tastes due solely to their shapes? There are many in the macaroni industry who believe that their products are bland—practically tasteless, reasoning from that angle that this wheat food blends beautifully with meats, fish, fruits and vegetables. Others claim that they can discern a distinct nutty flavor in semolina macaroni products and that cooked macaroni carries this fine flavor in all blendings with other foods.

The question rages without winning converts to either way of thinking. Here are some extracts from an article recently appearing in the newspapers of the country under the heading—"Tasting Shape With Macaroni." It contends that the cooking process has a different effect on various types of macaroni, thus altering the taste as between shapes and sizes of the products.

If you think that you can't taste shape—that round food tastes no different from flat food—consider macaroni and its related foods. Flat noodles, round spaghetti, and tubular macaroni actually do taste different, although they're made of practically the same ingredients. Noodles contain more eggs, but macaroni and spaghetti are made from the same dough. Here's what the best chefs believe.

The fact is that the cooking process has a different effect on each of the three most familiar products of the macaroni family. The shape of the food determines flavor by modifying the effects of the heat so that whether you believe it or not, you can taste the difference between a tube and a cylinder.

Nobody knows exactly who first hit on the notion of making spaghetti as well as bread out of wheat dough, but most of the researchers are convinced that, as usual, the Chinese were at the bottom of it.

But it's a far cry from that early, crude process to the modern sanitary technique. When the customer buys macaroni and spaghetti today, he receives it in a germ-proof, moisture-proof package. It is dried in sanitary cabinets by filtered air.

A Clean Plant

Free of insects and other vermin, means a clean, attractive product, which will gain and hold the good will of your customers. We can keep your plant free of infestation economically, with little or no loss of production time to you. Our varied experience is at your service.

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PAT. REMOVABLE PLUGS — PAT. FILTERS — STAINLESS STEEL DISCS

Something New in Macaroni?

Can This Delicious and Very Economical Wheat Food be Improved and Popularized? How?

Macaroni Products made from the best grades of wheat and properly processed for delivery fresh and wholesome, rank high among the world's best foods. That is taken for granted, even by the New Yorker who has made a thorough study of good macaroni and offers a formula which he feels will greatly enhance the value of an already good food.

Almost from time immemorial, Macaroni Products have been made in accordance with a basic formula—the careful blending of semolina or amber durum wheat, of farina or flour and water, with or without salt. The resultant dough is then shaped and properly cured in full accord with the old formula. Egg macaroni and egg noodles must contain the legal requirements of egg solids.

Endless experiments have been made throughout the ages with substitutes for this and for that, but the quality macaroni has always been the kind made by improved methods, using the highest quality of semolina, farina or flour. Centuries ago, the early Italian manufacturers in Italy and other European countries tried using rice flour, either wholly or in blends, but they soon discontinued this when it was found that the finished product lacked the gluten that gives it that tensile strength that is so essential in the retention of shapes during the curing or drying process, and in the final cooking.

In this country many have experimented with corn flour and during the first World War a potato flour was experimented with, but with no good results. At that same time, many sought to use substitutes of different kinds rather than to reduce outputs as required by the government in its "save wheat" campaign. The extremists soon went out of business.

With noodles, experimentation has been going on throughout the ages—usually in the hope of finding a substitute for eggs, to make the finished food look as if it really contained more egg solids that are actually present. The results were equally disastrous because very strict government regulations have more or less driven the "painted noodles" from the American markets. The new labeling law will further defeat the egg chisellers.

In some foreign countries, green and even red ribbon-shaped macaroni products are quite popular. They are legitimate foods, using spinach for

the green coloring and beet juice for the red. There are no legal objections to coloring macaroni products except in cases where coloring is meant to make noodles or egg noodles appear as if they contain more eggs than are really used.

All of this is not meant to imply that Macaroni Products, including noodles, will not be improved through experimentation and research. Improvements will come, but they are more likely along the lines of better ingredients rather than through the use of substitutes.

Well, just what are the possibilities for improving Macaroni, Spaghetti and Egg Noodles from the manufacturer's and the consumer's viewpoint? What are the claims of the New Yorker previously referred to? Will his formula revolutionize the macaroni industry? He states most emphatically that Macaroni Products are the finest form of wheat foods, but he gives what he believes are very good reasons for improving the finished product without divulging the added ingredients, the new method or formula he would employ. Here's his reasoning and panacea:

"We all agree that the American people do not eat as much Macaroni Products as they should for their good health. If the present rate of per capita consumption of this good food is not several times higher than it is at present, there must be some reason, and that reason, perhaps, leans more towards the product itself than to the consumer.

"Macaroni is a very good food, but not free from conscientious objections which all manufacturers must have heard at some time or other. Is it not possible that these objections may be what is retarding the increased popularity of this food among Americans? While it is true that persistent advertising and educational publicity may induce many Americans to partake more generously of this fine food, the industry must not overlook the fact that Macaroni—good as it is—can still stand for improvement and that it should be definitely improved now.

"Within the last twenty-five years a large number of foods have made their appearance in the markets of the world and many of the older foods have been subjected to some sort of improvement to win the public fancy and thus keep up with the popular trend. But the venerable and dependable Macaroni Family, except for

some minor details, is still the same food that it was in the days of Plato—with all its unremedied faults that prevent progress.

"Well, there is a remedy—a formula that will greatly increase the dietary and even the nutritional value of this wheat food without greatly affecting the price and in no way transgressing on any of the pure food laws. The formula would combine in macaroni another pure food element that will not only add 'appeal,' but will make it even more easily digested and assimilated. It will be non-fattening, in fact. It will be light on the stomach, satisfy the most ravenous appetites, deliciously palatable and rightly balanced for fastidious and fussy people.

"The new product is not intended to replace any of the popular kinds of macaroni products. It is devised as a necessary complement—a variation that can be offered to those millions who for some reason or other, do not now consume their share of quality macaroni; also to added millions who would welcome and enjoy this improved product as a diversification of the daily menu."

Now what is this innovation? What is the new ingredient that he would add to make this radical, favorable change? The New Yorker says he will make his secret known in due time. Meanwhile the macaroni industry is all ears. It may be their millennium. Who knows?

Buttered Cheese Noodles

For Monday's dinner or for dinner most any day, Sue Sutton in the December 15, 1939, issue of *The Family Circle* magazine, recommends "Buttered Cheese Noodles." It's a dish, she says, that provides "the base for left-over meats."

1 lb. noodles
4 cups boiling water
2 tsp. salt
¼ tsp. pepper
¼ tsp. paprika
4 tbsp. butter

¾ cup grated American Cheese

Add noodles to boiling water to which 1 teaspoon of salt has been added; cook slowly until water has evaporated, about 20 minutes, being careful not to scorch the noodles. Add remaining salt, butter, pepper, paprika, and cheese; mix well. Serves six.

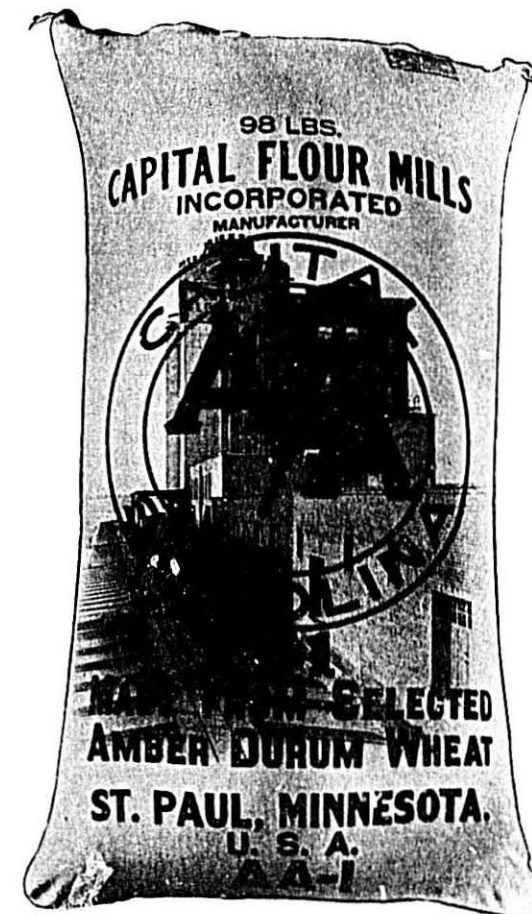
Found Out

An Englishman was visiting this country for the first time, and as he was driving along the highway, saw a large sign, "Drive slow. This means you!"

The Englishman stopped in surprise and exclaimed, "My word! How did they know I was here?"

CAPITAL A/A No. 1 SEMOLINA

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A modern, highly developed Durum Mill, second to none, enables us to carry out our policy of furnishing to the Macaroni and Noodle Industry, only the Highest Quality Durum Semolina and Flour.

CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

We Sell America Macaroni

By Betty Crocker*

If you could read the hundreds of letters that come to our Home Service Department in General Mills, you would be more than ever convinced that homemakers everywhere are becoming more and more interested in macaroni, spaghetti and noodle recipes!

Dozens of letters every day tell us how grateful homemakers are for the macaroni product recipes we have recommended . . . or explain enthusiastically personal successes in making new and tasty macaroni dishes. And all these letters seem to point to a decided trend in the direction of a greater macaroni consumption all over the country.

All this is extremely gratifying, because we feel, in a small measure at least, we have helped introduce the modern homemaker to the many delightful uses of macaroni products. We feel a little proud of ourselves!

You see, for many years now, we have known that macaroni products enable the homemaker to prepare meals for her family that are not only delicious and nourishing but inexpensive and very little work as well.

So, years ago, we started to tell her so—started to tell homemakers everywhere, just how good macaroni products were . . . especially the macaroni products made from quality Durum Semolina. And we created dozens and dozens of new recipes to illustrate our point.

That was the start of the Betty Crocker radio programs that have since had so much gratifying success. And as the weeks went by, we knew that we were beginning to get across our story. The letters thanking us for our macaroni recipes grew from day to day and week to week until many thousands of homemakers had tried macaroni products in our recipes and found out how good they really were.

But one thing we noticed. Most of our letters were coming from the larger cities throughout the nation. There were very few homemakers in the hamlets and rural areas who were trying our macaroni recipes.

And that, of course, was a situation that had to be remedied. Certainly homemakers in the small towns and rural areas needed to be told of the goodness of macaroni if any did! The trouble was, we found out, that our coast-to-coast radio programs did not penetrate readily into the nation's hinterland.

Some other medium had to be used, and we hit on it with the develop-



ment of two newspaper features, "Mealtime Magic" and "Kitchen Clinic"! These features were offered free of charge to daily and weekly newspapers throughout the country, and they told the same story we were telling over the air—the story of good tested recipes, many of them macaroni product recipes!

The success of these two features was almost immediate. Newspapers all over the country began to use them—many large metropolitan newspapers, but most important, the newspapers that would reach the rural and small town audience our radio show was missing.

The effect on our daily mail was al-

most immediate too. Homemakers on farms and in small towns began to write in about our recipes . . . some of them actually had never realized before the great number of uses there were for macaroni products, or the variety of delicious, nourishing "one dish meals" that could be made with macaroni, spaghetti and noodles!

Today, our mail comes from thousands of homemakers in every walk of life in every section of the country . . . and we know that our message about the goodness and the deliciousness of macaroni dishes reaches all America.

Our radio programs are broadcast coast-to-coast over 25 major stations to 6,000,000 homemakers. Our two newspaper features are published in 381 daily and weekly newspapers that reach 1,340,000 families. Together, these two mediums cover every class of homemaker in the country.

So you can see why we are a little bit proud of the part that we have played in introducing many American homemakers to macaroni products. We feel we have helped them by showing them the way to many delightful and delicious meals . . . and we are extremely grateful because we know that so many of them are our sincere friends because of that help.

Our only hope is that the future will bring us as many new friends because of our macaroni recipes as we have gained in the past.

The Government Recommends

By Louis A. Caravetta*

Baked Macaroni or Spaghetti and Cheese—"Since milk and cheese are protein foods, they fit right into the main part of the meal," says the special bulletin released April 10, 1940, by the Bureau of Home Economics, U. S. Department of Agriculture. "And some especially good main dishes are made with both milk and cheese—combined with either cereals or vegetables."

"Probably the most familiar version of the cheese-cereal combination is baked macaroni and cheese. But you can also use cheese to give a flavor contrast to other bland cereals—such as spaghetti, rice, grits and corn meal. With milk or cheese there is added protein, fat, calcium, phosphorus, milk sugar, and some vitamins added to the diet."

Cooking suggestion: Handle cheese with care in cooking. It is temperamental when heat strikes it. The first caution in cooking cheese is to keep the temperature low. In fact, cheese

should not really be "cooked," but merely heated enough to melt it. Overheating toughens the cheese and makes it stringy.

"When cheese is to be used in a baked dish, such as macaroni and cheese, it is best to blend the cheese in the sauce before it is mixed with the macaroni. Then it is not likely to become stringy when heated. Be sure that you take the sauce off the fire—to melt the cheese without overheating it.

"The second rule for making successful cheese dishes is to break the cheese into small pieces before you heat it. Cheese, broken into small bits, will spread more evenly among the other ingredients of the dish and it will cook in less time than when left in a big lump.

"Breaking the cheese into small bits also prevents the formation of a solid curd when the fat melts out. Grating is the easiest way to break up the cheese, if it is fairly dry. Otherwise, you can flake it with a fork, or shave it thin.

Compliments

THE CREAMETTE COMPANY

MINNEAPOLIS

MINNESOTA

*The author is director of the Home Service Department of General Mills, Inc., Minneapolis, and popular radio food commentator.

*The author is President of Ehrat Cheese Co., Chicago, Ill.

Death of Lloyd M. Skinner

Nationally-known Macaroni Manufacturer Dies Suddenly

Lloyd M. Skinner, President and General Manager of the Skinner Manufacturing Company, one of the important industrial concerns of Omaha, died Saturday morning, March 16, at his home, 203 Carter Lake Club, Omaha, Nebraska.



The Late Lloyd M. Skinner

He had a varied and progressive business career, in which he showed exceptional versatility and resourcefulness, and he stood as one of the vital, loyal and enterprising citizens and influential men of affairs in the Nebraska metropolis.

Nationally he was best known as the chief executive of the Skinner Manufacturing Company of Omaha, Nebr., manufacturers of macaroni-noodle products that are popular in many parts of the country, particularly the Central and Southern sections.

He was strongly Association-minded and his firm was numbered as one of the leading members of the National Macaroni Manufacturers Association of which he was a former Director.

Recently he took a personal and deep interest in the efforts of The National Macaroni Institute to educate consumers by nationally publicizing the merits of macaroni and egg noodles so as to make Macaroni Products more popular in American homes.

Mr. Skinner was born on a farm near Malvern, Iowa, May 28, 1879 and was the son of John M. and Emma (Likes) Skinner, both now deceased.

Lloyd Skinner was an infant at the time of the family removal from Iowa to Ord, Valley County, Nebraska, and prior to railway construction through this state his father was identified with overland freighting enterprises, he having subsequently entered claim to a homestead near Taylor, Loup

County, where he reclaimed and developed a productive farm—the old homestead on which Mr. Lloyd Skinner was reared to adult age.

As a boy on the home farm near Taylor, Loup County, Lloyd Skinner walked a distance of three miles to pursue his studies in a pioneer sod school house, having covered the intervening distance on foot twice daily. He continued to attend school until, at the age of sixteen years, he proved himself eligible for pedagogic honors and received a teacher's certificate. He taught three terms of rural school, the final term in a school four miles distant from Hampton, Hamilton, County, in which village he had room and board, the while he walked daily back and forth between the village and his school. In the evenings he made his headquarters in a local newspaper office, in which he learned to set type. In the following spring he purchased this newspaper, the *Hampton Star*, of which he thus became editor and publisher when he was but eighteen years of age. In the preceding year he was a student in Hastings College, at the judicial center of Adams County, having paid his expenses during his year in this college by superintending the industrial department of the institution, a service that afforded him room and board and also a salary of sixty dollars a month.

At the age of twenty years he entered the University of Nebraska, and during the year that he was there as student he defrayed his expenses by serving as a reporter for a Lincoln newspaper. Upon leaving the university, Mr. Skinner became a member of the reporter staff of the *Omaha Bee*, with which he continued his connection two years. He then established an Omaha office for the *Council Bluffs Nonpartisan*, for which newspaper he became the local representative in the Nebraska metropolis. Later he held, for a year, the position of manager of the mail-order department of Hayden Brothers mercantile establishment in this city, and at the age of twenty-two years he became editor of the farm department of the *Chicago Record-Herald*. This service he continued six months, and thereafter he was, for one year, a member of the staff of the *Chicago American* and *Chicago Examiner*. He finally turned his attention to the real estate business in Chicago, and in this connection he became a successful dealer in northern Wisconsin timber lands. His operations yielded to him substantial financial returns, and he continued in the real estate business in Chicago several years.

He returned to Omaha in 1916 with considerable capital, joined the managerial staff of the Skinner Manufacturing Company, which had been founded by his brother, Paul. He

became president of the firm in 1920. He maintained an active interest in the macaroni manufacturing company until his death.

He is survived by four sons: Eugene of Philadelphia; Lloyd, Jr., Paul, and Louis, of Omaha.

The funeral was held Monday, March 18, at the Fitch, McEachron and Cole chapel, Dr. Thomas R. Niven of the First Presbyterian church officiating. Burial was at Forest Lawn Memorial Park.

Mr. H. V. Jeffrey Named President

Succeeds the Late Lloyd M. Skinner as President of Skinner Mfg. Co., Omaha, Neb. Eugene M. Skinner Made Vice President

Mr. H. V. Jeffrey, former secretary-treasurer of the Skinner Manufacturing Company, Omaha, Nebr., was elected to the presidency of the Skinner Manufacturing Company, Omaha, Nebr., to succeed the late Mr. Lloyd M. Skinner, who died March 16, 1940.

Mr. Jeffrey started with the firm as Auditor and Office Manager in 1916. In 1920, he was elected to the Board of Directors and became secretary of the company. In 1938, he had the duties of the treasurership added, becoming the firm's secretary-treasurer, a position which he resigned to assume the presidency March 19, 1940.

Mr. John T. Jeffrey, a younger brother, was made secretary. He has been with the company since 1922, was made Sales Manager in 1932 and a director of the company on March 19, 1940 to fill the vacancy caused by Mr. Skinner's death.

The new vice president of the company is Eugene M. Skinner, eldest son of the deceased executive, who will resign his position later in the year with the Campbell Soup Company of Camden, N. J., to take a place on the Board of Directors of his father's firm.

In New Quarters

The Mission Macaroni Manufacturing Company, Inc., of Seattle, Washington, announced the removal, on April first, 1940, of their office and factory from the old address at 1727 First Avenue South, to their new and enlarged quarters at 1102 Eighth Avenue South.

Increased demands for their Mission Brand macaroni products made it necessary to move to the more commodious quarters afforded by the new plant which is conveniently situated to expedite both local and out-of-town shipments.

Insuring Quality Frozen Eggs

By Charles D. Wilbur*

The journey an egg must make en route from the farm to the consumer in the form of egg noodles is one of great length and widely varying environmental conditions. The packer of frozen eggs realizes that this is so. It is the egg packer's job to protect the egg from deterioration up to the time the noodle manufacturer receives the egg as frozen egg meats in cans. The most dangerous period during which the egg can spoil is that time between the opening of the egg shell and the freezing of the egg magma. It is during this period that the egg meats might be exposed to contaminating bacteria, yeasts, and molds.

It has been, and is, the aim of the egg industry to deliver to noodle manufacturers, frozen eggs that are of unquestionable quality. The egg industry employs highly trained chemists and engineers whose sole task it is to guarantee the safety of egg meats en route from the farmer-producer to the noodle plants. These chemists and engineers supervise every detail of the

*The author is Manager of Egg Products Sales of Armour & Co., Chicago, Ill.

candling, breaking, freezing, and storing of egg meats in the egg breaking plants.

The breakfast fresh shell eggs are chilled to 32° F. immediately upon being purchased from the farmer. They are then put through the selecting or candling procedure. During candling each and every individual egg is carefully examined before the searching light of the candling machine. The light from the candling machine passes through the egg in such a manner that any defects of the egg can be detected readily by the inspector. All those eggs which are found to be defective in any way are rejected and are not used to make frozen eggs.

The egg meats are removed from the shell by women who are constantly trained in sanitation. The egg breaking plants employ the same sanitary procedures that are employed in Grade A milk plants. High pressure steam and chlorine solutions are used freely in sterilizing cans and breaking room equipment.

Each egg is again examined as it

leaves the shell for odor and yolk color. The yolk is carefully separated from the white. Those yolks which are too light in color are not used to make frozen yolks for noodles.

The egg meats are then passed through large clarifiers and strainers which render the liquid egg homogeneous as to color and composition. The clarifiers also remove the yolk sacs and much of the chalazae from the yolk meats.

The clarified egg meats are weighed out in 30 and 10 pound cans with an accuracy of 1/32 of an ounce. The freezing process follows immediately. The filled cans are placed in sub-zero cold rooms of such capacity that the egg meats are solidified within an extremely short time. The frozen product is never allowed to defrost until it is in the hands of the noodle manufacturer.

Laboratory samples are drilled from each batch of frozen product for further check on solids, color, and bacteria. These are sent via airmail, packed in dry ice, to a central laboratory.

This is the frozen egg story. It represents a streamlined modern industry second to none. It is the result of years of painstaking research in quality control and quality merchandising. It is a sincere contribution to the advancement of the egg noodle industry.

Congratulations!

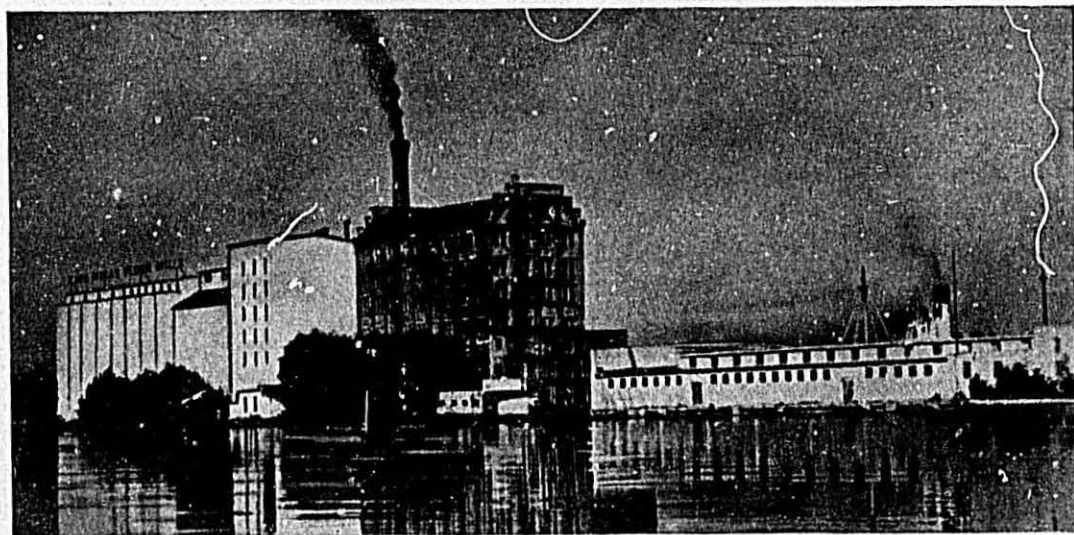
MACARONI INDUSTRY

On Your 21st

ANNIVERSARY

WALDORF PAPER PRODUCTS CO.

St. Paul, Minn.



America's Air Conditioned City

Superior and Duluth, our country's largest primary Durum market, and its only Durum futures market, together with its 50 million bushels of grain storage, and its unrestricted access to the country's Durum Wheat supply, make the head of the Great Lakes an ideal location for a Durum mill. In addition to the many obvious advantages of Superior for a Durum mill location, we have found that there are a great many less apparent advantages that are extremely valuable.

The Lake Superior region and Superior, heart of the Arrowhead Country, nationally famous for its marvelous

ously cool summers, have an irresistible appeal to thousands of vacationists who are lured to this great Arrowhead Country every season. When oppressively high temperatures elsewhere become distressing, it's delightfully cool along the shores of great Lake Superior.

The very things that have made the Arrowhead Country famous as a summer playground, provide an ideal condition for Durum milling, where cool, dry air in the milling purifiers is so essential. Hot, humid weather presents many problems to the miller, but such problems never exist in Superior,

"America's Air Conditioned City." Here, we also have an unlimited supply of pure, fresh water to thoroughly wash and scour the wheat.

As the bright Amber Durum Wheat is milled into Semolina with the "Golden Touch" in the modern, daylight King Midas Flour Mills, it is packed and taken on board the deep-water steamers which tie up at our mill, making the trip to our customers economically, and with a minimum of time and handling.

Yes, we are tremendously pleased that we came to Superior, where heaven nature helps the miller to do a good job.

1940 Durum Wheat Prospects

Estimated Plantings by Crop Reporting Board of U. S. Department of Agriculture

The acreage to be seeded to all spring wheat in 1940, as indicated by the reports received from farmers, is 19,425,000 acres. Such an acreage would be about 11 per cent larger than the 17,532,000 acres seeded last spring, but last spring's seedings were the lowest in 15 years. These prospective seedings are still about 13 per cent below the 10-year (1929-38) average.

Increased seedings are indicated for all the important spring wheat States.

In the total spring wheat acreage indicated for 1940, there are 3,539,000 acres of Durum wheat, and 15,886,000 acres of other spring wheat. The prospective acreage of Durum wheat is 96.4 per cent of the 10-year (1929-38) average, while the United States total acreage of other spring wheat is 85.1 per cent of average. In the area which grows Durum wheat as well as other spring wheat, the rate of increase indicated is about the same for both, the 1940 acreage for Durum wheat being 109.9 per cent and for other spring wheat 108.8 per cent of 1939.

State	Average 1929-38		Acreage planted		
	Average planted	Yield per planted acre	1939	1940	1940 as per cent of 1939
Minnesota	121,000	13.0 bu.	72,000	78,000	109%
North Dakota	2,674,000	7.8 bu.	2,644,000	2,856,000	108%
South Dakota	876,000	6.2 bu.	504,000	605,000	120%
3 States	3,671,000	7.6 bu.	3,220,000	3,539,000	109.9%

Welcome—Mr. Advertiser

The management greets all the advertisers—old regulars and newcomers—those who publicize products or services as well as those who extend greetings or used our columns for other varied purposes.

Now a word to the readers: Old and regular advertisers are your proven friends—you can always depend on them.

The new advertisers in this Anniversary Edition desire also to prove their friendliness.

Both offer you personalized service. Both old and new advertisers will appreciate a letter from the readers of this publication expressing interest in their proffered service.

You will be out under no obligation. They will appreciate your friendly gesture. Drop them a few lines when you can conveniently do so. We'll appreciate this, too. Thanks!

—THE PUBLICATION COMMITTEE.

Founder of Two Journals

In 1903, the late Fred Becker, president of The Pfaffman Egg Noodle Company, Cleveland, O., realizing the need of some medium "for thought-and-information exchange," launched



A dreamer he 'twas plain to see,
Still his dreams have come true.
Then, though he die, the world knows why
He planned for me and you.—*anon.*

the first magazine ever devoted to the welfare of the infant Macaroni-Noodle Industry.

It was known as *The Macaroni and Noodle Manufacturers' Journal*, with Mr. Edwin C. Forbes as editor-in-chief. That it did this job well is evidenced by the fact that after some editorializing and many personal letters, the leading manufacturers were induced to gather in Pittsburgh, Pa., where in April 1904 there was organized the first association of macaroni-noodle makers. It bore the long name of The National Macaroni and Noodle Manufacturers of America. It was the predecessor of the present national organization, with name shortened in 1919.

Mr. Becker's Journal was the official organ of the association until the appearance of *THE MACARONI JOURNAL* in 1919.

Mr. Becker was an organizing genius. In July 1927 he invited about a dozen friends, all interested in the distribution of food products, to attend a party on his farm near Cleveland. There was laid the foundation of his second national organization named "The Wagon Men's Association," later changed to the National Food Distributors Association in which many leading macaroni-noodle firms hold memberships.

To help the new organization in the "promotion, enlightenment and good fellowship" among those engaged in food distribution, Mr. Becker founded another journal now known as the *National Food Distributors' Journal*.

Hail to the founder of these two publications, Mr. Fred Becker!

Congratulations

To **THE MACARONI JOURNAL** on its 21st Birthday
The National Macaroni Manufacturers Association, its owner and sponsor
M. J. Donna as Managing Editor and Association Secretary-Treasurer

May All Prosper Under Their Able Leadership

E. J. Martin, Secretary
National Food Distributors Association

Invitation

Members of the National Macaroni Manufacturers Association are invited to attend the Annual Convention and Exposition of the

NATIONAL FOOD DISTRIBUTORS ASSOCIATION

AUGUST 21st to 24th, 1940

at the SHERMAN HOTEL, Chicago

Equipment, Packaging, Merchandising and Educational Activities Are Carried on Through Our Annual Expositions and Our Monthly Journal.

"Serve As You Sell"

Store Door Delivery Food Distributors have pioneered "Cellophane"-packaged Macaroni-Noodle Products. Look into this promising, ever-growing field. Ask your Secretary Donna.

Appreciations

Here are some of the well-known Macaroni-Noodle firms that are responsible for our success in profitably distributing Macaroni-Noodle Products:

Traffanti Bros., Chicago
L. J. Grass Noodle Co., Chicago
Roman Macaroni Co., Long Island City
Ravarino & Freschi, St. Louis
Peter Rossi & Sons, Braidwood

John B. Canepa Co., Chicago
F. L. Klein Noodle Co., Chicago
Skinner Mfg. Co., Omaha
Prince Macaroni Mfg. Co., Boston
Mid-South Macaroni Co., Memphis
The Fortune Co., Chicago
Michigan Macaroni Co., Detroit

NATIONAL FOOD DISTRIBUTORS ASSOCIATION

110 North Franklin St.

Chicago, Ill.

Durum Culture and Semolina Milling

By E. H. Edwards*

Just six years after durum wheat made its first appearance in the United States, the Pillsbury Flour Mills Company began milling experiments with the grain as a possible commercial wheat.

In 1898, James Wilson of Iowa, then Secretary of Agriculture, discovered in Russia the grain he hoped would flourish in the semi-arid states of North and South Dakota.

Keenly interested in all phases and problems of agriculture, Wilson brought the grain to the United States and, for the next two years, subjected it to exhaustive tests on government experimental farms.

Durum looked all right . . . it was notably rust-resistant, and did not require as much moisture as other wheats. There was a chance it might work . . . but now for the real test; growing the wheat on Dakota soil by Dakota farmers.

In 1901, just sixty thousand bushel of seed durum was distributed to Dakota farmers . . . and the results were amazing. Over two million bushels of the new wheat were harvested in 1902; in 1903, the crop jumped to six million bushels. In 1905, just four years after Dakota farmers first sowed durum seed, twenty million bushels of the new wheat were harvested.

Now it was a fact . . . the growing and harvesting of Durum wheat was successful on a commercial basis in the United States . . . but, what could be done with it?

Milling experiments with the new wheat began in 1904, and almost the first discovery made was that durum did not make a good baking flour. Bread baked with durum flour was yellowish in color, lacked volume, and didn't taste as white bread should. So there was nothing else to do but dig out other uses for durum.

True, there was an export demand for semolina, a product milled from durum wheat, as people in Iceland, Italy and Finland, who had been buying the grain from North Africa now turned to America for semolina with which to make their macaroni and spaghetti . . . but the demand wasn't great enough to take care of the great new crop of durum that Dakota farmers were expecting to harvest.

But the solution appeared within our own country. There was a demand from American manufacturers for semolina. As long as America could grow durum wheat, Americans were going to have a chance to like

macaroni and spaghetti and egg noodles, too, they said.

More difficulties were encountered . . . durum was flinty-hard and required extreme care during the milling process in order to retain the desirable yellow color so essential to semolina. It couldn't be milled like regular white flour. Special grinding rolls and additional purifiers were installed.

Pillsbury's began milling semolina . . . more and more of it, until in 1916 the Palisade mill in Minneapolis was turned over entirely to Durum wheat milling. Since then, Pillsbury's have exercised the same zealous care in selecting durum wheat for semolina

as in selecting bread flour wheats.

Wheat scouts follow the trail of ripening durum wheat from south to north, stopping wherever they see fine stands of grain. With permission of the farmers owning the fields, samples are taken, rushed to Minneapolis and tested by actually being milled into semolina, and the semolina into macaroni and spaghetti in Pillsbury's own miniature macaroni plant.

And so it is that the great American macaroni and egg noodle industry, now supplying one of this country's important foods, started from the idea of an Iowan Secretary of Agriculture who held a firm determination to find some kind of grain that would grow in the semi-arid Dakotas . . . and this company is justly proud of its association with this important industry, and its distinction of having been the first American mill to grind durum wheats commercially.

Removable Plugs

By Mario Tanzi*

As in any other field—we all try to improve the product that we manufacture. The new removable plug is an outstanding example of the progress that has been made in dies for Macaroni making.

In the first Macaroni Dies "U" pins were attached to the Die in order to make the hole in the product. The shape of the "U" took care of two chambers. It was attached between the wall of these chambers and tightened by the same material used in making the Die. With the pin system, however, the macaroni had a tendency to come out with the hole lopsided—as the flow of the dough was more on the outside of the "U" pin than to the inside; and to clean the Die was almost an impossibility. These Dies were made of Copper which has a tensile strength of only 25,000 lbs. per square inch.

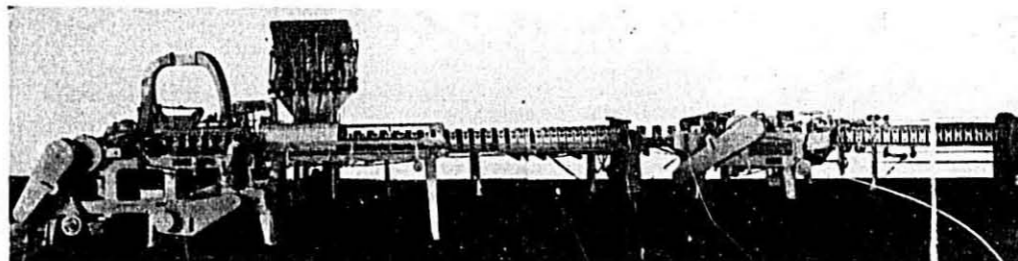
Then the "T" pin came into being, giving better results, as the flow of the dough was a little more uniform. The "T" pin was also tightened to the chamber hole by the same material of the Die, taking care of one chamber hole at a time, resulting in a more evenly distributed flow of the dough; but the problem of cleaning still remained.

Later Manganese Bronze, having a tensile strength of 55,000 pounds per square inch, was discovered for use in Macaroni Dies, allowing the Die manufacturers to make more perfect chambers therein. With this discovery the triangular pin was created. Instead of being tightened to the

chamber the pin is inserted by a "tight-fit" process so as to be easily removable at will, allowing the Macaroni manufacturer to clean the hole when needed. But still this process of removal is not practical due to the fact that if this pin is tight in a chamber so it won't move—it is a job to knock it out without injuring the pin, particularly in the small sizes. Another handicap—when the pin is re-inserted into the Die—if still in good condition—it can never be exactly centered as it should be.

The purpose of the new patented plugs is to overcome all these difficulties, making the pin and chamber one solid piece—as the plug is created from one solid rod. It is possible to knock the plug in and out of the Die at will for cleaning purposes or replacement without injuring either the pin or chamber, and it can be restored to its original position without any difficulty. Each plug is a die in itself. In case some of the plugs are ruined from any cause, the defective ones may be knocked out of the disc and new ones inserted—and the Die is always in working condition, eliminating the necessity of sending it out for repairs.

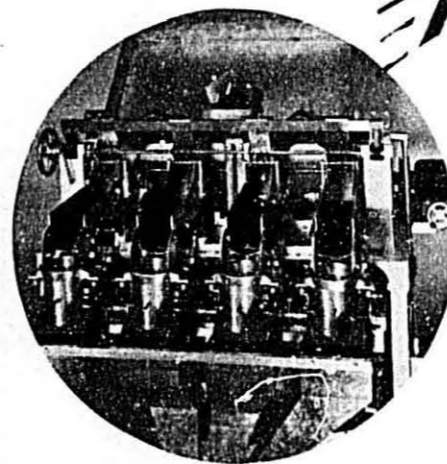
These plugs are inserted in a disc of stainless steel which is much stronger than Bronze, having a tensile strength of 125,000 pounds per square inch, giving the Die much longer life. Having more strength than a Bronze Die it can stand more speed, thereby increasing production. In the system of removable plugs, the stainless steel disc is in itself merely a support—not a die.



High Speed Automatic Feeder and Bottom Sealer 90 per Minute Net Weight Scales Triple Conveyor Accumulator 90 per Minute Top Sealer Drying Mechanism

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90 PER MINUTE
CARTONS



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In daily operation in one of the largest macaroni plants, the new High Speed Johnson weigher has proven its efficiency and accuracy under rigorous daily high speed production schedules. Write for full particulars.

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The Super Speed Packaging Machinery illustrated above opens up new avenues of economy and production. At the rate of 90 to 100 cartons per minute, this remarkable unit forms a knock-down carton, seals the bottom, fills and weighs the contents, seals the tops and delivers the completed package—WITHOUT A SINGLE HAND OPERATION.

The Super Speed unit replaces from 15 to 25 hand operators, takes up less floor space than slower machines, and delivers a tightly sealed, attractive package at the rate of one every 1/3rds of a second. Each part of this Super Speed line is a separate machine, capable of operating alone or in connection with any other of its related units.

The "Johnson Automatic" line of packaging machinery includes equipment for operating at speeds of 15 packages per minute to 100 packages per minute, and comprises more than 70 separate models for package sealing, package weighing and package wrapping machines of various natures and sizes.

A Johnson packaging engineer will gladly call at your plant to study your production problem, and make recommendations—without obligation to you.

*The author is an executive in the Sales Department, Pillsbury Flour Mills, Minneapolis, Minn.

*The author is President of Mario Tanzi Co., Chicago, Ill.

Cancer Control: Early Is the Word

Clarence C. Little, Sc.D.*

Cancer is a curious foe. Second only to heart trouble as a killer and most feared of all causes of death, cancer is in its early stages one of the most curable of serious diseases. Its definite diagnosis requires the services of a highly trained, pathologist, but early symptoms which may mean the disease is present are easily recognized by an alert individual. Once cancer is diagnosed the preferred treatment is by a group of specialists and yet the key man in the whole picture of cancer control is the general practitioner to whom patients come for periodic examinations or for advice about apparently harmless conditions. While late cancer causes considerable suffering, in the early stages it is nearly always painless.

It is fitting that this paradoxical disease should be fought by an Army, not chiefly of men but of women, an Army not of destruction but of education, and its war should be a war to save life. Four years ago a small group of physicians, research workers, and clubwomen launched the Women's Field Army of the American Society for the Control of Cancer. Its goal was to reduce cancer mortality and to arouse the interest of men and women everywhere in this disease and the methods and facilities available in their communities for treating and controlling it. Between one-third and one-half of those who now die could and should be saved by early diagnosis and prompt treatment, declared the American Society for the Control of Cancer.

The growth of the Women's Field Army has been rapid. Divisions are now under way in forty-six states. Cancer information centers—local units of the Army—have been established in more than half the counties of the country. Cancer control is receiving more attention than ever before.

A beginning has been made, but only a beginning in this peacetime war. Approximately 150,000 men, women and children were destroyed by cancer in 1939. The needs in the field are great: more clinics, more funds for research, more facilities for indigent patients, above all, more education for the general public.

Working under the supervision of physicians and other experts, women are the leaders and organizers of the fight against cancer. However, the most paradoxical thing about this complex disease is that we cannot leave its control to leaders, to research

workers, or medical men. We must all do our bit.

The Field Army suggests three measures that each one may adopt and so play a part in cancer control:

1. Have a comprehensive physical examination once a year, however well one feels. Women over thirty-five years of age should have what the American Society calls the B.P. Examination, covering the Breast and Pelvic areas, semi-annually.

2. Memorize the cancer danger signals, early and usually painless symptoms that may mean the disease is present and should always mean a visit to a physician. They are: any persistent lump or thickening, particularly in the breast; any irregular bleeding or discharge from any body opening; any persistent and unexplained indigestion; any sore that does not heal normally, especially about the tongue, mouth or lips; any sudden change in the form or rate of growth of a mole or wart.

3. Enlist in the Women's Field Army in April, set aside by Special Act of Congress as Cancer Control Month, and so help the Army carry on its work of education to save lives. *Educate, Save, Enlist.* These are the imperatives of the war against this disease. One more word should be emphasized. It occurs in this editorial many times. The word is *Early*—and *Early Is the Watchword in Cancer Control*. Enlistment fee is only \$1.00. It should be sent to American Society for the Control of Cancer, Inc., 350 Madison Ave., New York, N. Y.

Government Figures on Forty Years of Imports and Exports of Macaroni Products

As compiled from figures prepared by the Division of Foreign Trade Statistics, U. S. Department of Commerce, Feb., 1940—L. B. Chappell.

For the first three years of the present century (1900-1902), it was the policy of the U. S. Department of Commerce to use the term "Imports for Consumption" in classifying imported goods.

With reference to Macaroni Products, the figures included goods arriving for consumption plus withdrawals from warehouses for consumption purposes. In that period Macaroni Products arriving from foreign countries for entry into warehouses were not included in import statistics, unless and until such time as they actually were withdrawn and entered into the domestic economy of the country.

From 1903 to 1933 the term "General Imports" was used and in those years all the Macaroni Products arriving at American ports were listed in

statistics. The Department then reverted to "Imports for Consumption" in 1934 and that plan is still in effect.

With this explanation the figures shown on the table below will be easier to understand.

IMPORTS OF MACARONI, VERMICELLI, AND ALL SIMILAR PREPARATIONS		
Fiscal Year Ended June 30	Imports for Consumption Pounds	Dollars
1900	18,608,037	820,163
1901	18,186,400	735,239
1902	23,780,756	974,929
General Imports		
July 1, 1902	14,183,324	573,301
Calendar Year Ended December 31		
1903	31,662,186	1,283,835
1904	47,265,371	1,889,934
1905	62,136,578	2,386,927
1906	86,407,908	3,320,895
1907	97,660,699	3,917,794
1908	88,441,998	3,747,210
1909	96,339,962	4,185,109
1910	112,865,758	4,843,850
1911	116,985,754	5,005,674
1912	105,926,968	4,798,062
1913	113,358,047	5,156,990
1914	96,141,048	4,422,339
1915	35,703,830	2,229,457
1916	16,114,005	1,172,037
1917	1,023,386	76,196
1918	402,010	40,923
1919	902,551	101,859
1920	805,008	107,150
1921	1,587,464	166,294
1922	2,917,369	234,241
1923	3,474,713	249,981
1924	4,534,928	298,058
1925	6,408,878	494,146
1926	5,225,245	396,151
1927	3,512,512	332,289
1928	3,433,561	370,529
1929	2,856,378	263,151
1930	2,776,483	231,676
1931	2,459,290	184,381
1932	2,231,425	152,057
1933	1,647,956	113,407
Imports for Consumption		
1934	1,340,255	112,600
1935	1,389,920	119,704
1936	1,304,955	101,631
1937	1,693,856	146,946
1938	1,163,999	108,695
1939	1,076,689	103,061

EXPORTS OF MACARONI, VERMICELLI, AND ALL SIMILAR PREPARATIONS		
Year	Exports Pounds	Dollars
1922	7,494,873	605,184
1923	7,159,864	566,230
1924	7,486,436	598,988
1925	8,557,218	725,776
1926	8,272,364	711,122
1927	8,468,264	714,274
1928	9,979,373	909,113
1929	10,740,470	925,004
1930	8,718,579	704,096
1931	4,613,284	341,098
1932	3,207,942	215,020
1933	1,931,433	135,834
1934	1,906,097	156,227
1935	1,986,761	167,197
1936	1,945,842	159,206
1937	3,048,436	256,497
1938	1,163,999	108,695
1939	4,423,276	306,605

Death of Production Manager

Martin Zimmerman, production manager of C. F. Mueller Co., Jersey City, died on March 31, 1940, following a brief illness. He was admitted to the hospital the latter part of March.

Mr. Zimmerman was a native of Germany and had lived in Jersey City since he came to this country 48 years ago. For the last forty-five years he has been in the employ of the macaroni-noodle firm.

The funeral was held April 4 from the William Schlemm Bergen Avenue Chapel of the St. Boniface Roman Catholic Church at 10:00 A. M., where a requiem mass was celebrated before burial in Holy Name Cemetery, Jersey City.

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Egg NOODLES || HOME Style NOODLE SOUP

GENUINE

CHICAGO



Isaac Jerome Grass
Founder

The firm was founded in 1901 by the late Isaac Jerome Grass who spent his entire life (1876-1925) in Chicago.

Starting in a delicatessen, he concentrated his attention to the egg noodle manufacturing business in 1915.

First factory was a store with a 25 foot front. Growing rapidly, a double-front store, 50 feet, was soon needed.

In June, 1925, he built the first floor of the present factory at 6021-27 Wentworth Avenue. He lived to supervise the installation of the modern equipment that features the plant. One week later, he met his untimely death.

His ideals as a manufacturer of quality egg noodles and as an upright business man are being ably carried on by his two sons, A. Irving Grass and Sidney Grass.

*The author is Managing Director American Society for the Control of Cancer.

Stimulating the Jones's

By J. A. Shellenberger*

When our thoughts turn to experimenting, they invariably become associated with the scientific chemistry in particular. Today still another branch of science is coming in for an increasing share of this desire to probe behind the scenes . . . Domestic Science.

Mrs. Jones today is no longer content to plan her menus with the same old familiar dishes. Today she is ever on the alert for new ways to cook this and that, for new sauces for staple items and, most of all, for appetizing dishes that seem "brand new."

Well aware of this fact, progressive grocers are tempting the modern housewife with all sorts of packaged foods on their open display counters. And the same housewives are discovering the new, fascinating and economical dishes that can be created with such basic foods. For example, let's take a package of macaroni, with a little imagination and a desire to experiment, a totally "different" dish, rich in food value and appetite-appeal can be created. Cooked in a steaming baking dish, sprinkled with red and

*The author is in charge of Merchandising for E. I. DuPont de Nemours & Co., Inc.

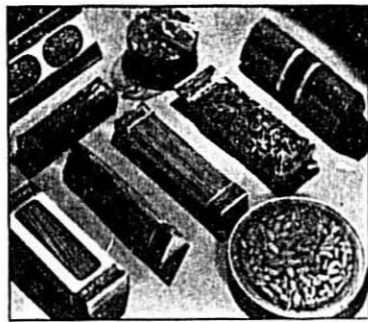


green peppers, covered with a melted cheese and a "hot" sauce, this macaroni dish is ready to be the main course for anyone's supper—almost makes your mouth water to think of it.

Yet, Mrs. Jones could hardly be expected to experiment, to be able to visualize what a gourmet's delight this macaroni would make, unless she is stimulated to do so. As the grocer well knows, one way to stimulate this desire is through attractive visible packages with informative labels describing the various tempting dishes that can be devised from the contents of the unit.

Retail grocers know that their products must be seen to become impulse items. They know that nothing sells food like the sight of food itself. Consequently, they are more and more displaying as many of their products as possible. Until the advent of the informative label and the transparent package, Mrs. Jones was never given a hint of the appetizing and economical dishes that she might prepare from macaroni. Now the grocer realizes this can be developed into a really profitable volume and hence his willingness to feature these attractive appetite-appealing packages on his display counters.

Through the "Cellophane" cellulose film packages, Mrs. Jones is stimulated, even unconsciously, to try "something new for dinner"



John J. Cavagnaro

Engineers
and Machinists

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

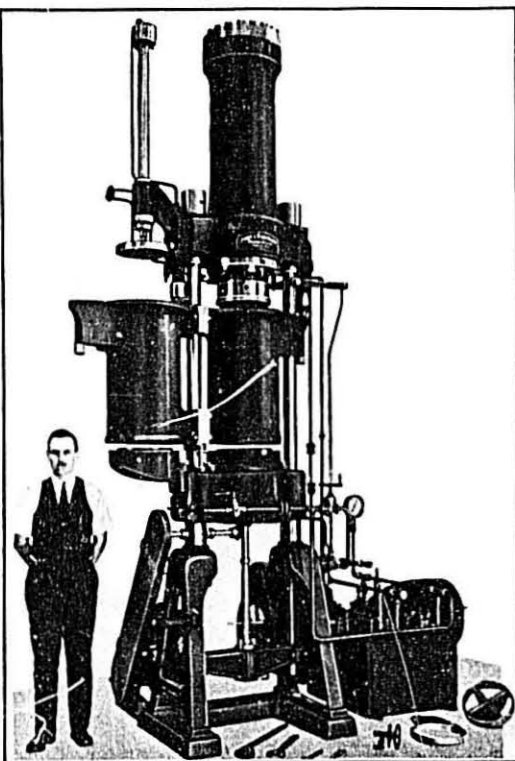
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Story of the Macaroni Press

By N. J. Cavagnaro*

Much has been said and written regarding the origin of macaroni, spaghetti, noodles, et cetera. Most historians are agreed that in all probability it is of Chinese origin and was brought into Italy by Italian Traders in the Fourteenth Century during their travels into the Far East.

Irrespective as to who were the originators of these products, Italy was responsible for the development of this food to the status which it now holds all over the world, especially in countries where Italian immigrants were a contributing factor to the growth.

Up to the time of the World War of 1914-1918, Italy exported a tremendous quantity of pasta products to all parts of the world. Many millions of pounds were being exported to the United States, but with the beginning of the war, Italy's exports to this country were reduced to practically zero, and it became necessary for manufacturers here to increase their production to take care of home consumption.

At that time there were only a few large macaroni factories in the United States. There were, however, quite a number of small plants with a limited production which were located in the Italian centers of population in the larger cities. These small plants were, for the most part, situated in stores, the production averaging from 5 to 10 barrels per day, and in most cases it was sold over the counter in a semi-dried condition.

Up to this period, most of the plants were using screw presses, although a few of the larger plants were using hydraulic presses of simple design and construction. With the increase in the demand, it became necessary to make improvements in the equipment in use in macaroni factories. Other contributing factors which made these improvements necessary were increase in the cost of labor and raw material.

Hydraulic presses of higher speed and larger capacity were designed and improvements were made in the mixing, kneading and drying equipment. For a few years, these improvements took care of the requirements, but a larger number of macaroni plants was established and competition became keener. Therefore, in 1923, the stationary die press was introduced and was conceded by the manufacturer to be a great improvement over the "inserted die" type. Improvements were constantly made on this model, reaching its climax in 1935 with the intro-

duction of "The Streamlined Hydraulic Press."

The consumption of alimentary paste products had remained practically stationary for a number of years, but labor costs were constantly rising and competition was becoming keener every day. It was readily apparent that some radical change was absolutely necessary in the method of production in order to reduce manufacturing costs.

Early in 1939, a startling announcement was made of the introduction of a press of revolutionary design. In June of that year, contemporaneous with the holding of the Macaroni Manufacturers Convention in New York City, one of these new type presses was installed in the factory of a prominent Brooklyn macaroni manufacturer. It was seen in operation by many of the macaroni manufacturers who attended the Convention. To say that they were surprised at the results would be to put it mildly.

This new press completely eliminated all manual spreading of the paste on the sticks, and by so doing was able to increase the production to almost double the quantity obtained by hand spreading.

A brief description of this press follows: The machine, as a whole, consists of a circular, hydraulically operated loading cylinder and a hydraulically operated rectangular shaped extrusion compartment. The pressing action of this press is intermittent and two sticks are extruded at each operation. After the paste strands have been extruded through the die at the bottom of the rectangular compartment, it is picked up by the automatic spreading attachment, trimmed to the proper length and it is then ready for removal to the drying rooms. All actions by both the press and the spreading attachment are automatic and the only labor required by the operator is to keep the stick magazine replenished as the supply runs low. One operator can attend to 3 or 4 of these machines.

Due to the intermittent action of this press, there is a rest period between each extrusion of 2 sticks. The result is that the paste can be extruded at high speed without any detrimental effect to the dough and as the die is oblong in shape, low pressure is used for the extrusion. The pressure being practically equal in all directions the paste strands are of almost equal length over the face of the die and the trimming are reduced to a minimum.

It is a well known fact that with

hand spreading, the trimmings vary from 25 to 45 pounds per 200-pound batch, depending on the size and type of paste. This amounts to over 20 per cent on an average for each batch. With the improved press equipped with the automatic spreader, the average trimmings per batch do not exceed 10 pounds, or about five per cent. The result is a great increase in production as the paste which does not go into the trimming box is spread on the sticks. In addition, the quality and appearance of the product is greatly improved as the percentage of virgin material used is higher.

A number of these presses are already in use in several macaroni plants with astonishing results. In actual practice, production of over 1100 pounds per hour have been reached on certain types of paste, but for the general run of goods the average production is over 1,000 pounds per hour. These figures are based on actual production. They are not estimates.

The trade is invited to see these machines in operation at the plant of the Paramount Macaroni Company, Brooklyn, N. Y. This plant has the distinction of being the first macaroni factory in the world equipped throughout with this new type press whereby the paste is spread on the sticks untouched by human hands.

The new combined press and spreader is the contribution of the Consolidated Macaroni Machine Corporation of Brooklyn, pioneers in designing and manufacturing the most modern machines for use in the most modern macaroni-noodle factories, and thereby proving that it still leads in designing equipment for the benefit of the industry in general, and living up to its motto "We do not Build all the Machines, but we Still Build the Best."

Macaroni for Cigarettes

One would wonder what connection there is between macaroni and cigarettes. It was left to an ingenious distributor to establish a connection whereby the consumption of both products is beneficially effected.

In the Sunday, February 4, 1940, issue of *Il Progresso*, one of the outstanding New York newspapers printed in Italian, there appears an offer to give "One 20-Pound Box of Macaroni, Free" in exchange for 50 coupons to be found in a new, Italian style cigarette sold under the trade name "Italia." Coupons are enclosed in boxes and the number necessary can be obtained by buying 10 boxes or 200 cigarettes.

The brand advertised is packed 20 to a box, selling at 35 cents, or 10 boxes for \$3.00. The premium is a 20-pound box of high quality macaroni. Rather a novel way of cooperative promotion.

Greetings!

To Owners, Publishers and the
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One Eastern plant reports "Since we changed to end tower EXACT WEIGHT scales our packaging operations have been speeded up 25%."

This is due to shorter platter fall . . . shorter travel on the dial . . . easy-to-read slant towers . . . quick dashpot control.

Write for full details of these new models for your business.

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Uniform
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**We maintain a complete laboratory. We have a fine
natural quality. We do the job right.**

*The author is the Treasurer of The Consolidated Macaroni Machinery Corporation, Brooklyn, N. Y.

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KANSAS CITY, MO.

Prepared Spaghetti Sauce — The Cook's Friend

By Hector Boiardi*

The old adage that "Necessity is the mother of invention" in my opinion is the principle reason for the origin and development of canned spaghetti sauces. In this country, it is a well established fact that good spaghetti—prepared in the Italian way—is a very popular dish. And, naturally, the American housewife made an effort to either learn how to prepare a good spaghetti sauce herself—or purchase a good prepared sauce.

As we all know, in order to make a good spaghetti sauce it requires quite a variety of ingredients—which are not easily available to the housewife—and most important in this day and age, she wants something which can be prepared in a hurry. But, it must be a good product; otherwise, she will not ask for a second helping.

In large hotels all over the world we find in the kitchens a great many departments, all of which are under the supervision of the Chef. Each

division or department is headed by one man, a Chef—and he is a Master—an Artist in his particular field.

We find the department of vegetables and eggs, of meats, of fish, of pastries, and many others, but the Master of them all, the one who has reached the peak of Success—is the Chef-in-Charge of Sauces. His is the supreme Art—the zenith of all cooking, that of the making of sauces, that accompaniment to a dish which crowns it with glory and raises it out of the commonplace—into the extraordinary.

A good sauce can only be the result of many years of training and study. The success of a sauce is measured by the choice of ingredients blended together to make a good condiment.

A good spaghetti sauce must not necessarily be confined to use with spaghetti only, as it has many diversified uses in the macaroni family. I believe that a good spaghetti sauce has a definite place in the market, because many dishes can be prepared in



Hector Boiardi

just a very few minutes. It is inexpensive and nourishing and can be used with spaghetti and macaroni for the main course of the meal.

It is a splendid idea to keep several cans of sauce on your pantry shelves at all times—and you will be prepared to serve any one of many delicious dishes at a moment's notice.

*The author is President of Chef Boiardi Food Products Co., Milton, Penna.

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646-650 S. 7th St., Louisville, Ky.

Manufacturers, Designers

and Creators of

DISTINCTIVE

Folding Cartons and Setup Boxes

Congratulate You

On Your Birthday

"Made to Order" for the Macaroni Industry —
**One Machine to Package
ALL 'Short Cut Products!**



TRIANGLE'S Model G-2 Elec-Tri-Pak Weigher shown here is the answer to the difficult problem of packaging the wide variety of short cut macaroni products. Here is a single machine which will package everything from rigatoni down to alphabets—accurately, rapidly and economically. The Elec-Tri-Pak is self-cleaning and so simple in operation that it takes but a moment to change from one product or one amount to another. It will actually weigh within one piece on the larger goods!

Table models and other styles of the Elec-Tri-Pak are available to meet the needs of any plant large or small. Write for details today and ask for your free copy of Triangle's new "Facts and Figures" Booklet—just off the press!

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

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Los Angeles—1501 W. Jefferson Blvd.	Cleveland—5927 Euclid Avenue
San Antonio—135 Parland Place	Foreign Office—44 Whitehall St., N. Y.
Canadian Factory—Plews-Jackson Engineering, Ltd. 208 King St. W., Toronto	

Requisites of a Salesman

By Joseph J. Cuneo
Vice President NMMA

Like other "boosters" of the Anniversary Edition of THE MACARONI JOURNAL on the occasion of its Twenty-First Birthday, I tested my selling ability on prospects for advertising and associated membership. If I or the other promoters or salesmen have not delivered the goods as we had expected, it gives us some satisfaction to read the qualifications that some fellows expect of Salesmen.

A Salesman must be a man of vision and ambition, an aft-dinner speaker, before and after dinner guzzler, night owl, work all day and drive all night and appear fresh the next day. He must learn to sleep on the floor and eat two meals a day to economize on traveling expenses so he can entertain his friends in the next town.

... Must be able to entertain customers, wives, sweethearts, and pet stenos without becoming too amorous; inhale dust, drive through snow ten feet deep at ten below and work all summer without perspiring or acquiring B.O.

... Must be a man's man, a lady's man, a model husband, a fatherly father, a good provider, a Plutocrat, Democrat, Republican, or New Dealer, an old dealer and a fast dealer,

a technician, politician, mathematician and mechanic.

... Must be a sales promotion expert, create a demand for obsolete merchandise, be a good credit manager, correspondent, attend all dealer meetings, tournaments, funerals, visit customers in hospitals and jails, contact all accounts every six weeks, in spare time look for new business, do missionary work, and attend factory sales conferences.

... Must have unlimited endurance, and frequent over-indulgence in wine, women, wind and gab; a wide range of telephone numbers in all principal cities. Must have a car, attractive home, belong to all the clubs, pay all expenses at home and on road on five per cent commission. Price chiseling and bad debts will be deducted from monthly commission, plus 2 per cent excise tax, 1 per cent old age pension and 2 per cent "Lost Sales Tax."

... Must be an expert driver, talker, liar, dancer, traveler, bridge player, poker hound, golf player, diplomat, financier, capitalist, philanthropist; an authority on palmistry, chemistry, physiology, psychology, dogs, cats, horses, brunettes, blondes, et cetera.

Is it any wonder that "good" salesmen are hard to find?

"Package" Meet Held

The Packaging Show held the last week in March in New York City was most successful according to macaroni-noodle manufacturers who attended the Exposition at the Hotel Astor.

The latest machinery and equipment for packaging food and other products was displayed, and during the several sessions problems of all food packers were discussed.

No registration list of the score of macaroni-noodle manufacturers who attended has been made available, but the following observation by Vice President Joseph J. Cuneo of the Macaroni Association gives some idea of the interest in the show by leaders of the macaroni industry:

"It was my pleasure to attend the Packaging Show in New York City the last week in March and to meet there several of my friendly competitors, as interested, as I was, in the fine showing of the most modern machines, et cetera, for packaging macaroni-noodle products, among others.

"It seemed more like a Macaroni Convention than a Packaging Show when I met there such manufacturers as Ralph Nevy of Cumberland Macaroni Manufacturing Co., Cumberland, Md.; Emanuel Ronzoni of Ronzoni Macaroni Co., Long Island City, and Samuel Gioia of Gioia Macaroni Co., Rochester, N. Y."

"The Inescapable Fact"

The foundation of perfect EGG NOODLES — is uniform deep color EGG YOLKS

Our contribution to the industry is FRIGID EGG YOLKS— Yolks with deep yellow color so abundantly provided by nature; separated from "spring laid cream quality eggs" carefully chosen by us for that purpose. FRIGID YOLKS are clarified and churned in plants of immaculate cleanliness; packed and frozen strictly fresh in sub-zero temperature, awaiting your call year around.

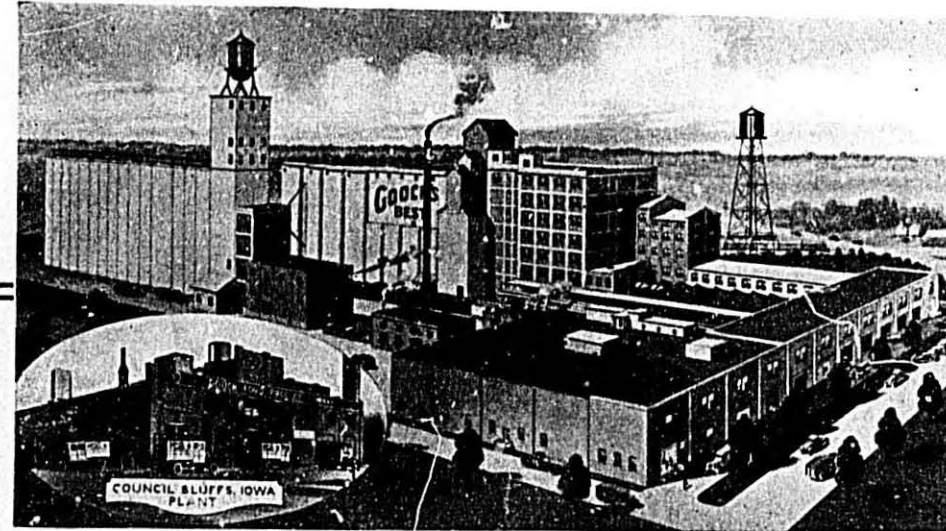
Contract now — you can depend on FRIGID EGG YOLKS

FRIGID FOOD PRODUCTS
INCORPORATED

PIONEERS AND LEADERS IN THE FROZEN EGG INDUSTRY

Plants Throughout the Western Grain Belt

DETROIT • NEW YORK • CLEVELAND • TOLEDO • ST. LOUIS



GREETINGS TO M. J. DONNA,
Editor Macaroni Journal

As a member of the National Macaroni Manufacturers Association, we congratulate you on twenty-one years of progress and all that you have accomplished for the macaroni industry.

GOOCH FOOD PRODUCTS CO.

Lincoln Nebraska

Manufacturers of All Grades
MACARONI PRODUCTS
American and Italian Styles

Packed under a number of different factory labels, or your own private label.
Either in Cellophane, cartons or blue paper. Also bulk.

QUALITY GUARANTEED AS REPRESENTED

Write or Wire for Samples and Prices

Recent Developments in the Field of Insect Control

By J. L. Brenn*

About twelve years ago there was developed an ideal method for testing the comparative insect killing strength of different liquid insect sprays. This method, named after its inventors, is today known as the Peet-Grady Test.

Stating it very briefly and leaving out all technicalities, the Peet-Grady Test is based on taking a room or chamber of uniform size, usually 6x6 feet, and into this chamber releasing a hundred or more flies. This is followed by spraying into the chamber a measured quantity of the liquid insecticide being tested. In ten minutes after the spraying all of the flies which are down on the floor and unable to fly, are counted and this gives a percentage or figure for the "knock-down" qualities of the insecticide. The "down" flies are gathered up and placed in a wire observation cage where there is ample food and water for those flies still able to take nourishment. At the end of twenty-four hours after the test is begun the actually dead flies in the observation cage are counted and we thus determine the "ad" figure for the insecticide being tested. So, when an insecticide is said to have a knock-down rating of 95 per cent and a kill rating of 60 per cent, this is how these figures are obtained and this, by the way, is the rating of the Standard Insecticide as promulgated by the U. S. Bureau of Standards in collaboration with the National Association of Insecticide and Disinfectant Manufacturers.

Twelve years of continuous experience has definitely proved that the Peet-Grady Test can be used to good advantage in testing fly sprays, but it has also proved that there is often a vast difference between killing flies and killing other insects, such as the granary weevil, for example. The food and feed products industries are primarily concerned with the problems resulting from infestations of their products and establishments with the crawling varieties of insects.

Unfortunately there is as yet no general agreement among the entomologists in the stored products insecticide industry on a uniform method for testing insecticides against crawling insects. It is the writer's conviction, however, that the uniform precipitation method developed by Dr. F. L. Campbell of Ohio State University at Columbus, Ohio, will

eventually be universally adopted, perhaps with some minor modifications.

At any rate, the Campbell Method clearly proves that a liquid insecticide which has an exceedingly high rating when used against flies, may be comparatively worthless when used against granary weevil. In addition to the pyrethrum, which is the old, reliable standby as the killing agent in insecticides, there are today several synthetic killing agents being widely used and there is a wide difference in the killing strengths of these different raw materials as between flies and weevil.

Both the Peet-Grady Test and the Campbell method, used by capable but disinterested researchers, have proved another point that is of vast interest to the insecticide buyer and that is the fact that it is possible to create a breed of insects which is highly resistant to any insecticide. In other words, an establishment using a low-grade insecticide, which only kills a small percentage of the insects present while the insecticide is being used, may develop an increasingly resistant breed of insects with every generation hatched out by those insects which were only mildly affected by the insecticide used.

And so from the standpoint of the macaroni manufacturer, it is most important to know that the insecticide he is buying has high killing strength against the particular insects which infest his establishment, rather than how good the product may be against moth, flies or other flying insects; and there is today a way to find this out very definitely. There is a way to get good insecticides too—by dealing with old established, reputable and capable insecticide manufacturers rather than be taken in by the bait of low price or flowery sales talk.

Aside from the killing strength of the insecticide, there are several other important factors to consider. First, it must be an odorless and tasteless material which will not impart undesirable tastes and odors to the products with which it may come in contact. Secondly, it must be entirely harmless and non-irritating to the person using and applying the insecticide. Thirdly, since it is necessary to use petroleum hydrocarbons in manufacturing insecticides, it is important from the hazards of fire that the fractions used in the insecticide are not dangerously inflammable or explosive. There are several insecticides on the market today being sold under the

Underwriters' Laboratories safety labels.

All in all, when dealing with any products which lend themselves as readily to sophistication as do insecticides, it is to the buyer's best interests always to first know with whom he is dealing and secondly, not to be too easily tempted by mere price.

Timely Comments

by Mac Spagoodle

You Can Never Tell

You have heard salesmen complain about the difficulty they have in finding prospective purchasers. I think, if a man will regard everybody he meets as a possible prospect, or as an influence upon such a person, he will uncover unsuspected leads and make unsuspected sales.

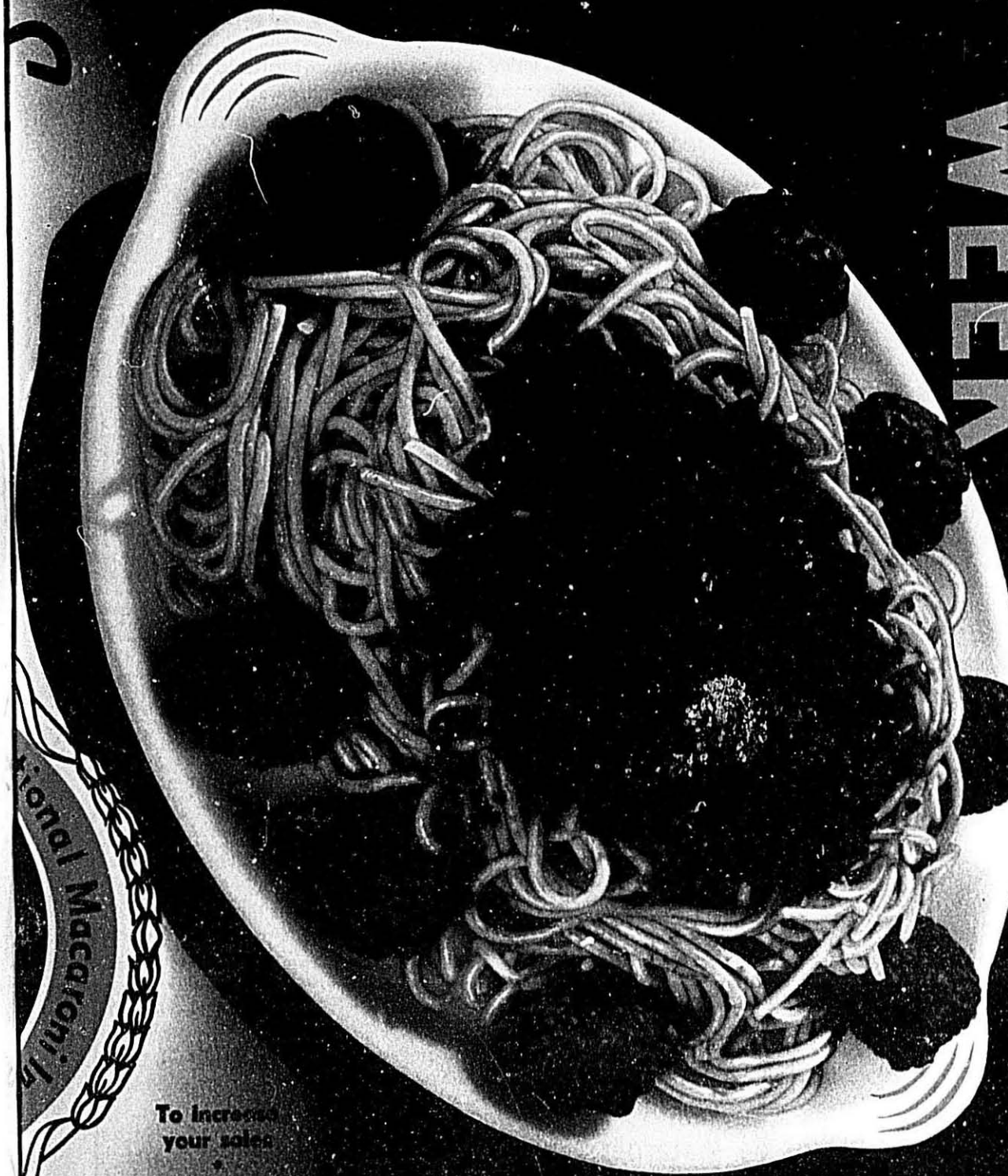
An adding machine salesman told me he stopped at a little corner newsstand and shoe-shine place, one of those glass-enclosed places where an energetic chap crowds in a little of everything.

The salesman carried an adding machine with just a dust-cover over it. He asked the newsstand man, "Can I leave this here for a few minutes while I go down the street on an errand?"

Of course he could leave it, and when he came back the man said, "I've been looking at your machine there. What does it do?"

Good naturedly the salesman explained. "How much does one of 'em cost?" he was asked. The salesman named the price on one of the simplest, like the sample. "Can I have this one?" the newsdealer wanted to know. And a sale was made just that easy, with spot cash payment by check on a bank right across the street.

While selling safes and filing cabinets, I used a mailing list of possible customers. A few of the names on the list I considered deadwood, but I kept on mailing to them because you never know. One day a woman I knew only as a summer resident came in and said, "I want to buy a safe for my cottage, something I can store things in when it is closed for the winter, so they'll be safe from fire and sneak thieves." I sold her a \$300 job and asked her how she happened to come to me for it. "I was going to the city to buy one," she said, "but while I was in the grocery store I mentioned the fact and the grocer sent me to you." I'd questioned putting that grocer on or keeping him on my mailing list!



To increase
your sales
See reverse side

*The author is Past President of the National Association of Insecticide and Disinfectant Manufacturers, and President of the Huntington Laboratories, Inc., of Huntington, Indiana.

Lumigraph Offset Printing a Specialty

Thousands upon thousands of these attractive posters planned and printed by us, were used satisfactorily and profitably by scores of leading Macaroni-Noodle Firms and outstanding Distributors in a recent publicity promotion sponsored by

THE NATIONAL MACARONI INSTITUTE

Information, Please!

Question: Do you desire to increase your sales?

Answer: Why, of course—show us the way!

Well folks—the Macaroni-Noodle Manufacturers of America—here are sound, practical and tested mediums that have definitely helped increase sales for many large, successful national advertisers with whom we have coöperated. (Names on request.)

Use printed, planned promotional Folders, Recipe Booklets, Posters, etc., that specialists of our experience and reputation can create and produce for you.

Write to

**Mr. J. C. Hauser, Vice President,
The Regensteiner Corporation,
310 South Racine Avenue
Chicago, Illinois**

Specialists in Letterpress, Lumigraph Offset and Rotary Printing

Mr. Hauser will personally submit suggestions and unbiased advice on your printing promotional plans if you can use sizeable quantities.

Mr. M. J. Donna, Secretary of the National Macaroni Manufacturers Association and Managing Director of The National Macaroni Institute, will personally testify to our reliability, workmanship and service.

We have created and produced printed promotional material for the Macaroni Association and Institute in connection with National Macaroni-Noodle Weeks, Lenten and other campaigns.

Greetings on Macaroni Journal's Twenty-First Anniversary

April, 1940

THE MACARONI JOURNAL

81

The Importance of Exact Weighing

By Donald M. Laird*

One-quarter ounce—in itself, not a very huge amount, to be sure; but, one-quarter ounce is 1½ per cent of a pound package, and is over 3 per cent of an 8-ounce package. One-quarter ounce overweight in your one-pound packages of macaroni, or the same amount in your 7 or 8-ounce packages of macaroni is just 1½ per cent to over 3 per cent legitimate profit to which you are entitled and which you are not getting. Instead, you are passing it along to customers who are, of course, very happy to receive this extra quantity which they have not paid for, but who, in all fairness, do not deserve it—and definitely do not expect it.

On the other hand, the same lowly one-quarter ounce, if left out of this package is the same percentage and the same amount of macaroni which you intend your customer to have and which you believe your customer is getting, but which he is not getting, quite possibly, through faulty scale equipment.

A poorly-designed, poorly-built, or worn-out scale can very easily cut the yield from 100 pounds of bulk macaroni to as low as 97 or 98 one-pound packages. An accurate, well-designed scale, on the other hand, will enable your operator to easily pick up those two or three pounds to your increasing profit and pleasure.

Relation of Loss to Speed

Another very important point to be considered in the packaging department of the macaroni industry is the relation between the desired speed of production and the necessary accuracy of each package. Through the entire history of the scale industry, this fact has always been kept in mind with an ever-present effort to build scales which would deliver a few more packages per hour, knowing that this must be done with no sacrifice of accuracy, and no increase in effort of labor.

In recent years, a model has been introduced in a full range of capacities, which does combine these two most essential characteristics of modern production. By changing the position of the indicator and its protective housing, it has been possible to greatly decrease the distance which the moving parts must travel, which, obviously, greatly decreases the time consumed to complete each weighing operation.

In a macaroni plant, as in most manufacturing and processing operations, it is very rare that scales are

left in the same position for any great length of time. Due to production demands, due to the necessity of cleaning, and for other reasons, it frequently becomes necessary to move this very vital unit of your equipment from place to place. A properly-designed scale does not require leveling in order to produce accurate weight. It does not require that time be lost in adjusting leveling devices, or in making sure that it is setting absolutely solid on a flat surface, but, it can simply be moved wherever and whenever changing conditions demand, and is instantly ready for use.

The honest macaroni-noodle manufacturer wants to give full weight to his customers and wants equally as much to check losses from overweight. Each should study his particular scale or weighing problems and if necessary call on the services of experienced engineers who are always willing to discuss the matter from every angle.

Consider good, dependable, accurate-weighing scales as a business insurance that every businessman should demand full coverage.

Baltimore Chosen as Food Stamp Plan City

The selection of Baltimore, Maryland, as a Food Stamp Plan city was announced on March 21, by Secretary of Agriculture Henry A. Wallace.

Under the standard plan of stamp distribution to be used in Baltimore, eligible families will be given an opportunity to buy orange colored food stamps and to receive the free blue stamps in the ratio of 50 cents worth for each \$1.00 worth of orange stamps purchased.

Special groups of families who are unable to buy the orange colored stamps will be eligible to receive free blue surplus stamps, without having to buy the orange colored stamps. The free blue stamps will be distributed to these groups on the basis of approximately 50 cents worth each week for each member of the family.

Baltimore is the fifty-seventh area chosen for the Food Stamp plan.

The present official list of surplus goods, to be secured with the free blue stamps, includes butter, raisins, rice, corn meal, shell eggs, dried prunes, whole wheat (graham) flour, pork and pork products, fresh pears, fresh apples, fresh oranges, fresh grapefruit, onions (except green), hominy grits, dry edible beans and wheat flour.

January Macaroni Imports and Exports

Macaroni products continued to show a decrease in both imports and exports during the month of January, 1940, according to the Monthly Summary of Foreign Commerce, published by the Bureau of Foreign and Domestic Commerce.

Imports

The decrease in imports was only slight during the month of January, 1940. They totaled 62,964 pounds valued at \$7,757 as compared with the December, 1939 imports amounting to 63,940 pounds worth \$5,748.

Exports

This foodstuff decreased slightly during January, 1940 when the exports totaled 403,732 pounds worth \$24,348 as compared with the exports in December, 1939 totaling 423,256 pounds valued at \$29,154.

Listed here are the foreign countries to which this foodstuff was exported during the month of January, 1940 and the total amount exported to each:

Countries	Pounds
United Kingdom	176,350
Canada	10,481
British Honduras	94
Costa Rica	1,248
Guatemala	1,029
Honduras	506
Nicaragua	868
Panama, Republic of	2,508
Panama, Canal Zone	36,083
Salvador	1,377
Mexico	103,334
Newfoundland & Lab.	247
Jamaica	544
Other British West Indies	1,341
Cuba	19,759
Dominican Republic	7,092
Netherlands, West Indies	2,649
Haiti	6,897
Bolivia	92
Colombia	1,552
Ecuador	58
Peru	797
Venezuela	2,377
Saudi Arabia, Yemen, etc.	1,744
British India	30
Ceylon	12
China	600
Netherlands Indies	678
Hong Kong	846
Japan	28
Philippine Islands	21,399
Other Asia	664
New Zealand	72
Gold Coast	168
Egypt	72
Liberia	136
TOTAL	403,732
Inular Possessions	
Hawaii	6,664
Puerto Rico	92,935
Virgin Islands	49,992
TOTAL	149,591

Not only is it desirable to say the right thing in the right place, but, far more difficult still, to leave unsaid the wrong thing at the tempting moment.

*The author is the assistant sales-manager of The Exact Weight Scale Co., Columbus, Ohio.

Machines—In Step With Industry's Progress

By J. A. Cademaro*

The plight of the macaroni manufacturer has always been and for that matter still continues to be "GIVE US MACHINES OF GREATER CAPACITY AND INCREASED SPEED TO LESSEN PRODUCTION COST." As macaroni machinery manufacturers we wonder if he has ever looked far enough into the past in this respect to really appreciate the developments that have been made in macaroni machinery design.

Thirty or forty years ago one saw the first mixers which were barrel shaped affairs with pins in the sides and with no means for tilting. Kneaders were equipped with wooden pans in which a large smooth roller did the kneading. Slow, cumbersome screw presses with single cylinders were used, on which the driving gears were suspended from shafts on the ceiling above.

Slowly of course, but nevertheless surely, changes and improvements were made until the first hand tilted, belt driven mixers began to appear, along with kneaders which had first one, and then two corrugated rollers.

*The author is Sales Manager, Macaroni Machinery Division, Charles F. Elmes Engineering Works, Chicago, Ill.

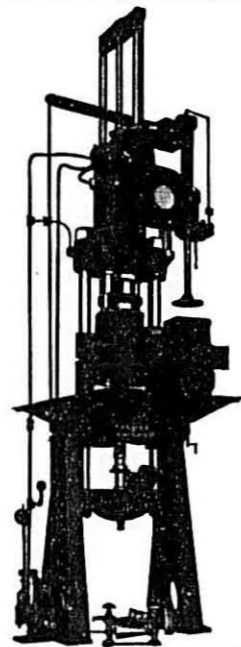
At about this time the kneader plow also made its first appearance.

During the last World War period there was a marked demand from the industry for machinery of a larger capacity. To meet these needs there were designed and built both mixers and kneaders of 2½ and 3 bbl. capacity. Machine builders also pioneered the use of direct motor drives on these units, which up to that time were belt driven. The presses then were equipped with 20" to 24" diameter dough cylinders which were loaded from the bottom side by means of a hydraulic cylinder in the floor. These presses were so immense that they were equipped with special platforms built directly around the die head for the operator.

However, as evidence of the fine workmanship embodied in these machines it might be pointed out that many of them built 20 to 25 years ago are still in operation today.

Many of the larger plants of that day were equipped with accumulator systems to provide a cheaper and greater source of hydraulic power, which naturally speeded up production.

Since the days of the giant size equipment mentioned the industry has more or less standardized on mixers and kneaders of 1½ bbl. capacity and



presses having 12½" and 13½" dough cylinders.

The mixer has been streamlined in

design, without a sign of pulleys, shafts or gears. It is driven by a 5 H.P. special purpose integral motor which is entirely enclosed in the base of the machine away from all harmful dust and flour. It is "finger tip" controlled by means of pushbuttons. Surely this is a far cry from the days of the studded barrel shaped mixers which were unloaded by hand.

The modern kneader is a reliable unit noted for its ruggedness in design and provided with many safety features. There are cases on record where it has been operated for weeks at a time, 24 hours a day with very little maintenance. The supporting yoke from which the kneader rolls are suspended is a very heavy member, supplying maximum resistance to severe strain from clogging or overloading. This unit, like the mixer, has "finger tip" control by means of pushbuttons.

The macaroni press of today is a unit which spells SIMPLICITY. It consists, in reality, of only five parts: hydraulic cylinders—dough cylinders—die head—legs—and pumping unit. The hydraulic cylinders "main and packer" are cast integral, as are the two dough cylinders. All cylinders are machined on a large, modern boring mill which bores them out to identical measurements. This one-piece construction eliminates the possibility of cylinders ever getting out of line, which has long been and still is a source of trouble to those manufacturers who bolt their cylinders together. At first, objection was raised to this one-piece type of construction on the grounds that if one cylinder broke the other also had to be discarded. However, up to this date, seven years after the introduction of this design, we have yet to receive a report of such breakage. This is due to the scientific design and high grade cast steel used in the construction of these cylinders.

Presses are now equipped with modern high and low pressure pumping units permitting an extrusion speed of 4" a minute and a return speed of 110" per minute. At these speeds a press with a 34" long dough cylinder can make a complete cycle in approximately 9 to 9½ minutes. If a slower speed is desired, these presses are equipped with a control valve which enables the operator to vary the speeds to suit the type of goods being extruded.

Today, the industry stands on the threshold of another advancement—automatic presses, which embody mixer, kneader and press all in one unit, although in its infancy, the automatic press is establishing its place in the industry.

These facts lead us to the realization that many long strides have been made in macaroni machinery design.

If similar improvements are made within the next 20 years will the industry have arrived at a point where it will only be necessary to push a set of buttons to start an entire plant of automatic presses, spreaders, driers and packaging machines in operation?

Although statistics show that women automobile drivers have fewer accidents than men, the average American would rather ride in a car with a man at the wheel, according to a poll of the American Institute of public opinion.

Vacation Time

More and more manufacturers are planning their summer vacation, or part of it, at least, to coincide with the annual convention of the Macaroni Industry.

Nowhere can one find a more beautiful and restful business and vacation spot than the Edgewater Beach Hotel, Chicago, where the leaders of the Macaroni Industry will meet in friendly conference June 24 and 25, 1940.

Plan your business vacation so that you can attend to this business.

MORE DOUGH AT LOW COST

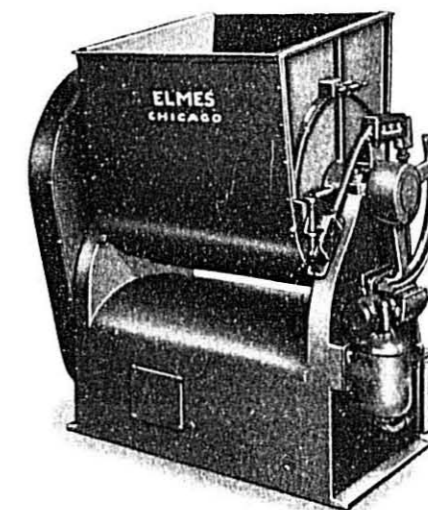
There are several good reasons why you can turn out large quantities of dough at low cost with an Elmes Mixer.

First, the Mixer is built to last a long time. Sturdy materials and construction are used throughout . . . producing an unusually high factor of overstrength.

Second, wear is reduced to a minimum because the motor and drive are enclosed in the base and hence protected against flour and dust.

Third, parts in contact with the dough are easily cleaned. The whole mechanism is simple to keep in top-notch operating condition.

There are still other reasons why you will find the Elmes a profitable Mixer. Ask about them today.



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

PACKAGE SEALING



Adhesive Fed To
KLEEN-SEALER
by Gravity

PORTABLE UNIT
Roll this convenient stand-type unit into position anywhere. Equipped with rubber-tired, ball-bearing casters. Keeps glue off worktable. Reserve tank carries ample supply of adhesive for many hours of continuous sealing. Adhesive is completely enclosed. This prevents drying, maintains uniform consistency.

Trigger handle releases any required amount of adhesive and deposits it in a uniform film. Speeds up and improves quality of all gluing operations and effects a worthwhile saving in adhesive as compared to brush methods and saves costly unending brush replacements. Cannot spill or leak; prevents spoilage, saves time. The Kleen-Sealer is light and comfortable to handle. Will work as well on any compression unit you may have now. Model SC Kleen-Sealer deposits 3-inch glue film. Model CS deposits ½-inch glue film.

Revolutionized

Light—Portable

COMPRESSION UNIT

Roll the rubber-tired Boeker Compression Unit into position anywhere . . . easily, quickly . . . and lock the wheel brakes. No electrical connections or motors are needed. Light foot-pressure on the pedal moves each shipping case along as it is sealed. It is extremely sturdy for heavy duty service. Gives every service facility at a surprisingly low cost. Now every plant, regardless of size, can have adequate sealing facilities. Because it is portable, an extra Boeker Compression Unit may be on hand to prevent a shipping-room bottle-neck during rush periods. Where automatic handling is desired, a motor can be supplied with intermittent stop.

Write for Folder—Boeker Equipment & Manufacturing Co., 1217 Monroe St., Chicago

New Streamlined Water Meter

Frank A. Motta*

The progressive macaroni and noodle manufacturers of the country will be interested in a new streamline automatic water metering device which has recently been offered the trade. The unit has no electrical connections that can get out of order and it can be installed with thermostatic temperature, control unit, et cetera.

The design of the meter includes a built-in thermometer to indicate the temperature of the water being metered. It is designed for wall construction, two faucets being provided—one for water drawn from the line, and not connected to the meter itself, and the other recording the amount withdrawn on the meter dial.

These units have been found to be extremely accurate, can be connected for servicing one or more Mixers, and are a great improvement over the older methods used, inasmuch as the flow of water required can be directed to the mixer in the shortest possible space of time.

It is an added convenience that the number of pounds of water required from the mixer can be set on the dial,

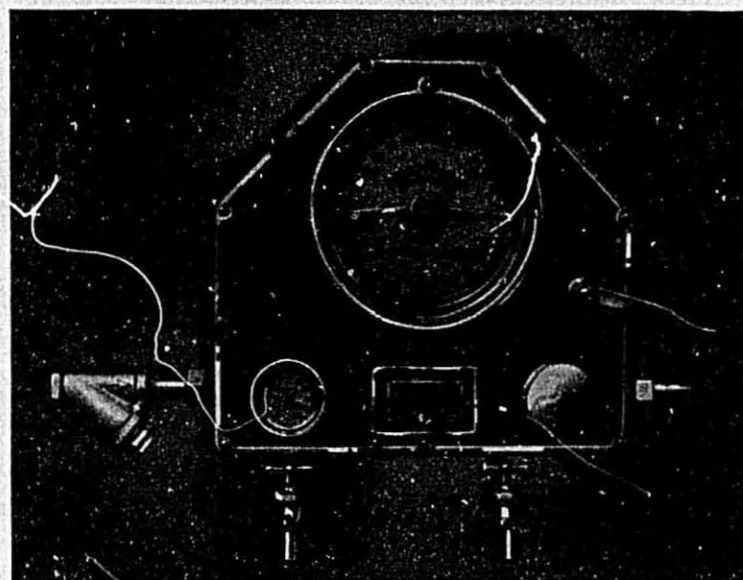
*The author is secretary of the Champion Machinery Company, Joliet, Ill.

and by pushing the lever the correct amount of water is delivered.

The fully enclosed cast aluminum body is designed for cleanliness, elim-

inating any possibility of dust accumulating.

A large number of these units has been successfully used in the bread baking industry which has a parallel adaptation in the macaroni and noodle industry, insofar as the measuring of the water is concerned. With so many plants being modernized, this new means of water measuring for the industry is finding a ready acceptance.



Joint Birthday Celebration

By H. K. Becker*

Celebrating the twenty-first anniversary of any organization deserves congratulations and best wishes for continued success. We are very proud to celebrate with you this year our fortieth anniversary, the Peters Machinery Company having been organized in 1900 and now completing its fortieth year of service to the packagers of macaroni and macaroni products.

When your organization and ours started upon their careers there was little known or done about packaging macaroni, spaghetti, noodles, vermicelli, etc., in cartons. It was all packaged in bulk. When the housewife or the consumer of macaroni products came to the store the grocer placed a quantity of macaroni, spaghetti or other paste products on the scale by hand from the bulk container. He then wrapped the purchase by hand. The whole method was unsanitary and generally an unsightly

*The author is President of Peters Machinery Co., Chicago, Ill.

package was delivered to the housewife. From this cumbersome method of making a package of macaroni products for the housewife from bulk by hand, the desire by the retailer to eliminate waste motion, and a demand by the consumer for more sanitary and better protection in a food product such as macaroni, caused serious thought by the manufacturers of packaging machinery and the designers of cartons to develop a proper container to present to the consumer.

It was about twenty years after our organization was formed that we developed a carton suitable for the packaging of macaroni-noodle products, and one of the largest producers of macaroni products in your industry was the first to see the advantage in placing his products in cartons by means of automatic packaging machinery. Many other manufacturers of macaroni products soon fell in line with the packaging idea until today there is little or no bulk macaroni sold, but millions of packages are de-

livered to the housewife daily from retail shelves. The package and the packaging machines have been such a contributing factor in the efficient and economical production of macaroni products that it has enabled millions more to enjoy the health giving benefits of good macaroni products.

The packaging firms have pioneered in the macaroni industry by furnishing a sanitary, protective package and one which could be produced on our packaging machinery at such rates as to enable the manufacturer to cut costs in the packaging of his products, and because of this fact the sales of packaging machinery have increased from year to year in like proportion to the sales of macaroni and allied products.

Hence, from a small beginning forty years ago when we started to manufacture our packaging machinery, and on which was produced several thousand packages per day, we can now look with pride to the enormous quantity of food products which are packaged by means of automatic equipment every day. We are very proud of the part we have played in building up the packaging industry in your field in this country as well as abroad.

Attend Your Industry Conference This Year, June 24 and 25

LOOKING BACK

1940

1876



Peter Rossi, Sr.

This page is dedicated to the late Peter Rossi, Sr., who was founder of the present Peter Rossi & Sons Macaroni Company.

Peter Rossi, Sr., was born in Northern Italy, May 13, 1851, at the foot of the Alps, town of Busano, just a few miles outside of Turin, where Mr. Rossi learned the macaroni and milling trades. He later went to night school and obtained a government position inspecting the Milling Industry in Northern Italy.

In 1878 Peter Rossi, Sr., arrived in the United States, locating at Braidwood, Illinois. Here in 1886 he resumed the manufacture of macaroni products that he had previously been engaged in as early as 1876 in Italy.

Mr. Rossi was very active and well known to Macaroni men of his time. In 1904 he journeyed to Pittsburgh, Pennsylvania, to help organize the National Macaroni Manufacturers Association. As an expert semolina miller Mr. Rossi was asked by the Pillsbury Flour Milling Co. to go to Minneapolis to be an advisor in respect to improving the semolina.

Mr. Rossi invented many devices for manufacturing macaroni; however, he failed to take out any patents. He retired at an early age and went into farming. Peter Rossi, Sr., died June 27, 1918.

The present firm is operated by his two sons, Felix J. Rossi and Henry D. Rossi.

Peter Rossi & Sons, Inc.

Braidwood, Illinois

Winning the Mechanical Macaroni Packaging Battle

A Major Problem in Automatic Packing of the Many Shapes of Macaroni Products Soon to be Solved by Experimentation and Research

By L. R. Muskat*

Packaging macaroni and noodles falls into three distinct classes:

Long cut—which is usually wrapped in paper, or filled into cartons—has always been more or less a hand packaging job. Some manufacturers cut their long goods to size; that is, they saw the ends off to make the product of even length. A few package untrimmed macaroni or spaghetti, in sealed cartons.

Weighing of the long cut goods is a hand job. Operators have become quite proficient in the hand weighing of this merchandise through years of experience. They can get exact weight quickly, when they pick up a quantity.

There are machines available which will insert the pre-weighed quantity of long cut goods into cartons and then automatically seal these cartons. Such equipment is expensive—but efficient. Packaging of long goods costs considerably more per 100 lbs. than short goods.

A major problem, for automatic packaging of short cut goods, is the enormous variety of cut macaroni.

There are several makes of automatic scales that will handle small merchandise such as alphabets, small shells, short cut elbow, etc. Due to the varied tastes of the customers, macaroni manufacturers find it necessary to produce all kinds of short cut goods. None of these items, by themselves, constitute a large volume, but, the total group is of sufficient volume to require machine packaging.

The problem has been to locate equipment that will handle a complete variety of cut goods, from alphabets to rigatoni; lend itself to quick change-over, easy to clean and not expensive.

There are several models of Automatic Net Weighers. Some of these machines are more limited, and less expensive, than others suited for certain smaller macaroni manufacturers. Other units are designed to handle a complete range of cut goods.

The latest addition is the Elec-Tri-Pak Vibratory Feed Weigher which is phenomenal in its flexibility, accuracy and efficiency. This machine is of recent development and "made to order" for the macaroni industry because it is self-cleaning, will deliver almost perfect weights regardless of size of macaroni, and so simple that it can be adjusted from one amount to another in a few moments.

*The author is President of Triangle Package Machinery Co., Chicago, Ill.

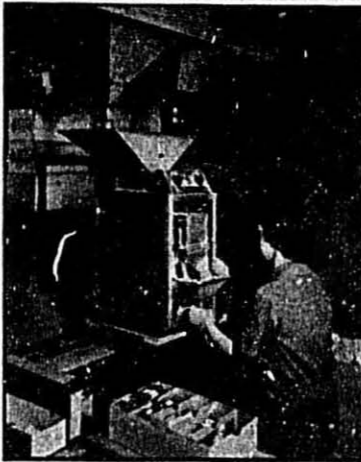
industry would be well received provided it would handle a considerable range of sizes. It is doubted that any machine exists at this time that would serve the needs of the macaroni manufacturers and yet be within the price range which they would afford.

The third phase of packaging is noodles, and of all the packaging problems, it is readily admitted that the highest labor cost per unit and the most difficult packaging problem lies

These weighing machines will fill bags or cartons. Most manufacturers put up both styles of packages, ranging from a few ounces up to 5 lbs., and a satisfactory machine must be built to handle this range.

Where cartons are used, equipment must be flexible to take care of different sizes. One pound of rigatoni requires a much larger carton than 1 lb. of elbow. Furthermore, runs are usually short and a carton sealer must lend itself to quick adjustment. Semi-automatic sealers are the most satisfactory. There are different sizes of machines, many of which can be operated in conjunction with automatic weighers.

The problem that has not been solved, generally, as yet is closing of cellophane bags. Some bags are closed by heat-sealing but this requires the use of moisture proof cellophane and the majority of cellophane bags are not moisture proof and, therefore, must be glued or closed with cello-



A single Weighing and Packaging Unit for short cut Macaroni Products. Triangle installation at Golden Gate Macaroni Co., San Francisco, Calif.



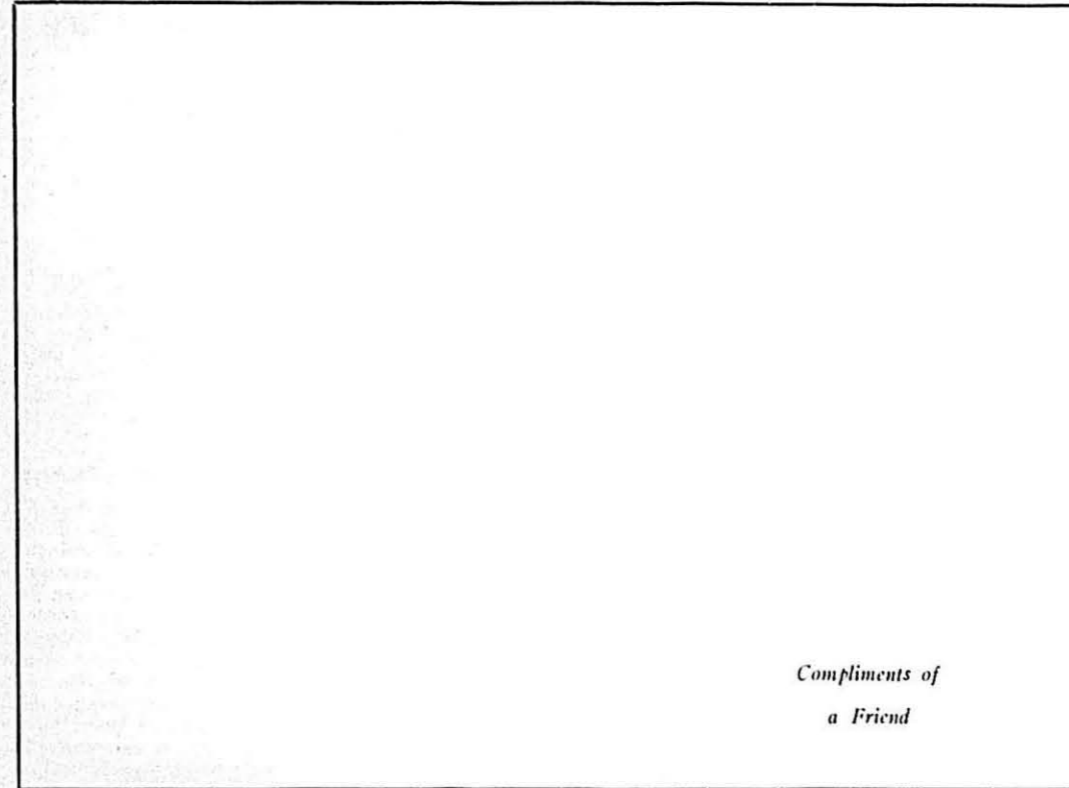
A Multiple Unit. Weighing and filling noodles in cellophane bags. Triangle installation at the Ravarino & Freschi, Inc., St. Louis, Mo.

lose tape. This latter means for closing bags has become quite popular and fairly rapid. Proper arrangement of weighing machine with conveyors to deliver the filled bags to the operators for closing makes for an efficient set-up and keeps labor costs down.

Some manufacturers use printed saddles, or labels, and close their bags by use of staples. This method, also, is fairly efficient. A machine that would automatically close cellophane bags of various sizes for the macaroni

in this class. In face of the expanding volume of sale of packaged noodles, this problem is becoming more serious every year. Aside from the high labor cost, the problem of sanitation must be considered.

Various methods and systems are used. Hand packaging of noodles requires a lot of floor space and makes for waste; the need for a large number of hand packers who must be gainfully employed in other departments during lull in production of



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noodles. Training of new operators is a slow, expensive job for it is surprising how slow an operator can be trying to fill, weigh and pack the noodles into a flimsy cellulose bag.

A machine has been built which has been in successful use for several years to weigh and fill cut noodles into cellophane bags. Most of these machines in use are in operation on the West Coast, where bags are large enough to hold the contents when packing. These packages are slack filled for noodles become broken down somewhat when handled.

Practically all noodle packers in the central and eastern states want a well filled package. The present equipment available is not satisfactory for such a package. It is reported, however, that our firm has now under development an improved model which will weigh, fill and plunge noodles into cellophane bags, or cartons. The machine does all this automatically. Operator places the bag over the funnel and the rest of the operation of filling, weighing, and packing is accomplished without human aid. Any degree of packing can be secured without breaking the bag. It has been proved that floor space is reduced at least 50 per cent. Labor cost is cut one-half. Packages are more attractive, for they are pre-shaped.

Macaroni Die Sets Progress' Pace

By Ralph H. Maldari*

Today's macaroni die is symbolic of all the glamour and publicity given to mass-production methods. Just as the resulting shape and smoothness of the extruded macaroni is entirely dependent upon the die, so does today's macaroni industry depend and rely upon the same die for its very existence.

Let us revert to the near past, say the late nineteenth century, and see what people were doing in order to obtain their macaroni. As we enter a home we find the housewife hustling and bustling about her duties. On the table are familiar ingredients which will make up her dinner—flour, etc.—which finally result in macaroni. Let us linger a while and watch Mrs. Housewife make her macaroni. She is slow, not very dextrous, and can make only a limited quantity. The order of the day was not, most definitely, macaroni. Mrs. Housewife could produce, at the most, only her immediate and very limited needs and desires.

In striking and vivid contrast comes today's massive, almost un-

limited market. Mrs. Housewife does not make her own macaroni now; she buys it. Why? The obvious answer is, of course, price and variety—that it is cheaper to buy than to make it—and that one is able to obtain a great variety of shapes and sizes outside one's home. Again the question is—Why? Let me answer that by taking you through a typical macaroni plant. As the presses are cleared for production, the very first tool placed in the press is the die. We need go no further in our quest for an answer to the above question. We have our answer—the die!

From Copper - To Bronze - To Alloys

It is a known fact to everyone that greater volume on the market decreases the price and makes a product more generally and readily available. In tracking down this statement, we will find that a great volume of macaroni would not be possible without an improvement of the die. Let us go further and investigate this die.

Previous to 1907, only copper dies were manufactured in the United States. The material was soft, the sizes limited, initial investment great,

and maintenance costs high. For the time, however, it served its purpose. In 1907 bronze dies—which were introduced from Europe—made their appearance. These dies had distinct advantages of greater durability and removable pins, which brought maintenance costs down. Because of its toughness, the bronze could withstand greater pressures, and the size of the dies was increased. Eager in their quest to supply a better, longer-lasting, and more productive die, the die manufacturers sought and received the cooperation of various metal manufacturers. In due time came the results of their exploits—alloys!

All of these innovations brought initial investment down and kept maintenance costs at a minimum for the macaroni producers. The vital achievement was the effect of great strength to resist the greater pressures necessary for increasing production.

Trend to Normal Shapes

While this research work was being carried on, the die makers were not heedless to the changing whims and fancies of a people who delighted to depart from the conservative, staunchly rooted elements of the past! The shapes and sizes of macaroni had been forcibly limited, because such factors had not been introduced into the dies. So it was that a search for the new began. Soon the market was filled with novelties in the way of macaroni shapes. The reaction was the usual one—great enthusiasm at first, and then lagging interest, and reversion to the old, conservative, familiar styles. The die-makers had, however, performed their part in an attempt to satisfy their customers.

In view of the above, let us examine the product of the die-makers in a short, concise summary:

Size—from 5 to 26 inches in diameter.

Shapes— innumerable (too numerous to list in this article).

Material—copper, bronze, and other special alloys.

Strength—from common bronze of 61,000 lbs./sq. inch to alloys of 75,000 lbs./sq. inch.

Durability dependent upon production schedule and manufacturing methods (as an approximation—ten years with proper care).

Quantity of macaroni possible to produce from die—dependent upon size of die and production methods.

Thus the die makers have worked and served and aided—indeed, they have been directly responsible in building up, establishing, and maintaining the macaroni industry as one of the foremost and important industries in the United States today.

The services which the macaroni

industry extended to the people were the indirect services of the die-makers. The cries for the ultimate lowering of sales price were answered by the installation of mass-production methods in macaroni plants. Such methods were, however, made possible by one of industry's most important and basic tools—dies.

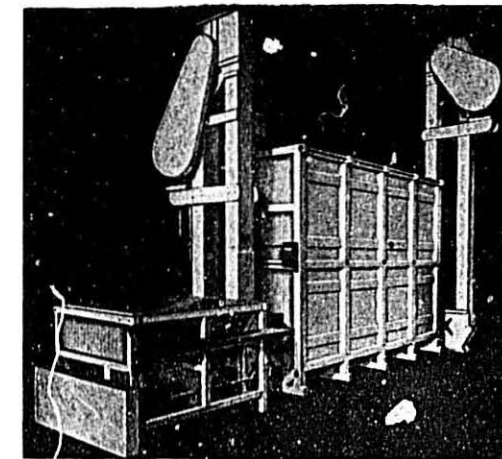
1940 Convention in Chicago,
June 24 and 25

Makes Contribution

In addition to the list of firms published in the March 15, 1940, issue of this publication, additional contributions to the "Deceptive Container" Fund being used by B. R. Jacobs in correcting an expensive and embarrassing evil, have been received, as follows:

Fontana Food Products Co., South San Francisco, Calif.—\$25.00

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Employers' Digest

of the Fair Labor Standards Act of 1938

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

Part Five—Exemptions

Learners and Handicapped Workers

Wages and Hours

The following are exempt from both the wage and hour provisions of the Act:

(a) Employees engaged in a bona fide executive, administrative, professional, or local retailing capacity, or in the capacity of outside salesmen.

(b) Employees engaged in any retail or service establishment, the greater part of whose selling or servicing is in interstate commerce.

(c) Seamen or agricultural workers; employees of small telephone exchanges; those engaged in the sea food and fishing industry; employees of airlines, street, suburban or interurban electric railways, local trolleys or local motor-bus carriers, or weekly or semiweekly newspapers with a circulation of less than 3,000, the major part of which is in the county of publication.

(d) Persons employed within the area of production engaged in packing, storing, ginning, canning or pasteurizing agricultural commodities for market or making dairy products.

The following are exempt from the hour provisions of the Act:

(a) Employees of railway or motor carriers which are regulated by the Interstate Commerce Commission.

(b) Employees of employers engaged in the first processing of milk into dairy products, in the ginning and compressing of cotton, in the processing of cottonseed, and in the processing of sugar beets, sugar-beet molasses, sugarcane, or maple sap into raw sugar or syrup.

The following are partially exempt from the maximum hour provisions of the Act:

(a) Employees in industries found by the Administrator to be seasonal. They may work up to 12 hours a day or 56 hours a week without payment of overtime rates,

slaughtering, or dressing poultry or livestock. Such employees are exempt from the maximum hour provisions of the Act for a total of not more than 14 workweeks in any one year.

(c) Employees working under an agreement, made as a result of collective bargaining by representatives of employees certified as bona fide by National Labor Relations Board. The agreement must provide for an absolute maximum of 1,000 hours' work in 26 weeks or 2,000 hours' work in 52 weeks. In the latter case, there must be a guarantee of a fixed annual wage or continuous employment for either 52 weeks or for 2,000 hours. In either case work over 12 hours a day or 56 hours a week must be paid for at the rate of time and one-half.

No learner, apprentice, messenger, or handicapped worker may be employed at less than the minimum wage except under special certificate issued by the Wage and Hour Division in accordance with regulations promulgated by the Administrator.

The Proper Cheese for Spaghetti

Ernest Tosi*

In a book entitled "Il Novellino," by an unknown author, published in the Twelfth century, there is a preable entitled "Il Paese di Benge.it," (The City of Real Enjoyment). This ideal city lay at the foot of a large mountain made of grated Parmesan cheese on whose top the inhabitants installed two enormous vats, and famous chefs kept cooking spaghetti, macaroni, noodles, and ravioli from morning until night. When these delicacies were properly cooked, they were made to roll down the side of the mountain reaching the valley well coated with Parmesan cheese, ready to be enjoyed by the people of the "City of Real Enjoyment."

This tale illustrates that the use of cheese to flavor spaghetti, macaroni, and noodles was known eight centuries ago. The reason is obvious. These types of food have not a definite flavor but being bland require seasoning to be really palatable. Whether prepared with drawn butter, white sauce, meat sauce, et cetera, cheese is usually used to complete the dish.

Cheese, a milk product, is a compensator for foods which lack proteins, fats, and especially Vitamins A & C, to supply a balanced ration.

Not all cheeses are adapted for seasoning this food. Use a good quality

*The author is Assistant Sales Manager of the Stella Cheese Co., Chicago, Ill.

cheese, strongly flavored and well cured. Among the most suited are Parmesan, Reggiano, Romano, old Cheddar and Sbrinz.

Until a few years ago the cheese that was used for seasoning food generally came from Europe. It was so expensive that its use was limited. Today, the availability of these types of grating cheese has been greatly augmented because they are being manufactured in the United States at a lower cost. The old prejudice that it was impossible to produce cheese of similar quality as the imported has been disproved, for the domestic cheeses now equal the foreign ones.

For these two reasons the consumption of all these types of cheeses has enormously increased. The American consumer becomes more conscious each day of the fact that cheese is one of the best flavoring elements in the cuisine.

For the convenience of the house-keeper these types of cheeses have been grated in sanitary surroundings and packed in handy and attractive packages. Macaroni and spaghetti packers now sell this prepared grated cheese with their products, because they realize that these special cheeses add to the palatability of their products and increases the consumption of noodles, spaghetti and macaroni.

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Does It Pay to Blend?

By C. P. Walton*

In the milling of Durum Wheat Semolina, blending of certain wheats is necessary to obtain the best mill performance in equalizing protein content and a uniform distribution of color or pigment. To accomplish this, we draw, year in and year out, ten streams of wheat. Taking the crop this year, there are stations from which wheat is obtainable carrying excessive amounts of pigment. This wheat, if ground by itself, would give us Semolina too dark in the yellow color characteristic. Wheat from other stations is obtainable having a characteristic of a pale, light amber which, if ground by itself, would produce Semolina of splendid sharp granules, but a little on the pale side. It is, therefore, an advantage to blend Durum Wheats in order to obtain a higher and uniform quality in Semolina.

Taking the crop as a whole, it is necessary to grind, to a large extent, such wheat as nature has produced. Some years there is an abundance of wheat carrying an excessive amount of pigment or yellow color with less of the wheats having the characteristics necessary to produce a beautiful Semolina except a little on the pale side.

When it comes to blending Durum Wheats for the purpose of lowering wheat cost, this has not proven of any advantage. As an example, we will say that a miller has bought three carloads of the top quality or so-called "Fancy Durum Wheat" and has an opportunity to buy a carload at a discount of 5c and 10c per bushel. In years past we believe all millers have fallen to a greater or lesser extent for this temptation, but we believe they finally concluded that it never pays to add mediocre quality to good quality, in that the value of the good quality is depreciated out of proportion to the advantage in lower cost. There is very good Durum Wheat which can be bought at times at a considerable discount compared with the top quality, but it has been proven that it is a better practice to use this wheat in making another grade or grades, and merchandise same on the basis of the lower wheat cost.

We hear quite a lot nowadays about macaroni manufacturers blending a little of this and a little of that which, with a sharp pencil, appears to work out to some advantage—at least this must be the result or they would not continue to blend vari-

*The author is President of Capital Flour Mills, Minneapolis, Minn.

ous different qualities. Will it work out in time that the macaroni manufacturers will come to the conclusion, as we believe millers have in the years past, that it does not pay to combine mediocre products with an expensive top quality product simply because with a sharp pencil there appears to be some advantage? Will not the trade find in time that the best practice is to manufacture standard grades and merchandise their products on the basis of the cost of such grades with possibly no more than three grades of different quality in the macaroni product—a high grade or top quality, with an intermediate grade and a third grade, all to be made from the best selection of corresponding grades in Semolina and Flour products?

Domestic Wheat Supply in 1940-41 Indicated at 900 Million Bushels

The domestic wheat supply in 1940-41 is expected to total approximately 900 million bushels, according to present indications, the Bureau of Agricultural Economics reported today in its monthly analysis of the wheat situation. This total is based on a winter wheat crop indicated as of December 1, 1939, at about 399 million bushels, a spring wheat crop (including durum) tentatively placed at 200 million bushels on the basis of average yields on prospective plantings, and a carry-over on July 1, 1940, estimated at about 300 million bushels. The total domestic supply in 1939-40 was 1,009 million bushels, consisting of a carry-over of 254 million bushels and a crop of 755 million bushels.

On the basis of supplies of 900 million bushels, prospects that domestic disappearance will be about 660 million bushels, and shipments to our possessions 3 million bushels, the quantity available for export to foreign countries and for carry-over on July 1, 1941, would be about 237 million bushels. It is expected that exports in 1940-41 will be small. (Under the Agricultural Adjustment Act of 1938 provision is made for a carry-over of 30 per cent of a normal year's consumption and exports, which, on the basis of most recent averages is approximately 225 million bushels.)

While prospective spring wheat production has been interpreted in

terms of average yields in order to summarize the situation, such an interpretation is not to be considered as an estimate. The Crop Reporting Board will indicate a probable range in spring wheat production in its report on June 10 and will issue its first estimate on July 10.

There is still much uncertainty concerning prospects for winter wheat, and the full effects of the extremely dry fall planting season will not be known for several weeks. Weather during the past winter would indicate some improvement in the condition of the crop since December 1, particularly in the Pacific Northwest and in much of the eastern soft winter wheat area. Subsoil moisture, however, is still very deficient in parts of the eastern soft winter wheat area. In much of the Great Plains area a heavy acreage loss is certain, the result of the shortage of moisture to the first of the year. Light to heavy snows furnished protection during the cold weather in January and February in the area east of the Rockies, and little winter kill has been reported as yet. Surface moisture is sufficient for sprouting wheat and for present needs but subsoil moisture is extremely short over wide areas and will have to be offset by adequate and timely rains to prevent heavy loss.

The 1940 wheat crop in many other countries has been handicapped by a poor start, and will require favorable conditions for the remainder of the growing season to make average yields per acre. With no increase in acreage probable, it seems reasonable to expect that the 1940 world wheat crop will be smaller than that of 1938 or 1939, when yields were above average. This would result in a reduction in the large world carry-over by July, 1941.

Wheat prices in the United States are expected to continue to average relatively high compared with prices in other surplus-producing countries as long as the Government loan and export-subsidy programs continue, and domestic production is not large. If production in other countries of the world turns out to be less than disappearance in 1940-41, and supplies are thereby reduced, some improvement in world wheat prices might be expected to follow. Any improvement in the world commodity price level would also make for higher wheat prices in foreign markets. Advances in world wheat prices might tend to reduce the margin that domestic prices are above export parity.

Changes in domestic wheat prices in the next few months are expected to depend largely upon weather conditions in both domestic and foreign countries, developments in the foreign political situation, and upon the volume of overseas sales of North American wheat.

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Macaroni-Noodles Trademark Bureau

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

Trade Mark Infringement*

By AVV. ING. S. Augustus Demma

A trade mark is the very essence of the good will of a business, and has come to be recognized by the Courts as a property right of immense and incalculable value. Consequently every trader operating under a trade mark should be acquainted with certain general aspects of trade mark infringement law, in order to protect himself against trade mark piracy and consequent loss of good will acquired at great cost, and to guard against his adoption of an infringing trade mark.

The general rule is that no one can adopt a trade mark so resembling that of another, that an ordinary purchaser buying with ordinary caution would likely be misled in supposing that he was purchasing the genuine article. The test of infringement is not whether a difference may be recognized between the marks of two competing articles when placed side by side, but whether the difference will be recognized by the purchaser when not having the opportunity for visual comparison.

What degree of resemblance is necessary to constitute an infringement is incapable of exact definition, and depends entirely on the circumstances of each case. However, certain general principles have been applied by the Courts in determining the question of infringement.

In passing upon the question of

*From *La Rivista Commerciale Italo-Americana*, February, 1940.

infringement, one of the factors to be considered is the similarity in the sound of the marks. This factor is becoming a more important consideration in the decisions of the Courts, as the effective advertisement of goods becomes increasingly dependent upon radio facilities. The Courts in such cases take judicial notice of the fact, that the purchaser can recall the name only by its radio sound. For instance, recently the Court was influenced by the possibility of radio confusion in holding "Dew" and "Voo" deceptively similar, although in appearance the two marks are not similar.

Another example in which the similarity in sound is important is in the case of goods such as liquor ordered by the drink. In such cases, the purchaser has no opportunity to inspect the labels, so that the spoken symbol becomes a matter of considerable importance in determining the probability of confusion. For that reason, "Maryland Rose" and "Melrose" for whiskey were recently held confusingly similar.

Other examples of trade marks held confusingly similar by the Courts because of their similarity in sound, although in appearance they were different, are as follows:

Eta—Uneeda
U-C-A—Yusea
Esso—S. O.

Another very important factor to be considered in passing upon similarity of marks is the appearance of these marks. This alone may be sufficient to create a likelihood of confusion, although in sound and meaning they may be different. Examples of such marks held to be confusingly similar are as follows:

Rameses—Radames
Necco—Nawacco

In many cases trade marks have been held to be infringed by words different in appearance, spelling or even sound, but yet sufficiently similar in meaning as to tend to confuse the buying public. In one such case "Wonder Mix" and "Miracle Whip" were held confusing.

Another factor to be considered in determining the question of trade mark infringement is the similarity in the goods themselves. Ordinarily if the goods are unrelated, the marks will not be held to be in conflict even though they may be similar. For instance, a mark for a battery would not conflict with the same mark

used for a food product. However, this general rule is subject to qualifications and exceptions, and depends entirely on the nature of the mark. For example, a common type of mark which has been applied to different varieties of goods by different users will be protected only when applied to very closely related articles. Under this doctrine "Blue Ribbon" for beer was held not infringed by its use as a trade mark for malt extract, it appearing that the mark had been registered more than sixty times as a trade name for various articles of commerce. The trade marks "Star" and "Gold Medal" have been held to be of the same non-exclusive character. On the other hand, a highly distinctive name will be protected even against its use on unrelated articles. Under this doctrine, the trade mark "Rolls-Royce" for automobiles was held infringed by its use on radio tubes; the trade mark "Kodak" for cameras was held infringed by its use on bicycles, and the name "Waterman" for fountain pens was held infringed by its use on razor blades.

Another important consideration in determining the question of conflicting similarity between marks is the price of the articles to which they are applied. Purchasers of inexpensive articles such as soap, chocolate bars, chewing gum, and the like are not expected to exercise such degree of care in their purchase as would be exercised in more expensive and rarely purchased articles such as silverware, and hence are not expected to examine the marks on the former with the same discrimination that would be exercised with the latter. For that reason, the Courts in order to hold infringement require less degree of resemblance between the marks in the case of inexpensive goods than they do in the case of more expensive ones.

Another consideration in determining liability of confusion between concurrent marks is the character of the purchaser. In one case, the Court gave consideration to the fact that children were the usual purchasers of the articles in question, and were not expected to exercise adult discrimination in their choice of these articles.

All the factors of comparison above discussed resolve themselves into one general test of infringement. This test is whether the concurrent use of the two marks is apt to create confusion. Where doubts exist as to whether two marks are deceptively

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similar, the Courts will resolve such doubts against the newcomer.

**"Gold Medal" Is Pre-empted
Medaglia D'Oro**

Under the interpretation of the new rulings by officials of the Patent Office, it will be impossible to register the brand name of "Medaglia D'Oro" or its Americanized counterpart, "Gold Medal," for macaroni products, since it is already registered for other foods.

A search made at the request of an Ohio firm brings out these facts:

This identical mark—"Medaglia D'Oro," which is Italian for "Gold Medal" was registered for vegetable salad oil by Benjamin Mayer of New York City, October 24, 1922. Registration No. is 160,793. Claims use since August 9, 1917.

While we did not find the foreign spell-

ing registered for alimentary pastes, we found "Gold Medal" registered for all kinds of alimentary pastes by the Illinois Macaroni Co., formerly of 1306 Belmont Ave., Chicago, Ill. Registration No. 224,369, February 22, 1927, used since September 1, 1913. This is registered under the 1920 Act because "Gold Medal" is considered a descriptive trade mark.

It is also registered for macaroni, spaghetti and noodles made of semolina flour in the name of I. R. Fischer, trading as The Pacific Macaroni Co., Los Angeles, Calif., registration No. 247,969, dated October 9, 1928. They claim use since November, 1912. This trade mark has a design with it and the words, "Gold Medal," are displayed.

Under these circumstances no one else could register "Gold Medal" for Macaroni Products. Also, we believe that the vegetable salad oil registration would be cited against the Italian spelling, "Medaglia D'Oro."

Strongly advise the selection of another trade mark.

TRADE MARKS REGISTERED

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

Challenge

The trade mark of Acme Macaroni & Cracker Co., Inc., Los Angeles, Calif., was registered for use on alimentary paste products, namely, macaroni. Application was filed October 3, 1939, published January 2, 1940, by the U. S. Patent Office and in the February 15, 1940, issue of THE MACARONI JOURNAL. Owner claims use since September 15, 1939. The trade name is in large, heavy type.

**TRADE MARK REGISTRATIONS
RENEWED**

An Italian Soldier

The trade mark registered by Prince Macaroni Mfg. Co., Boston, Mass., was granted renewal privileges effective May 4, 1940, for use on macaroni.

Golden Wheat

The trade mark registered by The Foulds-Briggs Co., Cincinnati, Ohio, was granted renewal privileges to The Creamette Company, Minneapolis, Minn., effective July 27, 1940, for use on macaroni, spaghetti and noodles.

TRADE MARKS APPLIED FOR

One application for registration of macaroni trade marks was made in March, 1940, and published in the *Patent Office Gazette* to permit objections thereto within 30 days of publication.

McGrath's Champion

The private brand trade mark of H. J. McGrath Company, Baltimore, Md., for use on canned spaghetti and other canned groceries. Application was filed December 26, 1939, and published March 19, 1940. Owner claims use since April 1, 1938. The trade name is in heavy type.

LABELS

Vignette

The title "Vignette" was registered March 12, 1940, by The United States Printing & Lithograph Company, Cincinnati, Ohio, and St. Charles, Ill., for use on prepared spaghetti. Application was published September 21, 1939, and given Serial Number 54,420.

Limburger's History

Limburg, the town for which Limburger cheese is named, was formerly the capital of the province of Limburg in Belgium. The lower town is named Dolhain and has textile and stove manufacturers. The upper town is situated upon a cliff and contains the ruins of the castle of Limburg, formerly the seat of the ruling family. There is also a noteworthy Gothic church. The population is about 4,500. Though Limburger cheese is named for Limburg, it is made to a large extent at Herve, west of the town.

As road bonds are retired and as basic improvements involving non-recurrent costs are made in the highway system, the taxes on motorists should be reduced.

Search Reports

Suzette

A New England manufacturer, who would like to register the brand "Suzette" as its trade mark, was told, after the completion of an exhaustive search of the records of the Patent Office, that there were a number of prior registrations of the word for other foods. This would probably bar him from registering it for macaroni products.

"Suzette" for butter was registered May 12, 1936, by Joseph H. Grubman, 225 West 36th St., New York City. The registration number is 334,693 and the owner claims use since 1890.

"Suzette" for canned fish, fruits, vegetables and olive oil was registered in the name of A. Germano & Co., New York City, on April 21, 1936, claiming use since 1932. Registration No. 334,218. The butter registration was engaged in interference with the Germano registration and won out in the interference.

There is no doubt that the butter registration would be cited against macaroni. Your client had better select a new mark.

Blue Hill

A Connecticut firm, desirous of registering the trade name, "Blue Hill," was told, after a proper search, that the name is previously registered for cake, crackers, cookies and biscuits by G. H. Bent Co., Hilton, Mass. It bears registration number 195,275, dated September 26, 1932, claiming use from April 21, 1921.

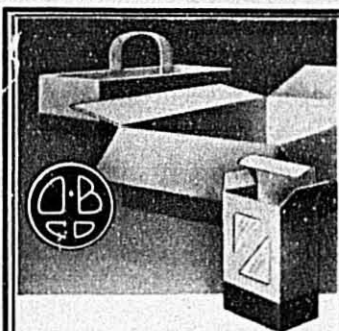
"Blue Hill" is also registered for canned fruits and vegetables by Olney & Floyd, Westerville, N. Y. It has No. 193,271, registered December 3, 1924, claiming use from November 8, 1897.

"Blue Hill" is also registered for butter, and for cheese and eggs, by Charles G. Martin, Denver, Colo., January 22, 1907, and renewed by Martin Bros. Has number 58,918. Claims use since 1905.

**March Patents and
Trade Marks**

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

Patents granted—none.



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PACKAGING
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In one well equipped plant we manufacture boxboard, folding cartons and shipping containers.

This complete service will simplify the handling of your requirements.

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On The Macaroni Journal's Twenty-First Anniversary

Greetings!

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*Birthday
Greetings*

We congratulate Editor M. J. Donna and our other friends of The Macaroni Journal and the sponsoring National Macaroni Manufacturers Association on their accomplishments of the past 21 years.

May the future bring continued harmony and prosperity.

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Fumigation Methods

By Max Rukin*

According to an editorial in the *MACARONI JOURNAL* for last December, the Federal Food, Drug and Cosmetic Act, which became effective January 1 of this year, is the strongest of its kind yet enacted in the entire English-speaking world. The implications of this for the macaroni and noodle manufacturer are many and various. One thing does stand out, however: "good housekeeping" will be more important than ever before. Just at this time of the year a good deal of that "housekeeping" which has as its aim the cleanliness and purity of the product, will have to do with insect infestation and its control.

It is hardly possible that any manufacturer entirely disregards the problem of keeping his plant and his products free from infestation—that "taxation without exemption," as it has been called. However, many manufacturers do not fully realize to what extent they are subject to this taxation simply because they haven't thought or done enough about the problem. The losses caused by insect infestation are two-fold. There is the destruction of the infested product, and, more important, there is the unfavorable publicity and the loss of good will arising from any question of the purity of a wheat flour product.

There is one step which will end these losses quickly, thoroughly, economically—fumigation. As to the question of what fumigant to use, the experience of American flour mills, grain elevators, warehouses, and other handlers of foodstuffs, as well as of macaroni and noodle plants, during the past 40 years, gives eloquent reply—hydrocyanic gas (HCN). This is borne out by the verdict of the Bureau of Entomology and Plant Quarantine of the United States Department of Agriculture that there is no more efficient gas for fumigation (Circular No. 390, Revised, July, 1937).

Macaroni manufacturers were among the first to recognize and profit by the advantages of HCN fumigation. They realized that the high toxicity and the great penetrating power of the gas meant a rapid and thorough "kill" of insects—adults as well as larvae. They liked, too, the fact that HCN left no residue and in no way affected the purity, wholesomeness, or flavor of their product. Moreover, HCN is neither combustible nor explosive—an important consideration from the point of view of the plant

owner, the insurance company, and the community at large.

Is it our contention, then, that HCN proved itself the ideal fumigant? In most ways, yes. There remained one serious drawback: difficulty of application.

The only procedure known when HCN was first used for fumigation was the "pot method." Open jars or pots were placed, more or less at random, in the plant, and generation of the gas was started by cutting a string from which some salt of cyanide was suspended above each jar of acid. The system was haphazard, unscientific. It wasted fumigant, it wasted production time for the plant. And it was unsafe.

The problem was solved in recent years by the development and use of HCN in liquid form. How well it was solved is attested by the rapidly growing demand for liquid HCN fumigating systems among leading concerns of all kinds which have to wrestle with the problem of insect infestation.

The advantages of liquid HCN are readily discernible. Here is an easily transportable and conveniently handled form of one of the most toxic agents which can be converted, readily and economically, to a deadly, highly penetrating gas. This conversion can be accomplished from outside the plant, with complete safety to the skilled operator.

Progressive manufacturers, millers, warehousemen, immediately took to this "old reliable" fumigant in a new form, the demand grew, and made possible the mass production of liquid HCN. As a result, the cost of this product today compares more than favorably with that of other fumigants of much lower toxicity.

To the manufacturer, however, the most important advantages of liquid HCN fumigation are rapidity of application and rapidity of action. Often they mean a saving in production time which in itself pays for the cost of the entire fumigation.

To understand the ease and rapidity with which liquid HCN can be applied, one must have some idea of the system used. The gas itself, in liquid form, comes in special cylinders, which are set up in a convenient point outside the plant. The building is prepared for the fumigation in the usual way, then shut and sealed. The HCN is applied through an inlet and forced, by means of air pressure, through a simple piping system to sprays strategically located inside the plant. These special spray nozzles instantly convert the liquid to a gas which will pene-

trate into every crack and crevice, and reach—and kill—every breathing organism within the plant in a few hours.

The piping system used is simple, inexpensive, and easily installed. It consists of 3/8 inch copper tubing which is easily bent and can be cut with a hack saw. Since the tubing is connected by means of compression fittings, no threading is necessary. There is nothing to wear out or get out of order, and the system should outlast the building itself.

With such a system and the use of liquid HCN, fumigation need not interfere with production at all. The time of the entire procedure, including the preparation of the plant for fumigation, need not exceed 18 to 24 hours, depending on the size and type of the plant. A sufficient quantity of liquid HCN can be introduced in well under an hour, and an exposure of 15 to 20 hours will assure a thorough "kill," for liquid HCN is commercially pure hydrocyanic acid in its most concentrated form. Two to four additional hours will suffice for thorough aeration. There is no residue to be cleaned up and removed, so that production can be resumed as soon as the building is ventilated.

Thanks to the development of this rapid, efficient, and economical system of fumigation, the macaroni manufacturer has at his call a powerful ally in the battle with insect infestation. If he uses it systematically, the recent stringent Federal regulations need cause him no undue worries.

Lived for Week on Spaghetti

The Rev. Dr. John H. McComb, pastor of the Broadway Presbyterian church, lived on spaghetti for a week after the ship on which he was a passenger had rescued fourteen victims of a German submarine, reports a recent issue of the *New York Mirror*.

He told his story on his arrival aboard the Belgian freighter, *Jean Jadot* with twelve other passengers, eleven of them Americans. The freighter picked up the crew of the British oil tanker *Regent Tiger*, which was torpedoed September 8 about 500 miles off Bishop Light, England.

"By the time the *Jean Jadot* reached the Downs with the survivors, the food supply was low," the clergyman said. "We had spaghetti morning, noon and night until we landed the rescued men at Dover and took on supplies."

Dr. McComb said the survivors declared the German submarine gave them twenty minutes to leave the ship before they sank it. Before it went down, the vessel burst into flames.

A Large Happy Family

Eleventh Child Born to Macaroni Manufacturer's Wife

Some kind of record was broken when little Joseph Criscione was born at St. Joseph's Hospital, January 11, 1940, says a reporter for *The Evening Bulletin*, Providence, R. I., but whether the record is local, state or national, Emanuele Criscione, the father, could not say.

was only 15. She is now 34. Mr. Criscione is now 43. Ten of the children are living, and in excellent health. The eldest, Mariana, died suddenly June 21, 1937.

"America is the best country in the world for raising a family," says the proud father. "The opportunities here make it easy to enter the business world. I started with only a few hundred dollars in the macaroni manufacturing business. Business continues

rule for centuries. They were born in Ragusa, Sicily, Italy—he on February 1, 1896 and she on January 3, 1905. He came to America in 1911, going first to New York City and later (1915) to Providence where he opened a macaroni plant which he has since operated. The couple was married on August 21, 1920, following Mr. Criscione's return from the U. S. Army in which he served nine months. John, the eldest son, wants to be a business man like his father. With 12 of the 13 in the family eating macaroni products daily, the per capita consumption in Rhode Island seems to be in for a healthy and welcome increase.

The department of commerce recently reported that world registration of passenger cars, trucks and busses last year advanced the total to the record high of 43,819,929 vehicles in operation as of January 1, 1939.



Thirty-four years old, Mrs. Emanuele Criscione of Silver Lake is the mother of 11 children, 10 of whom are living. Left to right here are Salvatore, six; Emanuela, eight; Mrs. Criscione with her nine days old baby; Mr. Criscione with Emanuele, Jr., 14 months; Elena, 4; Rosaria, 16. Behind them are Rose, 13; Yolanda, 10; Concetta, 14; John, 12.

So far as the macaroni industry laurels go, there are none to beat it, so far as records show, though the father says it is rather an old custom in the "old country" whence both parents originated. Joseph was the eleventh child born to Mr. and Mrs. Emanuele Criscione of 54 Mercy St. When she was married, the mother

good, and I have enough to feed, clothe and shelter my family. They have every chance for an education and they will have open to them in a few years the professions and the business life. Birth control—I do not believe in that."

Both parents come from stock in which large families have been the

March Flour Production Shows Gain Over February Output

Mills on *The Northwestern Miller's* production list reported a March, 1940, flour output of 5,480,598 bbls. These mills, which present about 64 per cent of the total flour production of the United States, produced 5,226,345 bbls in February and 5,919,391 bbls in March a year ago. In 1938, March production totaled 5,489,828 bbls, and in 1937, 5,528,244 bbls.

The increase over February was well distributed among all production producing sections, with Buffalo mills showing the largest gain—98,385 bbls. Southwestern flour production increased about 48,770 bbls over February, while mills of the Northwest registered an 11,905-bbl gain. Another large gain, 42,400 bbls, was attributable to mills on the Pacific Coast.

Below is a table showing March production and comparing it with that of the previous month and of several previous years:

	TOTAL MONTHLY FLOUR PRODUCTION				
	Previous month		March		
	1939	1938	1937	1936	1935
Northwest	1,138,424	1,126,518	1,271,823	1,110,793	1,197,350
Southwest	1,925,054	1,876,286	2,095,373	2,037,215	2,202,167
Buffalo	819,150	720,765	885,288	858,897	828,419
Central West—Eastern Div.	531,120	524,564	528,777	293,442	318,690
Western Division	272,077	246,328	287,583	338,556	285,519
Southeast	136,589	116,098	159,109	374,172	253,858
Pacific Coast	658,184	615,786	691,438	476,753	466,831
Totals	5,480,598	5,226,345	5,919,391	5,489,828	5,528,344

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Cellophane

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Crystal Tube Mfg. Co.

538 So. Wells St., Chicago, Ill.

"Agar Boxes Carry"

Agar Manufacturing Corporation

Kansas City, Kansas

For Corrugated Fibre Shipping Containers

*The author is Fumigation Engineer of Industrial Fumigant Co., Chicago, Ill.

The Use of Frozen Eggs in the Noodle Industry

By Leo D. Ovson*

The use of eggs in the noodle industry has shown tremendous increase during the past fifteen years. The recent consumer acceptance of noodles as a satisfactory substitute for potatoes or other starch food in the well-balanced American menu has brought a demand for better noodle products. The noodle manufacturer has striven to meet this progressive demand by using better ingredients, by complying with a ruling of containing a minimum of 5.5 per cent egg solids in his product, and by instigating the greatest advertising campaign in the industry through the use of consumer eye appeal by means of cellophane packages.

of noodles, of salads garnished with mayonnaise or salad dressing, and of ice cream in the American diet has so increased the use of yolks that egg whites have failed to keep pace in food manufacture. This has created a shortage of yolks and a great surplus of whites in the egg industry. The law of supply and demand has steadily forced the price of yolks upward to absorb the cost of the whites, which have been steadily decreasing in sales price. Many egg breakers today will not accept any noodle yolk business because of the inability to dispose of their whites at a profitable price.

The best solution to this problem is

been proven that noodles made with whole eggs are more tender and less brittle than noodles made with yolks. The recent high prices of yolks has caused some of the noodle manufacturers to switch to whole eggs with resultant savings of 10 cents to 35 cents per 100 pounds of flour used. In using 100 pounds of flour with a moisture content of 13 per cent it is necessary to use 19.1 pounds of whole eggs (solid content 26.5 per cent) as compared to 11.25 pounds of yolks of 45 per cent solids. The noodle product in both cases contained 5.5 per cent egg solids.

Emergency Shelf for Mealtime Security

Macaroni Products Are Charter Members

Famous last words of many a funny-paper husband have been "I've brought a couple of fellows home with me for dinner." In drama and fiction, too, authors have fairly well exhausted the embarrassing possibilities of having unexpected guests for a meal, observes *The Market Basket* published by the U. S. Bureau of Home Economics.

In real life, the situation is somewhat different. It isn't exactly funny, of course, to the woman who has to get the meal on the table. Neither, if she is foresighted, does it call for any kitchen heroics. Rather it is an intriguing challenge—a trial-by-fire of her cooking imagination and skill.

At such times a homemaker can come off with colors flying if she has a well-stocked emergency food shelf on which to draw. This investment in mealtime security should be planned with an eye to the preparation of attractive meals on short notice.

On the shelf will be foods that keep well—some that can be adapted to many dishes. Mostly these foods will be those that can be prepared quickly. It should be possible to get almost a whole meal from the shelf. But usually it will be resorted to only to supplement what's on hand.

Charter members of any collection of emergency foods are macaroni, spaghetti, cornmeal, and rice that form the basis of many cheese and meat dishes. There also should be some form of dried or evaporated milk—a jar of salad dressing—some canned soup. And several kinds of canned meat or fish—vegetables—and fruits should be on hand.

Dated

You, Mr. Macaroni and Noodle Manufacturer, are dated for June 24 and 25. Meet with your friends at the Edgewater Beach Hotel, Chicago, to confer on industry problems and promotion.

COMPARABLE COST OF YOLK AND WHOLE EGGS

Using 11.25 Lbs. Yolk (Solids 45%) per 100 Lbs. Flour (moisture 13%).

Using 19.1 Lbs. whole eggs (Solids 26.5%) in same flour.

Yolks Cost per lb.	Egg Cost per Hatch	Cost at which whole eggs should be bought
.20	\$2.25	\$.1178
.21	2.3625	.1237
.22	2.476	.1297
.23	2.5875	.1357
.24	2.70	.1418
.25	2.8125	.1478
.26	2.925	.1538
.27	3.0375	.1598
.28	3.15	.1658
.29	3.2625	.1718
.30	3.375	.1778

FOR EXAMPLE: When yolks cost 26¢ a lb., the same results will be obtained by using whole eggs at .1532¢ per pound. The above chart shows at what price whole eggs would have to be bought in comparison to yolk costs in order to get the same cost per batch of manufactured noodles. Whenever whole eggs could be purchased at a lower comparable price than yolks a savings occurs without any injury to the quality of the noodle product.

The noodle manufacturer today has learned that his product is best when frozen eggs are used in preference to powdered eggs. Reliable packers of frozen eggs select dark colored yolks and guarantee the solid contents of these eggs so that the finished noodle product presents a deep golden color which aids sales due to consumer eye appeal. In order to pack a yolk product of high solid content it is necessary to remove as much of the whites as is commercially possible. This is done by means of a receptacle known as an egg separator which cuts the whites from the yolk and enables the packer to attain uniform egg solids.

Naturally, the closer the separation the greater the amount of whites obtained and the lesser the amount of yolk. The solids contained in the egg components are as follows: about 12½ per cent in whites, about 45 per cent in yolks, and about 26½ per cent in the unseparated whole eggs.

The recent tremendous popularity

*The author is manager of the Durum Department of King Midas Flour Mills, Minneapolis, Minn.

GREETINGS AND CONGRATULATIONS FROM OUR FRIENDS

Greetings
on the
Macaroni Journal's
21st Birthday
G. D. Del Russi Co., Inc.
Providence Rhode Island

Congratulations
Frank Lazzaro
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HYDRAULIC PRESSSES
NOODLE MACARONI
DOUGH BRANES
DIE WASHERS
KNEADERS
MIXERS
WALLEN 3-0006

Congratulations
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MACARONI
COMPANY
Louisville, Kentucky

Compliments
C. F. MUELLER
COMPANY
Jersey City, New Jersey

Compliments
Cumberland Macaroni
Manufacturing Company
Cumberland, Md.

Greetings
Joseph J. Cuneo
La Premiata Macaroni
Corporation
Connellsville, Penna.

Greetings
Philip R. Winebrener
Past President, NMMA
Philadelphia, Pa.

Best Wishes
from
Ravarino & Freschi
Inc.
St. Louis, Mo.

In Memory of
David Cowan
Late President
A. Goodman & Sons
Inc.
New York New York

Compliments of
J. & J. Corrugated Box Corp.
18 Pocasset Street Fall River, Mass.
Manufacturers of
Dependable Shipping Containers
For Macaroni Products

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
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The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.
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Vol. XXI APRIL 1940 No. 12

News Editor's Compliments

Chicago News Budget Office
Joseph Esler, News Editor

Mr. M. J. Donna,
Secretary and Editor,
Braidwood, Ill.

Dear Mr. Donna:

We want to extend to you, the Macaroni Association and THE MACARONI JOURNAL, our congratulations on the Twenty-first Anniversary of Service, and trust the years will bring you much more service to those for whom you work. We have never found a association secretary who cooperated more with the press, than yourself, in the years we have reported the News.

Cordially,
(Signed) Joseph Esler,
News Editor,
Chicago News Budget.

Thank you, Mr. Esler.—EDITOR.

Welcome, New Members!

Executives of the National Macaroni Manufacturers Association have extended official welcome to the following firms that recently tendered applications for membership:

- Unico Macaroni Co., Hartford, Conn.
- Roth Noodle Co., Pittsburgh, Penn.
- A. Russo & Co., Chicago, Ill.
- Milwaukee Macaroni Co., Milwaukee, Wis.
- Illinois Macaroni Co., Lockport, Ill.
- Buller Brothers, Inc., New York, N. Y.
- Sherman White & Co., Fort Wayne, Ind.

The spirit that promoted this voluntary action and the readiness of the new members to cooperate in the activities of the national organization is indicative of the renewed interest and increased faith in organized group action as against the individualism that still prevails, unfortunately.

A strong organization in any business makes for better conditions and truer representation as well as increased service. All non-member firms of high standing are urged to follow the example of these fine firms that realized their duty and did it.

Convention Time

June is the ideal convention month. The Macaroni-Noodle makers will meet in their annual conclave at the Edgewater Beach Hotel, Chicago, June 24 and 25. Ideal weather and ideal conditions are forecast for the conference. Plan to attend this open forum of the Macaroni Industry this year.

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Twenty-One Years Ago

*By M. J. Donna, Association Secretary
and Journal Editor*

The arduous and exacting duties of preparing this elaborate Twenty-first Anniversary Edition of THE MACARONI JOURNAL, the Official Organ of the National Macaroni Manufacturers Association, brings vividly to mind my first connection with the macaroni industry simultaneously with the appearance of the first issue of this publication, May 15, 1919.

From my thinking three times seven years ago, I revert to several statements made in my first report to the first national convention wherein I served as the Secretary of the association. In part, I said:

"In July 1918, my good friend, Henry D. Rossi of Braidwood, Illinois, called me into consultation and suggested that I consider the position of Secretary of the Association which the Executive Committee, acting upon the orders of the Minneapolis convention, was trying to fill. He arranged for me to meet the committee and himself at a conference in Chicago, August 1, 1918, where the whole matter was gone over. The Executive Committee had no definite proposition to offer and I was uncertain of my grounds, so we mutually agreed to take 60 days to consider the matter thoroughly.

"Another meeting was held early in October, 1918, during which President James A. Williams of the Association gave me the once-over. A plan was proposed and both sides were to take it into further consideration. Finally at a meeting on February 13, 1919, in Chicago, with the Executive

Committee and the President, I was definitely offered the secretaryship which I saw fit to accept, effective March 1, 1919.

"Between July 1918, when the matter was first brought to my attention by Mr. Rossi and February 1919 when I finally accepted the position, I had given seven months of serious thought to the Macaroni Association and its future prospects. . . . I must confess that even after these months of consideration, I had not fully realized the obligation I was assuming, till after a trip made in March 1919 to Minneapolis to look over the correspondence of able and willing Association President, James T. Williams. I had never realized the great extent of correspondence cared for by an official of this organization until I had spent four days scanning the voluminous correspondence that this one official had carried on with the government officials alone.

"One wonders, even unto this day, how Mr. Williams could have given more than passing thought to his private business and still take care of the heavy demands of the association work. This correspondence was the most thorough and painstaking that I have ever had the pleasure of perusing. I vowed then and there that the example of our President should serve as a guide in my actions as your Secretary.

"As to the New MACARONI JOURNAL, it was President Williams who really made its launching possible. Others may have been discouraged by

the many obstacles that had to be overcome.

Twenty-one years have passed and so has much that is of historical significance to the industry as a whole and to the changing individuals who compose it. It seems fitting and proper on this Twenty-first Birthday that I reaffirm my faith in the industry; reassert my appreciation of the proposal of my name for the position by Henry D. Rossi and renew my thanks to President Williams for the fine start given.

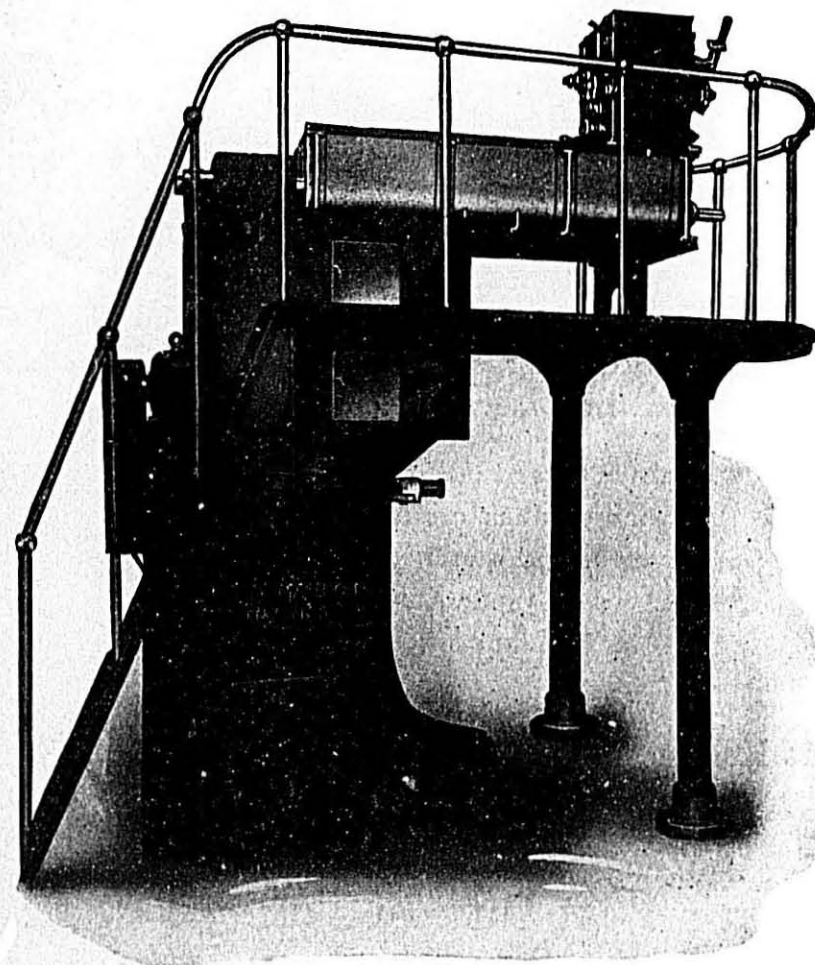
I also wish to acknowledge esteem for the splendid cooperation accorded by every chief executive of the Association during the one score and one years since THE MACARONI JOURNAL has been the spokesman of the Industry—and to the many Directors who have ably and unselfishly served the organization in that period. Also to the regular and allied members and the many advertisers who have been constantly with us through thick and thin; and our readers who have been so considerate; finally the publishers of our magazine who have overlooked no opportunity to "keep it modern" in every respect.

Twenty-one Years Young! THE MACARONI JOURNAL, pepped by the fine spirit generally manifested by the Industry and its friends on its birthday, pledges itself anew to faithfully and accurately represent the macaroni-noodle industry in the years to come as it has striven to do during the years that occasion these festivities.

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