

**THE
MACARONI
JOURNAL**

**Volume XXII
Number 2**

June, 1940

JUNE 1940

2/2

MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Industry Talks It Over

*"I say discuss all and expose all—
I am for every topic openly . . .
There can be no safety for these States
. . . Without free tongues, and
ears willing to hear the tongues"*

So sang Walt Whitman, great American poet, great prophet of democracy.

Poet-prophet Whitman knew his America. He knew that Americans, by habit and tradition, talk things over, settle their own problems that way.

They did in the early town meetings.

They did around the cracker-barrel in the country store and on street corners.

They still do—more than ever, perhaps, in conventions and trade meetings.

American Macaroni-Noodle Manufacturers will discuss and settle their own problems at the Convention of the Industry in Chicago, June 24 and 25, 1940.

Official Organ
National Macaroni Manufacturers Association
Northwood, Illinois

VOLUME XXII
NUMBER 2

Printed in U.S.A.



DO YOUR PACKAGES
Reflect the Quality
OF THEIR CONTENTS?

Modern packaging of quality products requires either a visible presentation of the product or a direct-color facsimile so realistic that a strong appeal to the appetite is made.

Do as so many other progressive packers of fine macaroni and egg noodle products are doing. Instruct us to design an entirely new line of modern sales-getting packages for you . . . or redesign and streamline your present packages to suit the modern tempo. See the tremendous strides we've made in producing the NEW TYPE of packages that create a powerful appetite appeal. Send now for samples of SINGL-VU and DUBL-VU cartons, and labels with TRU-VU vignettes. Check up on our stock cartons also. These attractive designs can be economically imprinted with your brand name and other specifications in quantities of 1,000 or more. Write our nearest office today. Find out for yourself what Rossotti service means!

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ELBOWS TRU-VU 7



NOODLE SOUP MIX
 TRU-VU 62



DITALI TRU-VU 7A

Preliminary Program

**37th Annual Convention, National Macaroni Manufacturers Assn.
 Edgewater Beach Hotel, Chicago, Illinois, June 24 and 25, 1940**

Monday, June 24

MORNING SESSION—BALL ROOM

- 8:30 to 10 a.m. Registration (Usual Fee)
- 10:00 a.m. Formal Opening of Convention
President J. H. Diamond, Presiding
 Report of Program Committee
 Report of Credentials Committee
- 10:30 a.m. The President's Message
 Appointment of Committees
 Report of Secretary & Treasurer, M. J. Donna
 Report of Director of Research, B. R. Jacobs
 The National Macaroni Institute report
- 12:30 p.m. Noon Recess
 Group Luncheon in South Room at 12:30 p.m.
 (Honoring Association's Living Past Presidents)

AFTERNOON SESSION—BALL ROOM

- 2:00 p.m. Call to Order by President Diamond
 Reports of Standing Committees
 Statistics Committee
 Standards Committee
 Membership Committee
 Finance Committee
 Labor & Welfare Committee
 Education & Publicity Committee
- 3:00 p.m. Address—"The Food Stamp Plan"
By Paul Jordan, Regional Director, Federal Surplus Commodities Corporation
 Question and Answer period
- 4:00 p.m. Address—"Industry and the Consumer"
By H. F. Anderson, Director of Public Relations, General Mills, Inc.
 Question and Answer Period
- 5:00 p.m. Adjournment. (Visiting Exhibits)

EVENING

- Concert and Dancing on Beach Walk
- Bathing and Aquatic Sports on Lake Shore

*An Open Forum for the General Consideration of the Leading Problems of the Macaroni-Noodle Industry
 All Are Welcome to Attend*

Tuesday, June 25

MORNING SESSION—BALL ROOM

- 9:30 a.m. Call to Order by President J. H. Diamond
 Report of Convention Committees
 Auditing—Resolutions—By-laws
- 10:00 a.m. Address—"Fortified Macaroni Products"
By selected speaker
 Question and Answer Period
 Discussion—Federal and State Food Laws
 Deceptive Packages
 Standards
- 11:30 a.m. Report of Future Activities Committee
- 12:00 noon Election of 1940-1941 Board of Directors
- 12:30 p.m. Adjournment for Noon Recess
- 12:30 p.m. Directors' Organization Luncheon — East Room.
 Election of Association Officers

AFTERNOON SESSION

- 2:30 p.m. Convention Reconvenes—J. H. Diamond, presiding
 Consideration of and action on Future Activities Committee's report
- 3:00 p.m. Address—"The Durum Situation"
By M. W. Thatcher, President, Farmers National Grain Corporation, Saint Paul, Minnesota
- 3:30 p.m. Open Forum
 Discussion of problems presented by Officers and Members
 Announcement of Election of Association Officers
- 4:30 p.m. Final Adjournment

EVENING

- 7:00 to 7:45 p.m. Cocktail Party—West Lounge
- 8:00 to 11:30 p.m. Banquet, Floor Show and Dancing —Ball Room

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ON ALL IMPORTANT FEATURES

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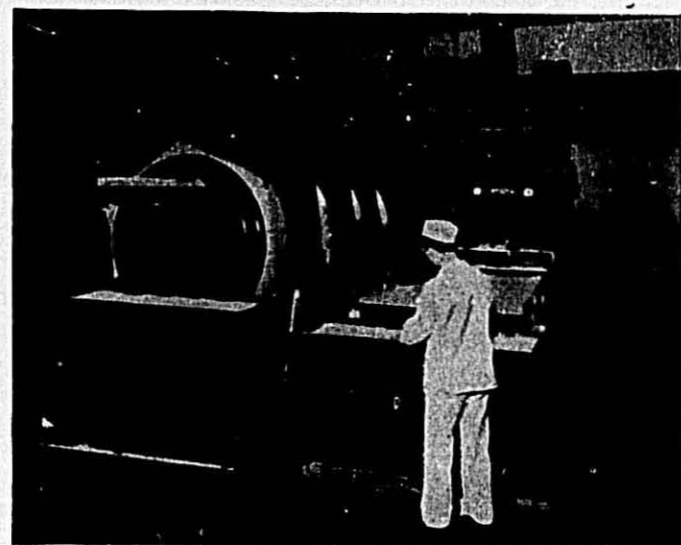
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THROUGHOUT THE WORLD

COMPLETE PLANT LAYOUTS
DRAWN UP



One of Several T.P.G. Units with Automatic Drum Dryer—T.T.H.

BUHLER BROTHERS, INCORPORATED

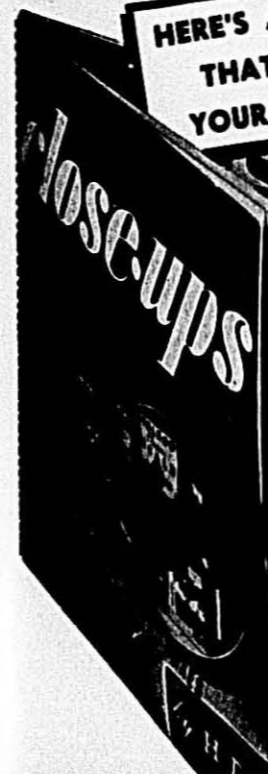
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WHY not see if your packages can be improved?

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that you can get expert package design and package engineering service without cost or obligation . . . from the H & D Package Laboratory?

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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IN

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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

The MACARONI JOURNAL

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Two For a Nickel

Sugar has long been the toy with which retailers played in their "loss leader" experimentation. It still remains in the "profitless" class in many grocery stores. Lately, however, no article has been immune. Almost every known food has been offered as a "loss leader" by chain store and leading independents, starting in the New York metropolitan area and spreading rapidly to every market in the country, where it has become unusually vicious.

Are Americans as "loose" with their money or as gullible as most foreigners imagine them to be? Patriotically, the answer will be "No," but as a matter of fact, is such an answer absolutely correct?

In line with their thinking, for instance, foreigners usually put on a show in their native habitats to attract the attention of American travelers and tourists, in the hope of extracting from them some of the wealth with which they are thought possessed.

Almost limitless are the means used to win the trade of Americans abroad, but seldom is it done at the cost of natural profit. Tourists from every part of the world will recall the cry of the street vendor in Torino, Italy, and other cities in Piedmont, that province in North-western Italy which borders on France and Switzerland. His cry is, "Caramelle vent, vent al sold!"

The vendor is offering caramels and other candies at a bargain—20 for 1c. His cannot be termed a "loss leader" sale, though he knows that his profit will be small on that particular sale, but it will be a profit nevertheless. Like the "loss leader" promoter, he hopes to lure the bargain hunters into buying other articles and wares at long profits. So he continues to shout out his bargain offer—"Caramelle vent, vent al sold!"

This sales effort of the Torino street vendor differs little from that of the American retailer who resorts to the "loss leader" plan of sales promotion. The latter seeks to attract the buyer by announcing over the radio or in his direct advertising, a message such as—"Two 7-ounce packages of macaroni or spaghetti today for a nickel!"

Such offers are becoming more and more prevalent in the Central States where macaroni, spaghetti and egg noodles are most often sacrificed on the altar of "loss leaders." Those who offer this fine food at such ridiculously low prices, do so only in the hope that this will lead to "a bite" that will result in more profitable sales of related products. They are neither fools nor wastrels. They have no money with which to purchase goods to be purposely sold at a loss. Then just who is playing "Pagliacci" in this "loss leader" drama? Let's analyze it a little!

The farmer in the Northwest who raises durum wheat for milling into semolina and the wheat-raiser

in Kansas who grows the soft wheat to make the flour used in the cheaper grades of macaroni products, both aim to sell their grain at cost of production, plus just a little profit. No one would deny them that.

The elevator man who handles the grain between the grower and the mill is entitled to a small recompense for his service.

The railroads that transport the raw materials to the mills, the milled products to the manufacturer and the finished goods to the retailer, must be paid something for the important part they play in this food drama.

The miller cannot remain long in business if he does not at least realize his conversion costs for grinding the wheat into semolina, farina and flour.

Then comes the most important cog to us, the manufacturer who honestly expects some remuneration for the part he plays in processing the fine meal into nutritious and economical macaroni, spaghetti, etc.

Next in line is the wholesaler who puts the finished products on the retail grocer's shelf. He is naturally entitled to a little pay for the fine service he thus renders.

Finally, there is the grocer himself. He should get a proportional cost for doing business out of every sale he makes, plus a little extra for making food products conveniently available to his customers.

So all of these, the farmer, the miller, the manufacturer, the distributor and the retailer—must make a part of his living out of the "Two 7-ounce packages of macaroni or spaghetti for a nickel!" How much is each one's share of the profit from such a small transaction involving so many partners? The answer, in simple arithmetic, is—You start with nothing; you get nothing for what you add in the way of service and sell it for little or nothing. Your share is nothing.

Again the question—"Are Americans as gullible as foreigners picture them to be?" Unfortunately, too many act as if they are. The Torinese vendor who shouts—"Caramelle vent, vent al sold!" may sound ridiculous to Americans, but to the Italians who know their macaroni and spaghetti, the coercive cry of the radio announcer who speaks for the "loss leader" crazed retailer offering—"Two 7-ounce Packages of Macaroni or Spaghetti For Five Cents"—believe that the latter deserves to wear "Pagliacci's hat" in the food drama.

What can the Industry do to get macaroni, spaghetti, etc., out of the "Two for a nickel" class? Imagine, fourteen ounces, nearly one pound of this fine wheat food for five cents! And in two packages at that! Food is comparatively cheap in this country, but even the "cheapest" kind of macaroni products—the grade that reputable firms usually refuse to manufacture—cannot bring a profit to the producer and the other agencies involved out of the nickel transaction.

Plans Completed For Industry Conference

Leading Manufacturers From All Important Production Areas and Interested Allied Tradesmen Will Attend the Thirty-seventh Annual Convention in Chicago

Chicago, one of the country's most popular convention cities, and particularly so of the Macaroni-Noodle Industry, will be host to a hundred or more manufacturers and friendly allies who will attend the 1940 Conference to be held at The Edgewater Beach Hotel, June 24 and 25.



Joseph I. Cusco, Vice President, Connelville, Pa.,

who will assist the president in the convention management

The convention is sponsored by the National Macaroni Manufacturers Association for the thirty-seventh consecutive year and invitations have been extended to all manufacturers, suppliers and distributors to attend and to confer in the many important developments that have a direct effect on the business of The Macaroni Industry.

This is a changing world. Methods that were commonplace a year or two ago have become outmoded. So have the old ways of doing business. In keying this year's convention to present-day requirements, the sponsors have planned to bring out the importance of aggressive streamlined sales promotional efforts which are so vital in keeping manufacturers abreast of the times.

The convention proper will open at 10 A. M., Monday, June 24, 1940, in

the ball room of the Edgewater Beach Hotel, Chicago. It will close with the annual dinner-dance sponsored by the National Association the evening of June 25. Preceding the convention proper, the members of the 1939-1940 Board of Directors will convene for the final meeting in the West Room of the Hotel on Sunday afternoon, June 23, at 2:30 o'clock.

Registration

Registration of convention guests will start at 8:30 P. M. Monday and will continue through that day and also on Tuesday morning. All are urged to register early.

Promptly at 10 A. M. the Thirty-seventh Annual Convention of the National Macaroni Manufacturers Association will be called to order by President J. H. Diamond of Lincoln, Nebr.



The Macaroni Industry's "School Room" where leaders will assemble for 1940 conference, June 24-25.

Practically the entire forenoon of Monday will be devoted to the presentation of the President's annual message, reports of the executives of the organization, the appointment of convention committees and other routine business. An address on current trade conditions is being planned to give those in attendance a general view of the business situation as it exists in the United States today, and the prospects of the morrow.

Honorary Luncheon

The pleasant custom established several years ago of honoring the Past Presidents of the Association will be repeated this year. A luncheon will be held at 12:30 P. M. in the South room, where due honors will be conferred on the living Past Presidents. An interesting program is planned in connection with the luncheon, at which all the registered manufacturers and allied will be the guests of the National Association.

Two timely subjects will be discussed during the afternoon session. Manufacturers have long been anxious to know why such an economical and nutritious a food as they produce has not been a greater favorite among those who are getting government relief under the Food Stamp Plan. The Plan will be discussed by Mr. Paul Jordan, Regional Director of Federal Surplus Commodities Corporation.

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Frank Traficanti (left), A. Irving Grass (center), and Albert S. Weiss (right) Convention Sergeants and Banquet Seating Directors

discussion and is sure to bring out points of interest and helpfulness. This will be followed by a general discussion of this most important subject.

Two Sessions on June 25

The business session of the second day of the convention will start with Committee reports at 9:30 A. M. These will be followed by an open discussion by manufacturers and allied of the all-important topic of standards, Federal and State Food Laws, and packaging regulations.

Perhaps the most important subject to be considered at this 1940 conference will be the advisability and the practicability of fortifying macaroni products by the use of vitamins that will improve the food. An outstanding chemist will lead the discussion and present the results of exhaustive surveys that have been made and will be supported in the presentation by the Association's chemist, B. R. Jacobs.

The all-important Committee on Future Activities of the National Association will present its report during the morning session, but its consideration will be deferred until the afternoon to permit all to study its proposal so as to vote intelligently, not hastily, on its recommendations.

Just before the noon recess, the annual election of the Directors of the Association will be held under the by-laws as they may be amended by the convention. During the noon recess the newly elected Directors will meet for luncheon and to elect the 1940-1941 Officers and appoint the several Executives. The election report will be made during the afternoon.

The Association's Future Activities

Practically the entire afternoon will be devoted to the consideration of the recommendations of the Future Ac-



H. F. Anderson, Director of Public Relations, Washburn Crosby Co., Speaker on Monday's Program

tivities Committee and to the discussion of such other problems as may be presented by the officials or members.

The open forum set for 3:30 P. M. should bring out some very informative facts by leading manufacturers based on their experiences and studies. It is expected that every one in attendance will partake in this general discussion.

Entertainment

Special plans have been made for entertaining the ladies who will attend the convention. There will be luncheons, tours, shopping trips and a visit to the studio of one of the country's leading broadcasting companies to witness a special broadcast.

The entertainment will reach its climax on the evening of Tuesday with a cocktail party at 7:00 P. M., and the Association's annual dinner party at 8:00 P. M., with a special floor show and informal dancing.

Every manufacturer, distributor and supplier is privileged to attend

this open conclave where the future destinies of the trade will be studied for two days, June 24 and 25, 1940, in Chicago.

Will Head New York Delegation

Association Director Frank A. Zunino, head of The Atlantic Macaroni Company, Inc., Long Island City, N. Y., is expected to lead a delegation of Eastern manufacturers to the important conference of the Macaroni Industry to be held at the Edgewater Beach Hotel, Chicago, June 24 and 25.



Frank A. Zunino, Association Director

Mr. Zunino was a recent visitor to Italy and other European countries and will have some first-hand information of the situation abroad, especially as it may affect the world trade in macaroni.

Living Past Presidents of NMMMA

To Be Honored at Convention Luncheon June 24, 1940

Besides the present incumbent, J. H. Diamond, fourteen leading manufacturers have served the National Macaroni Manufacturers Association as President since its organization in 1904. Ten are living and four have passed to the great beyond. Of the ten living past presidents, one retired many years ago from active interest in the trade; a second is in business in an unrelated line but eight remain active in the macaroni-noodle business.



Thomas H. Toomey
1904-05



G. F. Argetainger
1905-08



James T. Williams
1917-21



Henry Mueller
1922-28



Frank J. Thoringer
1928-30



Frank L. Zeraga
1930-32



Alfonso Gioia
1932-33



Glenn G. Hoskins
1933-34



Louis S. Vagnino
1934-38



Phillip R. Winebrener
1938-39

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The most VITAL question your products have to answer

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

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

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

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

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



A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

WASHBURN CROSBY COMPANY

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

Weevils From Eggs in Raw Materials*

Prof. Domenico Costa

Direttore del Laboratorio Chimico Provinciale di Trieste, Italy

I have already noted in one of my other writings that the *Calandra granaria* L., well known cereal infester of the curculio type, will often cause products also prepared from meal flour (cereals, bread, biscuits and macaroni products), to become infested. The infestation of macaroni products by weevils is also described by Zacher. We are concerned with the damage caused by the full grown bugs, which have introduced themselves into the product during the process of manufacture and have propagated, following which the voracious larvæ springing from the numerous eggs which were laid, have cut into, eaten and soiled the macaroni spaghetti so as to make it useless for all food purposes.

The *Calandra granaria* L. is shown in its complete development in Figure 1, depicting the various stages of growth: larva, chrysalis, and complete insect.

It is known that the *Calandra*, also called "weevil" or "wheat borer," lives by preference in the wheat. The fertilized female digs into wheat heaps to a depth of about a centimeter. With her antennæ she perforates the outer cover of the grain and deposits in each grain one, and in exceptional cases two eggs, attaching them by means of a stick secretion.

The larva emerging from the egg eats up the flour content of the grain and reaches its complete development when the grain is empty, and within it, protected by the outer shell, it transforms itself into a chrysalis and thus completes its metamorphosis. After five or six weeks from the opening of the egg, the completely grown insect emerges from the grain.

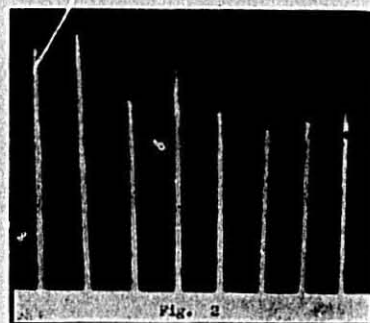
Recently in the bromatology section of the Istituto Chimico Merceologico di Trieste there was studied a case of spaghetti infestation by the *Calandra granaria* which presented characteristics which were at variance with the usual types of infestations.

The product examined was of the long "spaghetti" type. At first examination with the naked eye it showed no irregularity other than frequent whitish spots about a millimeter in width and a centimeter and a half in length, obviously due to a pulverization within the thickness of the spaghetti visible through the transparent

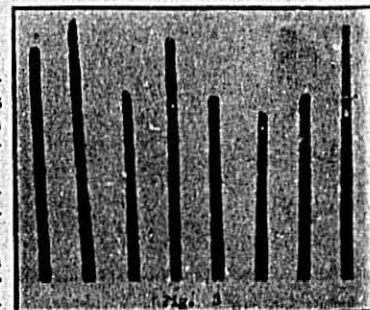
*Reprint from Jan. 31, 1940, issue of *Le Industrie Dei Cereali*, Rome, Italy.



was to be examined directly was carefully sectioned in accordance with the spots. By means of a magnifying lens it was ascertained that the white spots correspond internally to small funnel-shaped tunnels partly filled with pulverized paste. In the larger portion of the tunnel there was found, in certain



cases, a living larva of the *Calandra granaria*, busily engaged in chewing up the food from within, avoiding, however, the perforation of the surface and in consequence also avoiding betrayal of its presence; in other cases, at the bottom of the funnel-shaped tunnel the chrysalis of the same species was found—that is, the larva which had reached its maximum development and had become a chrysalis.



outer surface, which remained perfectly intact. These irregularities manifested themselves as the whitish spots shown in the photographic reproduction (Fig. 2).

This anomaly was erroneously attributed by the manufacturer to a defect in production.

The white spots examined through the transparent outer surface appear clearly in the photographic reproduction (Fig. 3). They became opaque, thin at the beginning and gradually widening as they approached the other end.

The damaged product was divided into two parts. One part was given direct, internal examination and the other was placed in a thermostatic environment with a temperature of 20 to 25° centigrade.

The portion of the product which

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

The Golden Touch
King Midas Semolina

Leads in Quality

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

KING MIDAS FLOUR MILLS

MINNEAPOLIS, MINNESOTA



(Continued on Page 31)

1940 Consumer Analysis of Milwaukee Market

A Survey of a Representative American City by
The Milwaukee Journal to Ascertain Trends
in Consumer Habits and Buying Preferences

Since 1922, *The Milwaukee Journal* has been making annual surveys of the Greater Milwaukee Market to ascertain brand preferences of leading grocery products. Manufacturers and food distributors have found its findings most valuable.

The 1940 survey is the seventeenth annual edition of this most comprehensive consumer preference study. Macaroni-Noodle manufacturers and their advertising agencies have found it a valuable aid, a sensitive barometer of consumer preferences in the Milwaukee market.

Data in the 1940 *Consumer Analysis of Buying Habits* was compiled from 7,000 questionnaires, better than 3.5 per cent of the family population. For distribution information, 500 representative grocery and drug stores were personally checked by members of *The Milwaukee Journal* staff. As far as can be determined, this is the only survey covering store distribution of brands reported by housewives.

The 1940 survey covers only macaroni and spaghetti in packages and in "dinner" combinations. For some un-nown reason, egg noodles were not included in this year's analysis, nor has any attention been given to bulk sales of this food.

Package Macaroni

A slight decrease is noted in the percentage of use of package macaroni this year although the family figure remains practically the same. While 150,209, or 78 per cent, of all Greater Milwaukee families purchased this product in 1939, package macaroni is now used by 149,987, or 76.1 per cent, of all families.

This classification includes only dry macaroni which must be cooked before eating. Macaroni and cheese combination dinners are studied on another page in the *Consumer Analysis*.

No attempt was made to secure information on the average number of packages of macaroni purchased per month, since macaroni, spaghetti and noodles are often sold in combination lots, and past experience has shown that many housewives are confused as to the quantity they buy of each product.

Housewives reported the use of 130 brands of package macaroni as of January 15, 1940, as compared to 136 brands reported on the same day of

1939. Thirteen brands are listed in the preference chart with popularities of 1 per cent or better this year.

"White Pearl" leads all other brands of package macaroni with a popularity of 42.7 per cent as compared to 46.6 per cent in 1939. Both grocery chains and three out of every five independent grocers in Greater Milwaukee stock "White Pearl."

Second place goes to "Red Cross" with a preference of 10.2 per cent. Last year this brand was preferred by 11.6 per cent of all buyers. "Red Cross" may be purchased in 37.3 per cent of the independent grocery stores and in the National Tea stores in this market.

"Encore," a private brand of the A. & P. food stores, bettered its third place standing with a gain from 6.3 per cent of all buyers to 9.4 per cent in 1940. "Ann Page," another A & P brand, appears next with a popularity of 4.7 per cent.

"Roundy's" appearing in fifth place continues its upward climb with a gain from 3 per cent of all users in 1939 to 4.1 per cent this year. Eight other brands are listed in the brand preference chart with popularities of 1 per cent or better, namely,

Red Arrow, Monarch, Favorite, Pagliacci, National, Clown, Highway, Steinmeyer's.

"Monarch," "Pagliacci" and "Steinmeyer's" are listed therein for the first time.

The remaining 117 brands are combined under the "Miscellaneous" heading with a total popularity of 16 per cent, representing the purchases of 23,998 families. Each of these brands is preferred by less than 1 per cent of the total purchasers.

Total Number of Brands in Use in Greater Milwaukee:		
Year	Number	
1940	130	
1939	136	
1935	108	
1934	95	
1931	60	

Division of All Families Into Users and Non-Users:

Class	Per Cent	Number
Users—		
1940	76.1	149,987
1939	78.0	150,209
1935	77.8	143,780
1934	83.9	155,032
1931	74.1	122,867

Non-Users—		
1940	23.9	47,105
1939	22.0	42,367
1935	22.2	41,027
1934	16.1	29,750
1931	25.9	42,945

Package Spaghetti

It is again evident this year that competition in the package spaghetti field is increasing. While only seven brands had popularities of 1 per cent or better in 1935, the number in the brand chart increased to 13 by 1939. This year 16 brands of package spaghetti are preferred by 1 per cent or better of all users.

The popularity of package spaghetti declined slightly from 78.2 per cent of all families in 1939 to 74.9 per cent this year. Housewives reported 122 brands in use this year as compared to 130 brands reported in 1939.

Top position in the preference chart continues to be held by "White Pearl." This brand has a popularity of 42.1 per cent this year as compared to 46.1 per cent in 1939. Both grocery chains and 59.3 per cent of the independent grocers stock "White Pearl" package spaghetti.

"Encore," a private brand of A. & P. stores, moves from third to second place in the chart with a gain from 6.5 per cent of all buyers in 1939 to 10.1 per cent this year. The number of family buyers increased from 9,789 to 14,910 during this period.

"Red Cross" appears in third place with a popularity of 9.8 per cent as compared to 12.2 per cent reported in 1939. Independent grocery store distribution on this brand increased from 27.3 per cent in 1939 to 36.8 per cent in 1940.

"Ann Page," another private brand of the A. & P. food stores, shows a gain from 3.1 per cent of all buyers last year to 4.6 per cent in 1940. Twelve other brands of package spaghetti are listed in the preference chart with popularities ranging from 1 per cent to 4.3 per cent, namely, Roundy's, Red Arrow, Favorite, Monarch, Pagliacci, National Highway, Clown, Sunrise, Waldo, Hoffman's, Steinmeyer's.

The following brands are listed in the chart for the first time: "Pagliacci," "Sunrise," "Waldo," "Hoffman's" and "Steinmeyer's."

Competing for the patronage of less

(Continued on Page 17)

June, 1940

THE MACARONI JOURNAL

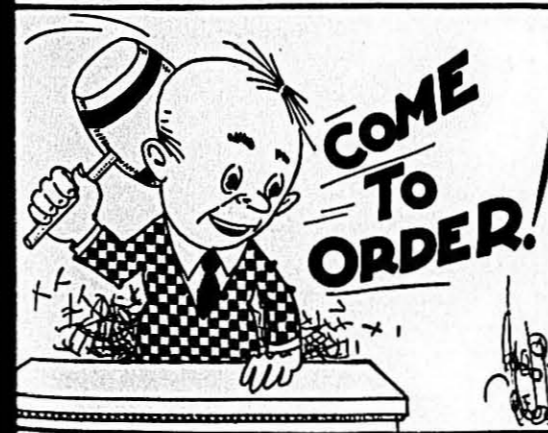
15

Portrayal

Of the Results of a Properly Attended Convention

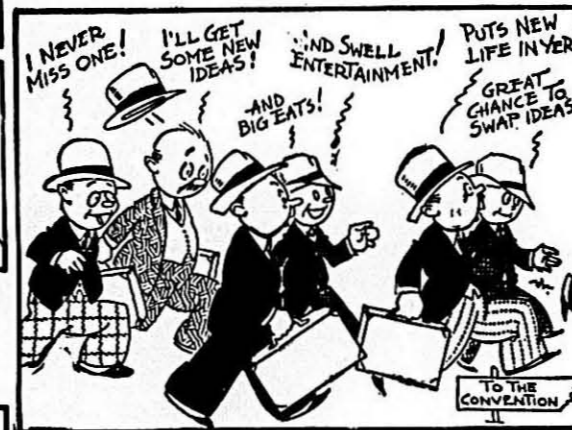


Come with a smile. Return with a bigger one.

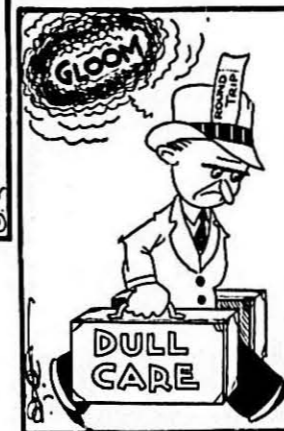


Get there early for the opening session.
Don't miss any of the fine program.

It Pays to Play Your Part



Yep! Looks like everybody's coming to the Convention this year.



BEFORE and AFTER taking in YOUR Convention.

At Edgewater Beach Hotel, Chicago, June 24-25, 1940

Movie of the Convention Spirit of the Industry-Minded

Title—"Lovey Finds a Way"

Characters

The Determined Husband

The Indecisive Wife



"Maybe y'kin drag the little wife along" . . .

But



"If you're afraid the little woman may object . . . sneak away and attend anyhow."

Meet all the Industry's Friends and transact important business at your convention at the Edgewater Beach Hotel, Chicago, June 24-25, 1940

Consumer Analysis

(Continued from Page 14)

than 20,000 Greater Milwaukee families, the remaining 106 brands are lumped together under "Miscellaneous" with a combined popularity of 13.2 per cent of all buyers. Each of these brands has a popularity of less than 1 per cent.

Since many housewives are confused as to the quantity of spaghetti they buy, no attempt was made to secure information on the average number of packages purchased per month.

Total Number of Brands in Use in Greater Milwaukee:

Year	Number
1940	122
1939	130
1935	101
1934	80
1931	54

Division of All-Families into Users and Non-Users

Class	Per Cent	Number
Users—		
1940	74.9	147,622
1939	78.2	150,594
1935	73.1	135,094
1934	72.8	134,521
1931	66.0	109,436
Non-Users—		
1940	25.1	49,470
1939	21.8	41,982
1935	26.9	49,713
1934	27.2	50,261
1931	34.0	56,376

Macaroni or Spaghetti Dinners

The subject of macaroni or spaghetti dinners is covered for the first time in this year's *Consumer Analysis*. This classification includes either macaroni or spaghetti dinners in combination packages but does not consider products packed in cans or glass.

Greater Milwaukee families numbering 30,352, or 15.4 per cent of the total, reported the use of macaroni or spaghetti dinners as of January 15, 1940. A total of 13 brands of this product were reported in use this year.

"Kraft Dinner" dominates the brand chart with a popularity of 90.6 per cent, representing the purchases of 27,499 buyers. "Kraft Dinner" may be purchased in the A. & P. food stores and 84 per cent of the independent grocery stores in Greater Milwaukee.

"Red Cross," in second place, is preferred by 1,184, or 3.9 per cent, of all buyers. This brand may be purchased in 1.3 per cent of the independent grocery stores. "Ann Page," the private brand of the A. & P. food stores, has a popularity of 3.7 per cent. Housewives numbering 1,123 buy this brand regularly.

The remaining ten brands each

have popularities of less than 1 per cent and are grouped together under the "Miscellaneous" heading with a combined preference of 2 per cent of all users.

Total Number of Brands in Use in Greater Milwaukee:

Year	Number
1940	13

Division of All Families into Users and Non-Users:

Class	Per Cent	Number
Users—		
1940	15.4	30,352
Non-Users—		
1940	84.6	166,740

Business

A very ordinary fellow who got rich by striking oil became very self important and was always trying to display his importance. One day he rushed to the Railway station, and laid down a twenty-dollar bill, and exclaimed:

Newly Rich: "Gimme a ticket!"
Ticket Agent: "Where to?"
Newly Rich: "Anywhere. It doesn't make no difference. I got business all over."

Noodles at Distributors' Exhibition

Several of the country's leading macaroni-spaghetti-noodle manufacturers, especially those who supply the food distributors, have contracted for display or exhibit space in the thirteenth annual exposition of the National Food Distributors' Association to be held during the trade group's convention at Hotel Sherman, Chicago, August 21-24, 1940.

Other members of the macaroni industry have the matter under advisement, and indications are that the thousands who will attend the exhibition will see the most elaborate display of macaroni products ever exhibited in one showing.

Emmett J. Martin, Secretary of N.F.D.A., is in charge of the exhibition, which should almost be considered a "must" for every successful manufacturer of this finest of wheat foods that is a handy item for all distributors to carry. The promoters say: "Our 1940 exhibition is sure to be the largest from the point of products exhibited and in attendance in the entire history of the association."

Canned Spaghetti Is an American Idea

By J. E. McLaughlin*

Alimentary paste, the basis of macaroni, spaghetti, etc., is said to have been first made by the Chinese, from rice meal, in Petch-la, 5000 B.C.

Having contacted the Chinese, the Germans introduced the product into Europe about the beginning of the fourteenth century.

From them the Italians learned the method of preparation, and because of the better quality of the Italian wheat for this purpose, exceptional drying conditions and native ingenuity, they made a superior product and from that time to the middle of the nineteenth century practically monopolized the European production. As manufacture expanded, they began to import semolina flour from France. As a result, about 1850 the French became real competitors, as was also the case with the Swiss and other nations. However, Italy retained leadership, both in production and consumption. Macaroni had become the national dish because of its high food value and economy. As a result, most of the various forms bear Italian names, such as macaroni, spaghetti, vermicelli, etc.

Macaroni products manufacture was introduced into this country

*The author is the advertising manager of Campbell Soup Co., Camden, N. J.

about 1866. At first it was prepared as noodles only. Later the Italian varieties were added.

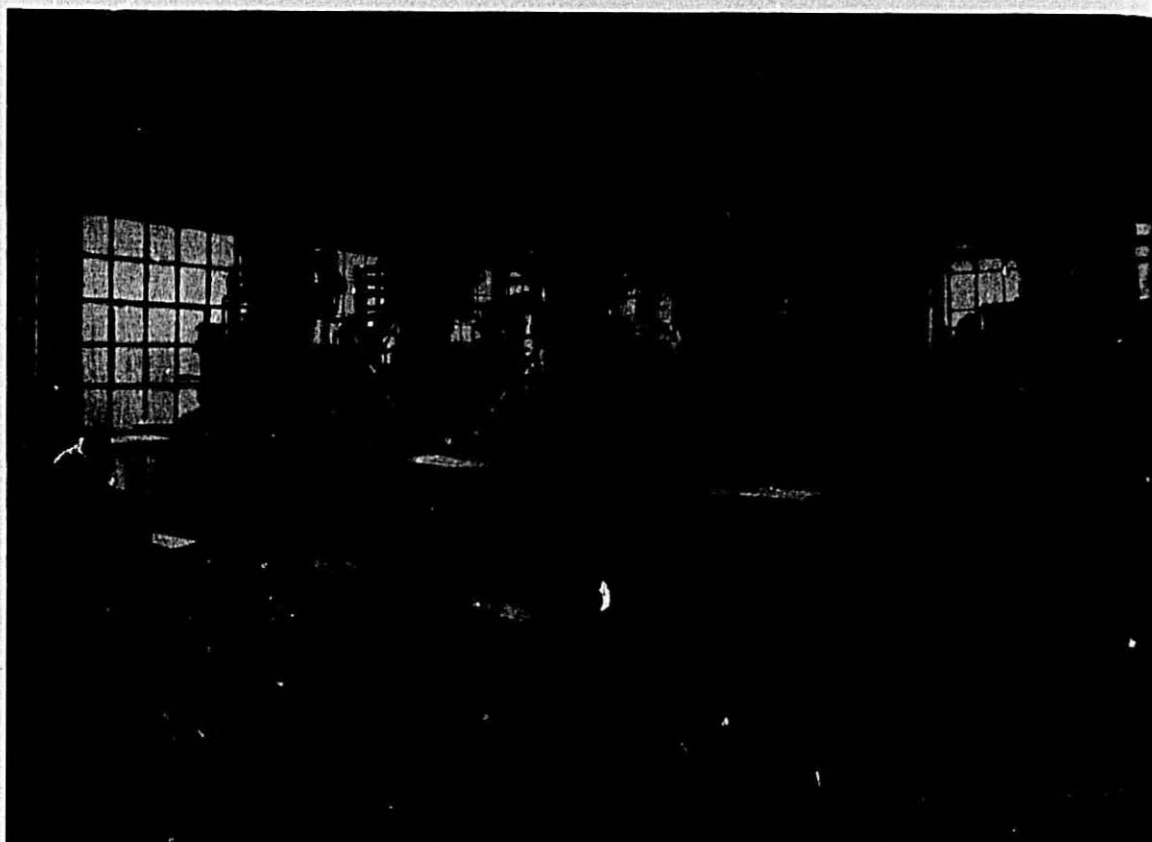
The preparation of macaroni or spaghetti for the table, and especially of the sauce that adds piquancy to the rather tasteless paste, requires more time and greater variety of ingredients than is convenient in the average household. This fact naturally led to the canning of this desirable food.

December 9, 1879, Jas. H. Irwin, New York, secured U. S. Patent No. 272,404 covering the canning of macaroni. From that time on, the canning of spaghetti with sauce has grown to its present large volume.

The popularity of this canned product depends principally on the sauce. Although the formula for making spaghetti is available to all, the sauce remains an outstanding opportunity for the culinary artist or chef to display his skill. Spaghetti qualifies as a main course, because with cheese and tomatoes in the sauce, piquantly flavored, it affords a well-balanced food containing starch, sugar, proteins, and valuable vitamins.

Even finicky children like this dish, so it makes an ideal lunch item for school children. In fact, it is so adaptable and satisfying, it deserves and has attained the position of a stock item on the pantry shelves of the average American home.

Consolidated Macaroni Machine Corp.



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

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

We extend a cordial invitation to all attending the Macaroni Manufacturers' Convention, June 24-25, to visit our Headquarters at the Edgewater Beach Hotel and see the moving pictures of our Automatic Spreading Presses in actual operation. They are a revelation. See all forms of paste, from the largest to the smallest, being spread with equal facility. See the press you eventually must have.

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

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

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

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

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

Address all communications to 156 Sixth Street

Write for Particulars and Prices

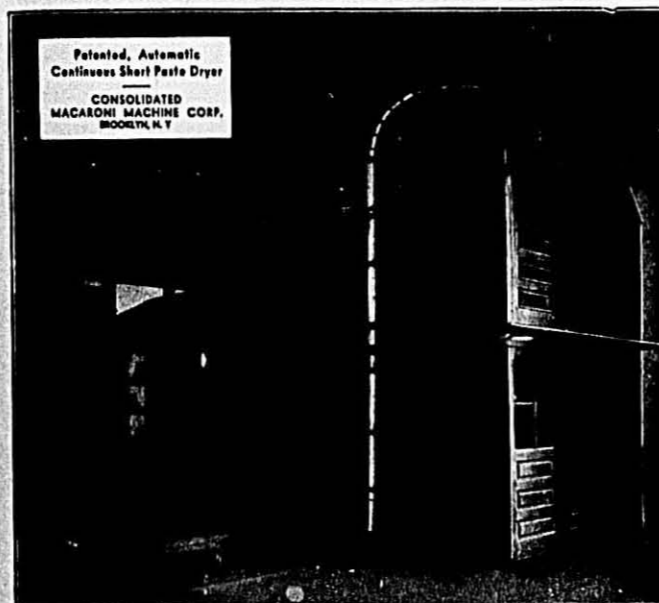
hygienic; product practically untouched by human hands.

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

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

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

Consolidated Macaroni Machine Corp.



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

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

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

Specialists for Thirty Years

Mixers

Kneaders

Hydraulic Presses

Dough Brakes

Noodle Cutters

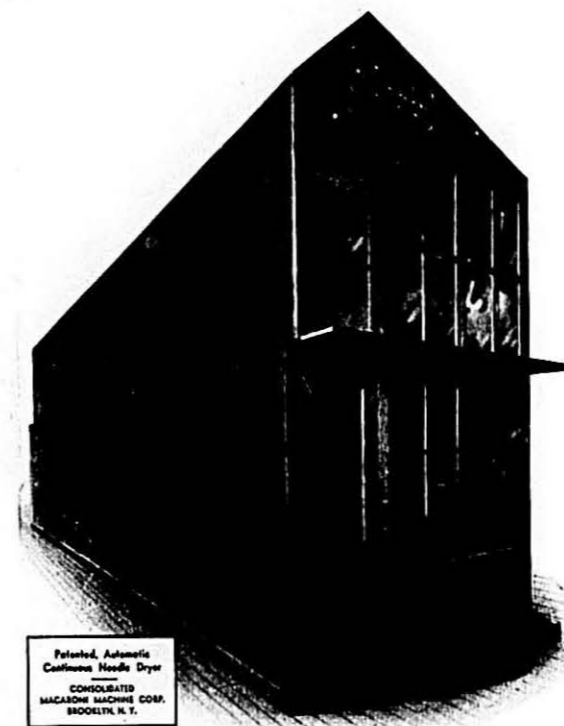
Dry Macaroni Cutters

Die Cleaners

Automatic Drying Machines

For Noodles

For Short Pastes



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

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

Address all communications to 156 Sixth Street

Quality Package As Merchandising Aid

Modern Manufacturer of Attractive Labels and Practical Folding
Cartons Collaborates in This Phase of Trade Promotion

The sales value of the modern macaroni-spaghetti-egg noodle package is getting increased recognition by progressive manufacturers of macaroni products and the studied attention of the designers and producers of labels and cartons that *attract and sell*.

Step into any up-to-date food store to realize the truth of the above statement. There you will see elaborate displays of packages of this food with all the sales appeal one can imagine. Macaroni products in practical and attractive cartons, bags, wrappers and other packaging designs make the display of this food second to no other product in the grocery section.

This is a story of the part being played by the Rossotti Lithographing Co., Inc., North Bergen, N. J., in this trend, and its contribution to the development of the art of lithography into a scientifically controlled industrial process to best serve this food trade.



Illustrations by Courtesy of The Spice Mill
Rossotti Lithographing Co., Inc. plant

Their new plant, undoubtedly the most modern of its kind in the country, has been in operation less than a year. It is a model of structural design and is completely equipped with the most modern machinery available. This plant, especially built for lithography, is air-conditioned throughout to enable the maintenance of constant conditions of temperature and humidity throughout the year. Ideal conditions are provided for color photography, the creation of art work by a skilled staff, and all the processes of printing that go into the production of lithographed labels and cartons.

It has been the aim of the firm, to eliminate from the various processes employed in lithography as many as possible of the variable elements that formerly permitted the possibility of error on the part of the operators. In this endeavor they have been decidedly successful, and the series of scientific controls governing all operations throughout the plant work with precision and dispatch.

Modern Machinery Installed

On the lower floor huge lithographic off-set presses, operating 16 hours a day, turn out the full color printing jobs on a mass production basis. Here also are ingeniously designed folding machines that glue and fold cartons at a high rate of speed and other machines applying "windows" fully automatically glued and cut.

The special type of labels and folding cartons that this concern produces are well described by their registered trade-marks. The very latest type of direct photographic color vignettes are branded as Rossotti Tru-Vu vignettes. All labels and folding cartons bearing these vignettes are known as Rossotti Tru-Vu labels and Tru-Vu cartons.

Mr. Alfred F. Rossotti, head of the firm, and his brother, Charles C. Rossotti, vice president of the firm, have had many years of experience in lithography from both the artistic and the industrial side. Their father, the late Edward Rossotti, who started the organization in 1898, was a distinguished lithographer. His wide

knowledge and experience was transmitted to his sons. Edward Rossotti made several notable contributions to the improvement of processes connected with the lithographing of labels and the manufacture of folding cartons. Among other developments credited to the com-



One of the huge offset presses for 4-color jobs

pany is the design and construction of a machine for adhering cellulose windows to cartons. This special type of folding carton contains either one or two cellulose windows. They are known as Rossotti Singl-Vu Window Cartons and Rossotti Dubl-Vu Window Cartons.

Specialization Begun

In the early '20's the company began centering its efforts on the manufacture of quality labels and folding boxes for the macaroni-noodle industry and food trades



Final steps in manufacture of lithographed cartons

in general. Since the death of Edward Rossotti in 1932, his sons have continued and extended his efforts in this field.

Although production methods have changed greatly during the years in the direction of increased mechanization and mass output, the firm's traditional standards of quality have been in no way relaxed. On the contrary, much greater precision in reproduction is now possible through the use of ingenious modern machines than was the case when highly skilled craftsmanship was the determinative factor in production. In the field of commercial lithography the firm is well in advance of most of its contemporaries and—to a layman—the scientifically controlled conditions regulating all the intricate operations are little short of miraculous.

DAKOTA MAID WINGY NO. 1 SEMOLINA *Made from America's Choicest* RED AMBER DURUM WHEAT

WITH the natural pride that comes in producing a product of definite superiority, the North Dakota Mill and Elevator Association is happy to announce the opening of a new durum unit and the production of CAVALIER SEMOLINA, the finest product it is possible to make from durum wheat.

More than eighty percent of all the Amber Durum wheat in the United States is grown in North Dakota, and the bulk of it in the territory north, west and south of Grand Forks where is located North Dakota's great terminal elevator and the State Mill with its durum semolina unit.

The durum grown in this territory — mostly of the Mindum variety — is known for its excellent quality, its protein content, and, above everything else, for its fine amber color.

Some eighteen counties furnish, year by year, nearly enough to meet the needs of the American macaroni industry, or about one-half of all the durum wheat harvested in this country.

Located in the heart of this choicest durum territory, the State Mill "Durum Division" has, through the facilities of the State terminal elevator, first selection of the finest durum wheat. It also enjoys the benefits of a United States Government Grain Inspection office being located in the mill administration building, as well as the inspection and analyses made by its own modern laboratories. This, together with the most modern equipment obtainable, will enable our Durum Division to manufacture and deliver the very finest semolina and durum products ever offered.

Mr. E. J. Thomas, who has had more than twenty years experience in durum semolina milling and sales management, is in charge of our durum division.

NORTH DAKOTA MILL & ELEVATOR ASSOCIATION

E. J. Thomas
General Manager



HOME OF DURUM DIVISION, STATE MILL AND ELEVATOR, GRAND FORKS, N. D.



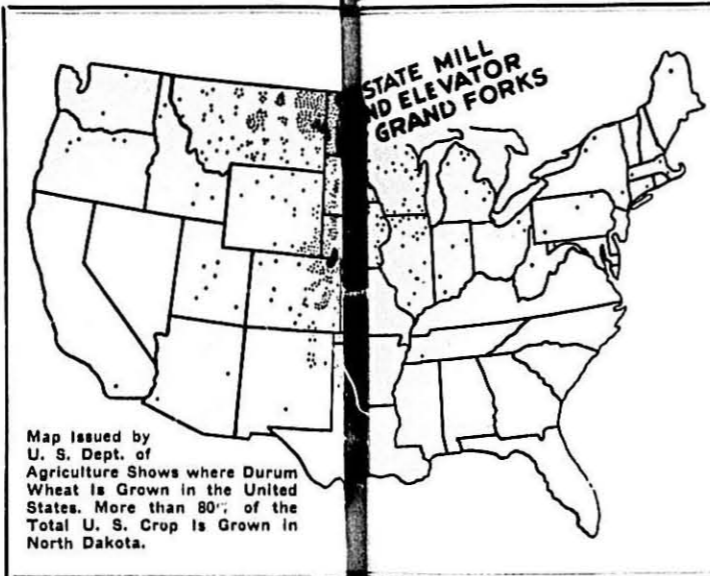
A Typical North Dakota Durum Field. 80% of U. S. Production is Grown Within a Radius of 100 Miles of the State Mill.



North Dakota's Soil and Climate Combine to Produce the Finest Amber Durum to Be Found on this Continent.

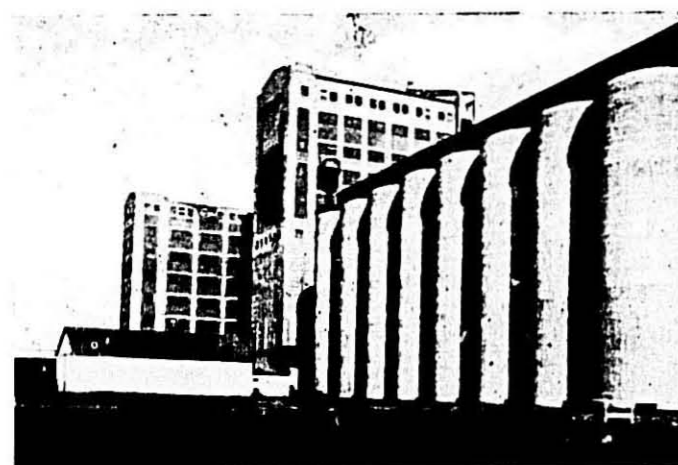
WHY NORTH DAKOTA DURUM IS SUPERIOR

1. North Dakota's soil and climatic conditions are so ideal to the production of high quality Amber Durum wheat that more than 80% of the United States total crop is grown in this state.
2. North Dakota Amber Durum has a hard, bright, exceptionally vitreous kernel that is semi translucent and has a rich amber color. It is exceptionally suited for the manufacture of CAVALIER SEMOLINA.
3. Its high gluten and protein content produces a semolina of high elasticity; it holds its form and comes through the macaroni drying process with a minimum of production loss.
4. Macaroni made from North Dakota Amber Durum Semolina is hard, brittle, translucent and elastic; it breaks with a clean, glassy fracture. The durum's distinctive flavor carries through to the cooked macaroni in undiminished form.

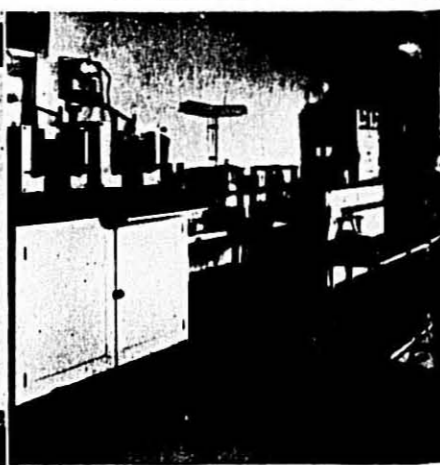


WHY CAVALIER SEMOLINA IS SUPERIOR

1. It is milled from the pick of the famous North Dakota Amber Durum crop, acknowledged the finest durum grown on this continent.
2. Because of its close proximity to the source of this fine grain, the North Dakota Mill and Elevator has first choice of the most select and desirable of Amber Durum.
3. U. S. Government Inspection assures OFFICIAL grading and inspection.
4. The North Dakota Mill and Elevator's own chemical laboratories and products control departments assure constant quality from the raw wheat to the finished product.
5. The very latest approved durum milling equipment assures the best possible product of the miller's craft.
6. We are determined that CAVALIER SEMOLINA will measure up in every way to the national reputation for high quality of ALL Dakota Maid products.



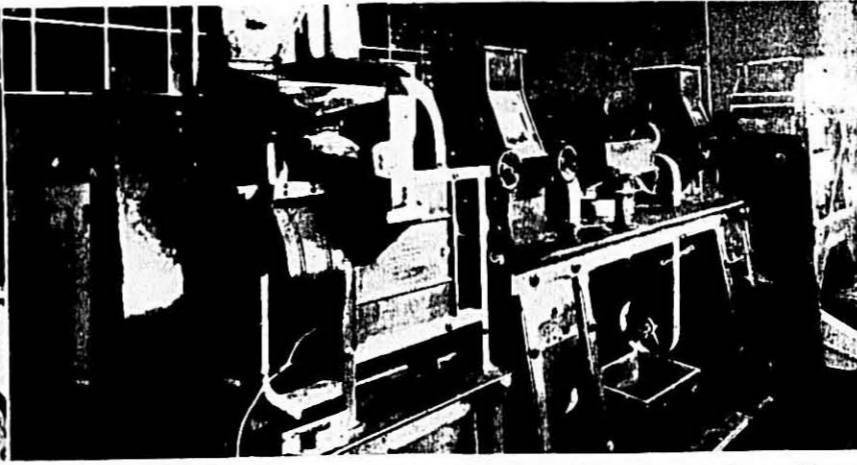
A Portion of the Grain Elevators at the State Mill. Modern Terminal Facilities and the Latest Approved Durum Milling Equipment Assure Highest Quality in Cavalier Semolina and Our Other Durum Products.



Constant Testing and Inspection Are the Primary Factors in the Production of Cavalier Semolina. Above is the State Mill Laboratory where Cavalier Semolina is Constantly Tested to Assure the Highest Possible Quality.



Above is the State Mill Laboratory where Cavalier Semolina is Constantly Tested to Assure the Highest Possible Quality.



In Our Small Testing Mill Every Lot of North Dakota Amber Durum Wheat is Given a Thorough Milling Test Before the Wheat is Purchased to Assure Highest Possible Milling Quality.

CAVALIER SEMOLINA

THE NORTH DAKOTA MILL AND ELEVATOR is pleased to add to its many quality products of national reputation the brand of CAVALIER SEMOLINA, a new and greatly improved durum wheat product that we believe cannot be excelled in its manufacturing qualities and flavor.

The Mill is located in the very heart of the famous durum wheat area of North Dakota, a region that produces more than 80% of the Amber Durum grown in the United States — and is of quality second to none on this continent. North Dakota's alkaline soil, aided by her distinctive climate, have combined to produce a durum possessing the finest milling qualities and one that produces a semolina with all of the valuable characteristics constantly sought by the macaroni manufacturing industry.

NORTH DAKOTA AMBER DURUM

North Dakota Amber Durum is noted for its hard, semi-translucent kernels which are exceptionally vitreous and possess a rich amber color. Its protein and gluten contents are high. It has exceptional manufacturing qualities that will appeal to every macaroni maker. Its high quality gluten content gives it a minimum of production loss in the finished macaroni drying process because its extra elasticity resists a maximum of stretching and contracting without breaking or losing its shape.

Macaroni made from CAVALIER SEMOLINA is hard, brittle, translucent and elastic. It breaks with a clean, glassy fracture with no ragged edge or unevenness. Its particular protein and gluten content gives it a distinctive flavor that will be found undiminished in the cooked macaroni. It does not have to be rinsed in cold water to prevent stickiness.

CAVALIER SEMOLINA

Every phase in the production of CAVALIER SEMOLINA is carefully supervised to produce for the macaroni industry the highest quality product it is possible to manufacture.

CAVALIER SEMOLINA has the benefit of these special advantages:

DURUM It is made from selected choice Hard Amber Durum wheat.
WHEAT Within a 100 mile area from our State Mill is grown most of the high quality durum wheat to be found on this continent. The facilities of our State Terminal Elevator at Grand Forks enables us to make first choice of the most select and desirable of all this durum.

INSPECTION AND TESTING A U. S. Government Inspection office is located right at our plant, assuring at all times uniform and official Federal inspection and grading of all durum wheat purchased for CAVALIER SEMOLINA. The State Mill's own modern and complete chemical laboratory carefully analyzes all raw wheat purchased for uniformity and high quality. The laboratory also maintains a constant check throughout the milling process in its products control department to assure that CAVALIER SEMOLINA always measures up to the rigid high standard set for it.

MODERN MILLING The North Dakota Mill and Elevator has completed the installation of the latest and most approved durum milling machinery embodying all of the most recent developments in durum milling practice. Its operation is under the supervision of widely experienced durum wheat millers.

DAKOTA MAID Durum Semolina and Flour Brands

1. CAVALIER

Extra Fancy
No. 1 Semolina

2. DURAKOTA

Regular
No. 1 Semolina

3. TRAVIATA

Durum Special
Granular

4. NORTHERN MAID

Fine Granular

5. PEMBINA

Durum Flour

6. RED RIVER

Durum Clear

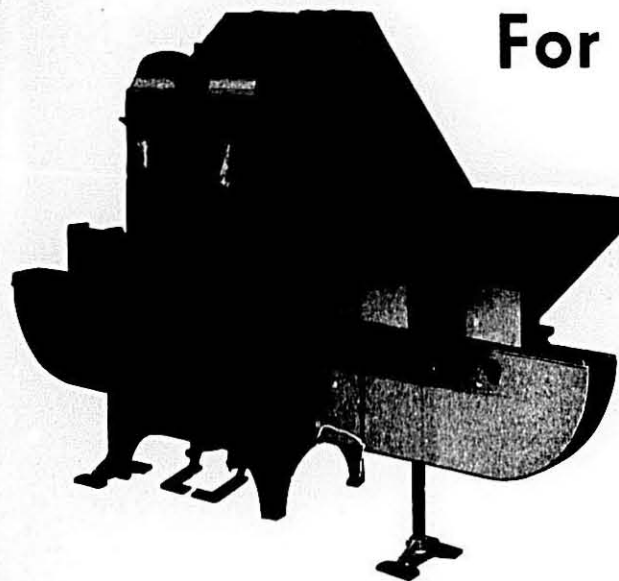
NORTH DAKOTA MILL AND ELEVATOR ASSOCIATION

H. M. STANLER, General Manager DURUM DIVISION SYDNEY J. THOMAS, Manager Durum Division
GRAND FORKS, NORTH DAKOTA

June, 1940

THE MACARONI JOURNAL

21



Model G2C-O

Tops for range, variety and versatility. Has waist-high hopper with self-synchronizing feed belt for one floor plan. Automatic conveyor delivers filled bags to operators for closing. Efficient and fast. It's the last word in modern cellophane packaging equipment for the macaroni industry.

For Unparalleled ACCURACY— the ELEC-TRI-PAK Weigher!

WITH Elec-Tri-Pak vibratory feed weighers, you can weigh cut goods with almost absolute accuracy. On rigatoni, bow ties, large shells, etc., these machines will weigh accurately to *within one piece!* On smaller goods, the weight tolerances are just as exact. There's a model to fit the needs of every plant. Write for details today and ask for your copy of the new 20 page booklet "*Facts and Figures on Packaging the TRIANGLE Way.*"



Model G2

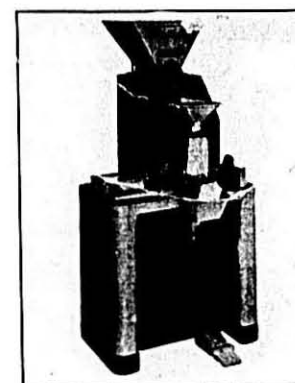
Similar to G2C-O, but for loading material from above. Extremely popular and now in wide use through the macaroni industry. Handles ALL short cut goods.



Model G1

Table model—half the production of Model G2, but otherwise the same. Recommended where one operator fills and closes packages.

SEE AN ELEC-TRI-PAK WEIGHER ON
DISPLAY AT THE MACARONI
CONVENTION JUNE 24, 25



Model JR

NEW LOW PRICE MODEL. One operator fills and closes packages. An extremely versatile unit—handles cut products from the finest size up to elbow macaroni.

TRIANGLE PACKAGE MACHINERY CO.

915 NO. SPAULDING AVENUE, CHICAGO

New York—50 Church St.
Denver—1525 Wynkoop St.
Cleveland—5927 Euclid Ave.
Birmingham, Ala.—501 S. 38th St.

Los Angeles—1501 W. Jefferson Blvd.
San Antonio, Tex.—135 Parland Place
San Francisco—111 Main St.

Foreign Office—44 Whitehall St., New York, N. Y.

Canadian Factory—Flewers-Jackson Engineering, Ltd., 208 King St. W., Toronto

Report of the Director of Research for the Month of May

By Benjamin R. Jacobs



Benjamin R. Jacobs

The worries of the macaroni manufacturer seem never to end. No sooner is he making preparations to dispose of one set of rules when he finds another one confronting him.

For the past six months the most acute worry of the macaroni manufacturer has been the so-called deceptive container. Many manufacturers have already made changes in their equipment to comply with the requirements of the Federal Food Law so far as deceptive containers are concerned. Many others have ordered changes in their packaging equipment and still others are planning changes for the immediate future or as soon as proper equipment can be delivered to them.

Now comes a new bill to standardize food containers. This bill appears to be sponsored by the Federal Weights and Measures Officials and is titled "The Standard Container Act of 1940." The bill proposes to standardize packages of food products and reads as follows:

"To fix standards of capacity for dry commodities in containers; to establish standards of dimension and capacity for fruit and vegetable juices and non-processed liquid foods in containers; to fix standards of dimension and capacity for metal containers for canned fruits and vegetables; in order to prevent fraud and deception in the sale and distribution of these products and for other purposes.

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

"That in order to prevent fraud and deception in containers used in the sale and distribution of dry commodities, fruit and vegetable juices and non-processed liquid foods and canned fruits and vegetables, it is the purpose of this Act to establish standards for containers of fixed and definite dimensions and/or capacities as standard units of measure and to prohibit the manufacture, sale, shipment, or use of containers that are not of the capacities and/or dimensions prescribed herein.

"Sec. 1. Dry commodities such as peas, beans and other dry vegetables, crackers, biscuits, cookies, macaroni, spaghetti, noodles, candy, rice, barley, cereal, dried fruits, flour, corn meal, bread meal and cracker meal, nuts, puddings in powdered form, salt, sugar, tea, coffee, cocoa, chocolate powder, matzohs, matzoh products, and butter, cheese and lard, when manufactured, sold, offered or exposed for sale in containers of any kind shall be in one of the following standard capacity weights and none other:

"One-eighth Pound, One-quarter Pound, One-half Pound, Three-quarters of a Pound, One Pound, One and One-half Pounds and multiples of the Pound, provided, however, that these commodities in containers may be sold in quantities of less

than two ounces, and provided further that candy may be sold by numerical count."

"Sec. 4a. A Board, as hereinafter provided, may approve from time to time, containers of sizes and capacities other than those mentioned in this Act for commodities which by reason of inherent characteristics or by reason of new methods of processing, packing or canning cannot be properly packed in containers of the sizes prescribed herein: Provided, That the Board must first determine whether such additional sizes are necessary to facilitate the marketing of dry commodities, fruits and vegetables and their juices, or non-processed liquid foods as described herein and provided further that such additional sizes shall not be deceptive in appearance to the customer. No container shall be approved by the Board that is so constructed that the bottoms or tops are raised or lowered more than is necessary to effect proper closure."

"Sec. 4b. The Board shall consist of the Director of the Bureau of Standards of the Department of Commerce of the United States; a representative of the National Conference of Weights and Measures selected by such body for that purpose; the Secretary of Agriculture or his representative and a representative of the American Canners Association."

It will be noted that under Section 1 all dried commodities are classified under one heading and that it is unlawful to pack food products in any but the prescribed weights.

It is true that under Section 4a the Board, which will administer the Act, may exempt certain products from the provisions of Section 1 but in order to do so the Board must be convinced that the product can not be packed in the prescribed size containers for one reason or another and if the Board is not convinced the manufacturer may be put out of business if he cannot comply.

The usual practice in the packaging of macaroni products is to balance the cost of the various items so that all the units will sell at the same price. For example, 8 or 9 ounces of macaroni or spaghetti are balanced against 5 or 6 ounces of egg noodles so that each unit sells at the same price or that three units will sell for a fixed price, such for example, as three packages (one of macaroni, one of spaghetti and one of noodles) for 25c. This practice simplifies merchandising and advertising of all our macaroni products. On the other hand if a macaroni manufacturer is required to pack macaroni, spaghetti and egg noodles all in 8 ounce packages he certainly cannot sell the egg noodles at the same price as macaroni and spaghetti and, therefore, it becomes an entirely different item and must be merchandized and advertised separately.

Another very important consideration is that macaroni manufacturers have recently been making changes in their packages to conform with the present requirements of the Federal Food Law. These changes have resulted in the expenditure of large sums of money for new labels as well as new packaging equipment. All those manufacturers who are not packaging their products in the proposed weights will be out of luck as they will be required to make further changes to comply with these new requirements.

One of the amusing incidents which happened at one of the several interviews held with the Food Officials in Washington concerning so-called deceptive containers was when one of the Federal officials present stated that the new Food Law which had just been enacted, should have been foreseen by the macaroni manufacturers at least eight years ago because it was proposed at that time, and so all manufacturers should have made changes to anticipate this new law. Now out of a clear sky new proposals are being made, which if enacted into law will place new and certainly unforeseen restrictions on the food industries and which in many instances will result in actual hardship, which manufacturers will not be able to withstand.

The Food and Drug Administration has been transferred from the Department of Agriculture to the Federal Security Agency and this transfer will become effective on June 11. The hearings on Dietary Food

Regulations which were to take place in April were indefinitely postponed and will now probably take place in July or August. The macaroni manufacturers are interested in these hearings because many of you are using vitamins in your macaroni products and the regulations that are promulgated will have a material effect on the use of vitamins in your products as well as the methods of labeling your packages. This is particularly true when the American Medical Association has gone on record as opposing the indiscriminate use of vitamins in foods where they are not naturally found and also opposing the sale of vitamin products in grocery stores.

A recent issue of Notices of Judgment under the Federal Food Laws showed that macaroni products have figured in seizures recently made.

Approximately 250 cases of macaroni and spaghetti were shipped in interstate commerce by the Frelita Macaroni Company from Tampa, Florida, and the product was alleged to be misbranded because it was short weight and also because the containers were so made, formed or filled, as to be misleading. In other words they were in deceptive containers.

Approximately 24 cases of egg noodles were shipped in interstate commerce by the Quaker Oats Company of Chicago and it is charged that the product was adulterated in that it consisted wholly or in part of a filthy substance. The product was found to be insect-infested.

Approximately 104 cases of spaghetti were shipped in interstate commerce by S. Viviano Macaroni Company of Carnegie, Pa., and the charge was made that the product was misbranded in that the containers were made, formed, or filled as to be misleading. The product was found to occupy on the average, about 57 per cent of the volume of the package. In the first and last instances the product was ordered delivered to charitable organizations and in the case of the Quaker Oats Company the product was ordered destroyed.

Verdict for Defendants In Personal Injury Suit

It took a jury in New Haven, Conn., less than an hour to decide a products injury suit in favor of the defendants. V. La Rosa & Sons Inc. of Brooklyn, N. Y., and Crestina Imports Co. at 2 Washington Ave., New Haven, Conn. (Peter V. Kadaras and George Stavridas, proprietors), were sued for damages by Edward Biagiante for injuries alleged to have been sustained from eating macaroni products manufactured by La Rosa and sold by Crestina.

It was charged by Biagiante that

he had purchased a package of macaroni from the store and that while eating it, he bit upon a piece of metal and injured a tooth, according to the *Journal-Courier and Times* of New Haven, Conn.

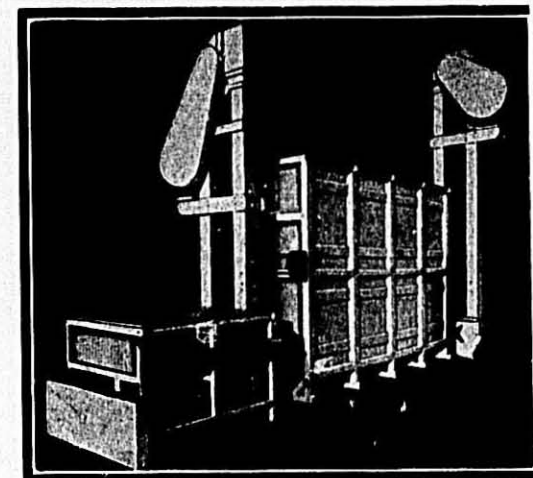
The jury decided there had been no negligence upon the part of the defendants and returned a verdict in their favor. Judge Edwin S. Pickett presided over the trial which had gained considerable interest in food circles because of the high standing

of the firms involved and their determination to go to trial rather than to make any attempt at settlement, which is usually the aim in so many products injury suits.

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Educational Department

The Spanish Influence

By Mrs. Josephine Greens

Graduate in Home Economics, Oregon State College; Supervisor of the Government Household Training Center, Seattle, Washington

Macaroni manufacturers, like wide-awake homemakers, are interested in simple, sensible recipes for serving delicious dishes of their fine products. The recipe presented herein is one that will appeal to consumers everywhere. It is one which my father's family prepared in his home in the beautiful city of Barcelona, Spain.

Macaroni products deserve an important place in menu making. Because of their bland flavor, they lend themselves as extenders of meat, chicken, eggs, fish and other foods. They are the basic ingredients of the famous Italian dishes, which include the tomato sauces and pastes, savory onion, pepper and garlic sauces, with cheese added as the zestful touch.

Their high content of starch and protein make them good sources for balanced diets. Too often macaroni and its derivatives are looked upon as cheap food, and therefore they are prepared cheaply, sometimes carelessly.

Suppose we take spaghetti as the base of a main dish to serve at a buffet supper. The ease of preparation allows the most inexperienced cook a chance for a perfect result. But let us not fail to dress it up with, say, an olive sauce. Here are the ingredients:

- 1 lb. quality spaghetti
- 7 large whole green olives
- 2 cups chicken broth
- 1 tbs. cornstarch
- 5 tbs. cold water
- 1/2 cup thin cream
- 1 tsp. Worcestershire sauce
- 1 cup finely shredded toasted almonds

The sauce: Remove meat from olive pits; combine olives and chicken broth and boil 5 minutes. Add cornstarch mixed to a paste with cold water; cook about five minutes, stirring constantly. Add cream and Worcestershire sauce, blend well, add almonds.

Boil spaghetti, as usual, using plenty of water with salt added. Drain and place on serving platter. Pour over it the olive sauce and serve hot. You'll find the "Spanish Influence" a delightful change.

Spaghetti with Chicken, Spanish Style

Perhaps you may wish to prepare a grand main dish for your supper by the Spanish way of cooking spaghetti with chicken. This is a rare treat that you may offer your family or guests.

Cook spaghetti (or macaroni, if you choose) about 9 minutes—drain. Be sure it is salted to taste.

The sauce: Prepare in an open skillet 1/2 medium sliced minced onion sautéed 5 minutes in 3 tablespoons butter or olive oil. Add minced 1 green pepper, 1/4 teaspoon salt, 3 cups of canned tomatoes or 1 can of tomato sauce.

Simmer slowly for 30 minutes. Sauté in olive oil and garlic young chickens cut in small pieces. When golden brown, pour over Spanish sauce and cover tightly. Simmer very slowly an hour or more—or until chicken pieces are very tender. Add the spaghetti and a little water if there has been any evaporation—cover and bake in a 350 degrees oven about 50 minutes.

Serve this delicious casserole with a tart fresh green salad, hot rolls, hard rolls, or French bread heated in the oven with garlic, and your guests will fail to remember the courses to follow.

Make It Lamb Chops

Alert Macaroni-Noodle manufacturers will stress recipes combining their products with lamb if they desire to take advantage of a promotion by the National Live Stock and Meat Board. Its 1940 promotional campaign to increase sales of lamb is now under way.

Similar campaigns during the last two or three years have brought lamb consumption for the past five years to an average of 875,000,000 pounds—considerably in excess of the previous five-year average. It is reported that 21,500,000 head of sheep and lambs were marketed last year and that there are now on the nation's farms approximately 54,500,000 head.

The promotion will emphasize the high nutritive value of lamb, and will be aimed at consumers, students, teachers and meat retailers. Approximately 400,000 homemakers in 28 states will be reached.

Year-Round Merchandising

Macaroni products must still be "sold," particularly to a large portion of the consuming public of the United States. This selling is not a seasonal matter, though there are seasons in the year when they sell a little easier than ordinary, but a year-around, day-in and day-out sales effort.

Wise are the business men who take the fullest possible advantage of the seasonal demands, of customs or habits, but the truly successful merchandisers of macaroni, spaghetti and egg noodles are they who adopt a continuing sales program founded on educating an ever increasing number of housewives to give this food its proper place in their menu plans.

An ally of the macaroni industry calls attention to the year-round promotion as conducted by one of the score or more firms that have adopted the policy of consumer education. In a letter to the Editor last month, this student of business plans and consumer reactions writes:

"The end of the big Lenten sales drive on macaroni products was no stop signal for Gooch Food Products Company, Lincoln, Nebraska, for this progressive merchandiser is successfully pushing macaroni as a year-round seller.

"A wire rack containing three tiers of attractive packages, combined with an effective display card, suggesting appealing menus, is popularizing macaroni with housewives every day in the year. The wrapper and bag of moisture-proof, trans-



parent "Cellophane" (some printed and some using insert labels), add both visibility and glamour to the macaroni products. The firm reports that sales are well on the up-swing for their brands."

As against those who choose to travel by the "price route," the firm that seeks its objective by planned education and consumer merchandising will find the going easier and the gains more easily held. There is a material difference between "selling" and "forcing" a food.

Baby Week

National Baby Week was celebrated throughout the country April 29 to May 4. Some manufacturers wisely promoted the use of small shapes of macaroni products as the ideal food for babies that are changing from the milk to the solid or semi-solid food diets.

June, 1940

THE MACARONI JOURNAL

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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.

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Food Favorites of Public Favorites

Spaghetti and Egg Noodles are the food favorites of most of the athletic, operatic, scholastic leaders whose professions have made them public favorites locally and nationally. This has been proven time and time again in polls, most of them conducted by unbiased authorities. The likes and dislikes of some of these are reported herewith. Space will not permit reference to the many others who have expressed preferences, but the following give sufficient variety and undeniable proof of the general statement that most of the professional people not only consume Macaroni, Spaghetti and Egg Noodles frequently, but often prefer to concoct their own dishes.

Spaghetti, My Style

By Dean Cornwell, Illustrator
After thinking over all of the dishes I like—searching for the favorite—I come right back to the old standby, spaghetti, and am forced to admit it is my favorite.

You know how to cook the spaghetti itself, I'm sure, so I will try to tell you how to make the sauce that I concocted some years ago, and you'll like it.

Get a big iron kettle and put into it a lot of fine beef cut into small squares, some chopped bacon, dried mushrooms (the kind you get at any little Italian store), a can of tomatoes and some sliced onions. The dried mushrooms should be soaked for an hour or two before cooking.

Cover the material with plenty of water and season with salt, brown sugar and Mexican chili powder. Cook slowly all day—the longer the better, I find.

When you are simply famished and cannot wait any longer, ladle the sauce onto the steaming hot spaghetti and enjoy a real meal. The sauce is still better, in my opinion, when warmed up the second day.

Spaghetti Is Opera Star's Favorite

Because of the Italian atmosphere that surrounds practically every opera singer of renown, nearly all of them know how to concoct very tempting dishes of macaroni, spaghetti and egg noodles. Listen to these.

Rosa Raisa, a famous Opera star, naturally loves her dish of spaghetti or macaroni as any leading opera singer might well be expected to. It appears quite natural that this temperamental star should be particular and exacting in her food as she is in her acting, and is more so in connection with her favorite dish. Here is her favorite recipe:

Rosa Raisa and her Mac

"It is very simple to cook spaghetti," declares the prima donna, "but to make from it a dish so luscious, so completely satisfying that one would readily forego all the other courses of the meal—including dessert—for another portion of it—that is truly an art. Here is the secret I shall give you!

"One cooks one quarter pound spaghetti in boiling salted water, until it is quite tender. To the cheerful accompaniment of the boiling, one gets ready the ingredients for the sauce—the two tablespoonfuls of vegetable fat—two tablespoonfuls of flour—the salt and pepper (never too much for my taste)—the 1/2 cup brown stock and 1/2 cup tomato pulp, which should be quite thick from long cooking. One may have on hand, too, the 1/2 cup grated cheese. Now you are ready for the duct. On another burner, one melts the vegetable fat over moderate fire, adds the flour gradually, the seasonings, stocks, and the tomato pulp, stirring slowly the while. Has the sauce now a smooth, thick consistency, and a spicy aroma? Then rinse and drain the spaghetti, and blend with the sauce, re-heating in double boiler. One must not forget the cheese. That is the dramatic touch one needs. Let it be added to the spaghetti, either as a golden layer on top, or blended with the whole as a delightful surprise. When the cheese is melted—and the whole piping hot—your work of art is complete, and ready to serve. You may be sure it will receive an encore!"

Spaghetti-for-the-Gang

By John A. Moroso

Many a time as a very small boy I watched my distinguished Piedmontese grandfather grandly direct the cook. This is the way our spaghetti sauce was prepared: Buy about three or four pounds of solid meat from the round, cut thick. Ask for the "eye of the beef." It is inexpensive. Cut little pockets in it and insert bits of fat bacon in some. In others stuff with sage, thyme, parsley and bay-leaf, with salt and pepper to taste. Sometimes I spread thinly with mustard, the prepared sort, covering the top. A clove of garlic tucked in with the seasoning goes well.

Pale people use onions. But surely one or the other.

Grease well a deep iron skillet with iron top, the pot-roast utensil. When the gravy begins to drip, add a little water, but not much. The steam makes the meat tender and brings out all the flavors in the little pockets. Baste from time to time just to get the aroma of the simmering mess and sharpen your appetite. Take a little wire and jab it in the roast after about an hour and 20 minutes and you'll find out where it is tender and juicy enough.

Put the big pot on and get your water boiling fast. Add a good-sized kitchen spoon of salt. Better salt the water to taste. Throw in a pound of spaghetti. It requires a certain kind of wheat to make good macaroni. Boil for 20 minutes. Drain off water.

To the rich gravy in which you will find the roast swimming, add a small can of tomato paste, stir it in slowly. As this is poured over the spaghetti, add grated cheese. You will get it all properly dressed by using two forks, lifting and dropping the strands. Serve piping hot with an automatic revolver at hand so that the man who cuts his may be disposed of promptly.

Some twine the spaghetti about the fork.

Others just lead a mass of it to the face and bite off what they want at that particular time.

Lila Lee Spaghetti

The likes and dislikes of the film stars are generally of interest to movie patrons who are inclined to imitate the ways of their favorites. Now, Lila Lee likes spaghetti and she has a favorite way of preparing this tasty dish that might be of interest to her admirers to whom this dish appeals.

When not at work in the Studio at Hollywood, Lila Lee enjoys cooking for herself and her mother. Here is one of her favorite recipes for spaghetti.

For four persons: Take half a pound of spaghetti. Place in boiling water without breaking. Salt to taste and allow to boil for twenty minutes. Pour off the boiling water and wash the spaghetti in cold water. For the sauce take one can of tomatoes, quarter of a pound of Parmesan cheese (grated), one kernel of garlic, two green peppers, one tablespoon of butter, pepper and salt to taste. Allow the sauce to cook until it becomes boiling hot and serve over spaghetti.

Cooks' Round Table

An Endorsed Recipe Service Rendered Readers of Better Homes and Gardens by Its Better Foods and Equipment Department

Better Homes and Gardens, published by Meredith Publishing Company, Des Moines, Iowa, has rightly earned its large circulation, figured at over two million satisfied readers. This makes it one of the outstanding magazines in the household field.

which there is created an exchange of correspondence resulting in the accumulation of practical cooking suggestions and interesting household facts—all compiled in looseleaf form for easy binding.

Readers are invited to send in their



—Courtesy Better Homes & Gardens Magazine

The management prides itself on the interest the readers take in the several services rendered other than the actual printing of the monthly magazine. A popular favorite is the "Cooks' Round Table" service through

favorite as well as unusual, but practical recipes. The distinctive recipes are tested in the Tasting-Test Kitchen and when endorsed, are distributed, many of them beautifully illustrated. A recent issue, one that became imme-

diately and generally favored (No. 1,40) is entitled—"Meet the Macaroni Family." It contains thirteen easy-to-prepare and satisfying-to-eat recipes, six for spaghetti, four for egg noodles and three for macaroni. Another special release gives a recipe for preparing Irish-Italian Spaghetti. The prepared dish is illustrated herewith.

Irish-Italian Spaghetti

(Just 45 minutes for this delectable combination)

1 onion, chopped
2 tsp. olive or salad oil
1 lb. ground beef
¼ tsp. black pepper
Dash of red pepper
½ tsp. chili powder
½ tsp. Tabasco sauce
10½-oz. can cream of mushroom soup
10½-oz. can condensed tomato soup
1 lb. long spaghetti
½ cup grated Parmesan cheese
1 tsp. salt

Brown onion in hot fat; add meat and seasoning; brown lightly. Cover and simmer 10 minutes. Add soups; cover and simmer 45 minutes. Cook spaghetti in boiling, salted water until tender. Drain.

Arrange on hot platter. Pour over sauce. Sprinkle with cheese. (Pass additional sauce and cheese). Serves 4. The recipe was submitted by Mrs. George T. Laughlin, Cuyahoga Falls, Ohio.

Praise for Institute's Booklet

Better Homes and Gardens' Associate Editor, Helen Homer, comments the National Macaroni Institute on the very attractive black-and-white photographs used in illustrating its recent booklet on "Americanized Macaroni Products."

"We sincerely appreciate your thoughtfulness in sending the copy of 'Americanized Macaroni Products,' said this director of the Better Foods and Equipment Department." It is interesting indeed that we both had the same inspiration in titling the leaflet on "The Macaroni Family." We are looking forward to trying some of the excellent-sounding recipes in our Tasting-Test Kitchen. Be assured this booklet will be put to valuable use as a guide when judging recipes specifying macaroni, spaghetti and egg noodles."

The introduction used in its special recipe leaflet of macaroni, spaghetti and egg noodles recipes is interesting. It reads: "Variety is unlimited in The Macaroni Family with different shaped macaroni, all widths of egg noodles, and long and short spaghetti. With just the right additions they make most palatable dishes, one-dish dinners and hearty salads."

Our Get-together

Understanding and coöperation is the team that will help solve most of the Macaroni-Noodle manufacturers' common trouble. Attend the 1940 convention of the Macaroni Industry in Chicago June 24-25. Let's understand one another and work in unison for the trade's general welfare.

Macaroni Exports And Imports

According to the Monthly Summary of Foreign Commerce, published by the Bureau of Foreign & Domestic Commerce on international trade in macaroni products, the imports increased while the exports decreased during the month of March, 1940.

Imports

The imports for March totaled 99,405 pounds valued at \$9,878 as compared with the low February imports totaling only 40,303 pounds worth \$3,937.

The total imports for the first quarter of 1940 were 202,672 pounds with a value of \$21,572.

Exports

The quantity of macaroni products exported to foreign countries decreased during the month of March, 1940, when only 363,980 pounds were exported with a value of \$25,028 as compared with the February exports totaling 456,772 pounds worth \$32,088.

For the first quarter of 1940 the exports totaled 1,224,484 pounds valued at \$81,464.

Below is a list of the foreign countries to which macaroni products were exported during March, 1940, and the quantities shipped to each:

Countries	Pounds
Denmark	240
Ireland	200
United Kingdom	52,450
Canada	87,278
British Honduras	20
Costa Rica	1,154
Guatemala	332
Honduras	270
Nicaragua	2,853
Panama, Republic of	14,889
Panama, Canal Zone	38,011
Salvador	2,654
Mexico	65,805
Miquelon & St. Pierre Is.	48
Newfoundland & Labrador	8,758
Bermuda	5889
Other Br. W. Indies	1,039
Cuba	19,500
Dominican Republic	7,711
Netherlands W. Indies	3,713
Haiti	6,658
Bolivia	199
Chile	190
Colombia	920
Ecuador	250
Surinam	258
Peru	65
Venezuela	2,634
China	4,189
Netherlands Indies	106
Hong Kong	907
Philippine Islands	38,897
Australia	154
French Oceania	400
New Zealand	96
Belgian Congo	15
Gold Coast	72
Other Br. W. Africa	250
Liberia	200
Mozambique	24
TOTAL	363,980

Insular Possessions

Alaska	22,215
Hawaii	232,253
Puerto Rico	115,132
Virgin Islands	2,903
TOTAL	372,503

Sales Director Resigns

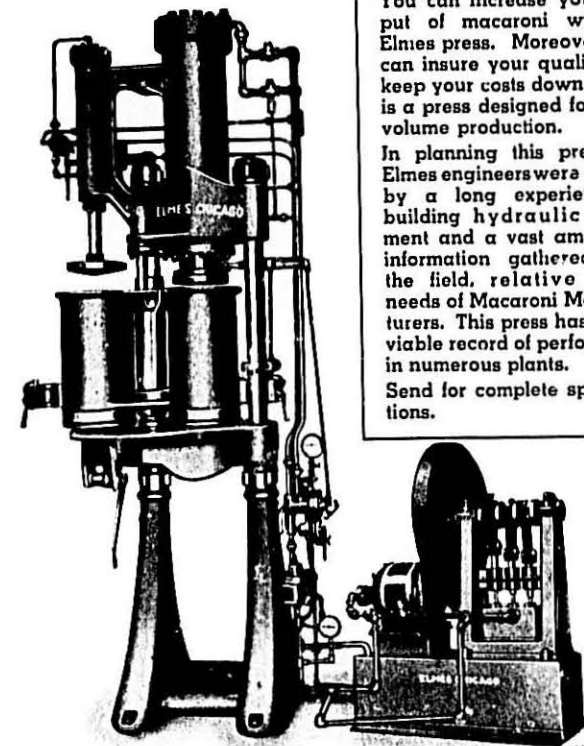
The Du Pont Company today announces the resignation of Oliver F. Benz, as director of sales of the "Cellophane" Division, who retired from active business on June 1.

Mr. Benz has been in charge of sales for "Cellophane" cellulose film since 1924, when American manufacture of this product was started by Du Pont. Under his direction the market for "Cellophane" was developed from its original limited use as

a wrap on candy boxes to a universally accepted material for packaging hundreds of products in a wide range of industries.

Successor to Mr. Benz, as director of sales of the "Cellophane" Division, will be Clarence F. Brown, for the past ten years general assistant director of sales of the division. Previously Mr. Brown served as director of sales and division manager of the Pyralin Articles Department and as director of advertising of the entire Du Pont Company. He joined the organization in 1919.

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In planning this press the Elmes engineers were guided by a long experience in building hydraulic equipment and a vast amount of information gathered from the field, relative to the needs of Macaroni Manufacturers. This press has an enviable record of performance in numerous plants.

Send for complete specifications.

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The Wooden Macaroni Box

Shooks Are Still Popular In Certain Sections and for Specific Packing Purposes

About the turn of the century, practically all of the macaroni, spaghetti, vermicelli, and other shapes of this popular wheat food, whether domestic or imported, reached the United States grocers in wooden containers, boxes or barrels. The wooden box is an Italian invention. France and other European countries early adopted that kind of a box for all macaroni shipments abroad.

For years, there was no definite unit of weight, and the many different shapes of macaroni products were shipped in varying weights. But foreign manufacturers, especially the Italian shipper, found it practical to pack this food in wooden boxes containing 10 kilograms. A kilogram is 2.2046 pounds avoirdupois. The kilos or kilograms total exactly 22.046 pounds. Since delivery weights of macaroni products fluctuated perhaps even more than it does today, the .046 pounds fractional was considered as "tare" or tolerance. This food must have been cheap even in those days.

The infant macaroni industry in this country was inclined to imitate the older, more experienced firms in Italy and France and also packed their products in 10 kilogram or 22 pound boxes. They even sought to simulate the boxes that contained imported macaroni by binding the corners of the wooden boxes with strips of blue paper, a mark of distinction on imported macaroni in those days.

Why 10 Kilos?

But 22 pounds was a rather odd weight figured in American weight measurements, and soon boxes with 20 pounds of this food made their appearance in the channels of distribution and became quite popular. Varied are the reasons advanced for the change from the 22 pounds or 10 kilos to the 20 pounds weight. Some reasoned that the figure 22 was a hard one with which to compute output, sales, etc. For debatable reasons, many went to the 20 pound box in order to have a 2-pound leeway over the imported goods.

Perhaps the true reason for changing to the 20-pound box was for simplification of computations relating to production and sales. In the early days a plant's capacity was often figured in boxes packed and shipped and it was found much easier to use the figure 20 as the computation base.

Moderns now scoff at the old method of computing output on the box basis, yet they adhere to the practice of measuring their production in barrels.

Rarely is macaroni, spaghetti, etc., packed in barrels, though some is still sold to institutions in such large containers. So, when one says that his plant's production capacity is 50 barrels he truly does not mean that he packs all of his daily output in 50 wooden barrels—rather that his plant converts 50 barrels of semolina or flour into finished macaroni products daily. So let him who scoffs beware!

Paper Changes Trend

With the invention of the solid fibre and corrugated container, the packing of macaroni products underwent a gradual change until now there is considerably more of this food sold in paper containers than in wood. But wooden shooks are still the favorites of a certain class of macaroni manufacturers. They reason that it is necessary for some specific shipping purposes; others that the wooden box is stronger and will deliver the contents in better condition. This is a debatable question—a never-ending quarrel between the manufacturers of wooden box shooks and the paper containers that wages merrily whenever two manufacturers of the two schools of thought meet to discuss the relative merits of the two kinds of containers, each of which seems to have a definite place and a specific purpose in the macaroni industry.

Just as it is absolutely necessary to properly seal a paper container to insure the proper delivery of its contents, so is proper nailing in the case of the wooden box. To aid the box-nailers in macaroni factories to produce the most dependable shipping container of that kind, a nailing chart was developed by the wooden box manufacturers, giving detailed information as to just the right nail to use to get the greatest tensile strength in wooden boxes. The correct nailing technique and other useful suggestions follow:

The Side Nailing of Boxes

The nails that hold tops and bottoms to sides are governed by the same nailing rules, except that the nails should not be spaced closer than 6 to 8 inches because of the danger of splitting the board.

The following table governs:

When thickness of sides, top and bottom is—	Group 1 Group 2 Group 3 Group 4			
	woods	woods	woods	woods
7/8"	9d	8d	7d	7d
13/16"	8d	7d	7c	7d
3/8"	7d	6d	5d	4d
5/16"	6d	5d	5d	4d
1/2"	5d	5d	4d	4d
3/8" (see note) ...	4d	4d	4d	3d

NOTE: Except for very light weights, where the contents are packed in cartons or excelsior, or similar materials, it is not considered good practice to side nail 1/2-inch boards. Side nailing in any thickness is not the best practice if the weights are exceptionally heavy. It is far safer to use a nailless metal strap around the girth or, better still, to reinforce the side nails with a strap.

These tables assume that the nails which hold the sides to end are driven into end grain of ends. When the grain in the ends is vertical the number specified for the sides and for the top and bottom, reverse. Where the ends have 4 cleats and all nails are driven into the cleats, space all nails as provided for, holding top and bottom to ends. Where the ends have 2 cleats or where the nails are staggered into ends and cleats, use the nailing specified for holding sides to ends.

The ends govern size of nail to use, as modified by thickness of sides, tops and bottoms. If ends and cleats are of same thickness drive approximately 50% of nails into ends and 50% into cleats. If end has 4 cleats of material thicker than the end itself, let thickness of cleats determine size of nail to be used and drive all nails into cleats.

If the ends are made from woods of 2 groups, use the nails specified for the harder wood. For instance, if the ends are made of white pine mixed with hemlock, the nails specified for Group 2 woods should be used. If the nails specified for the white pine are either 9d, 8d or 7d the use of nails one penny smaller automatically provides for closer spacing. If, however, the nails specified are 6d or smaller, the substitution of nails one penny smaller should be accompanied by closer spacing (one quarter inch closer spacing is the accepted rule) if that can be done.

The number of nails specified is not the maximum number which can be driven. Increasing the number of nails 50% will increase the strength of the box more than 100% on an average. The danger from splits, due to driving twice or even three times as many nails as specified in these tables is negligible. In a great majority of cases it is wiser to increase the number of nails driven. It is also far more effective in providing additional serviceability and much more economical than increasing the thickness of the material.

Employees Work 6 Weeks For Tax Collector

Each employe of the Westinghouse Electric & Manufacturing Company "worked six weeks for the tax collector in 1939," a company statement to its employes has revealed.

Distributed with payroll checks, the statement pointed out that the company's tax bill had increased from \$2,532,000 in 1930 to \$10,390,000 in 1939. Based on the relation of the tax bill to the average wage or salary paid employes, the 1939 taxes represented \$238 for each employe as compared with \$55 in 1930.

The company's tax bill for seven years, including 1930, was reported as follows:

Year	Company	Per Employe
1930	\$ 2,532,000	\$ 55
1934	2,511,000	68
1935	4,937,000	136
1936	8,946,000	215
1937	14,046,000	269
1938	7,095,000	167
1939	10,390,000	238

EASTERN SEMOLINA MILLS, INC.

Mills at Baldwinsville and Churchville, N. Y.



Executive Office: 80 Broad Street

Best wishes to the National Macaroni Association and the hope that the coming convention will prove satisfactory to all its members.

A cordial welcome to our friends to visit with us in our suite at the Edgewater Beach Hotel.

Colburn S. Foulds

New York, New York

Timely Comments by Mac Spag noodle

Playing the Game

Last half of the ninth, three on and none down. Two runs needed to tie and three to win. That's a predicament for a pitcher who cannot depend on his fielders.

Baseball is not made of pitchers' battles. It is made up of pitching and support, and not infrequently we see a well pitched game lost because the pitcher did not receive good support. I've known a pitcher to strike out 23 men and lose the game!

Not long ago I went to see a new play that had been announced with great acclaim and with loud touting of the stars prominent in the cast. The stars did their best to come up to their reputations and to bring the play up to its advertised level. It was a failure because the support was too weak. The money had all been spent on the leads and the poor subordinate players proved too heavy a load for the stars.

There must be good support all the way from the ground up in baseball, in drama, in business. One of the important reasons why

advertising sometimes does not pay is that it does not receive the support it deserves from the men on the selling line.

Too, any company needs the support of its salesmen in other matters than those connected with advertising.

"I can't fix that advance dating for you," says the salesman. "They've made a rule against it. They ought to make an exception in a case like yours and I've told 'em so, but somebody in the office is too dumb to see it."

What the salesman seems not to realize is that he is injuring the standing of the company and making buyers dissatisfied with its policy when he criticizes it. "Why," declares that buyer to others, "their own salesman says they aren't right on that."

The company and the salesman have a right to look for one hundred per cent support from one another. Anything less than that is not part of a high class performance.

Cereal Chemists Elect Officers

Claude F. Davis, chief chemist, Noblesville Milling Co., Noblesville, Indiana, was elected president of the American Association of Cereal Chemists at its 26th annual meeting at the Park Central Hotel, New York, on

May 22. Dr. Chas. N. Frey, head of the Research Laboratories, Standard Brands, Inc., New York, was elected vice president. J. M. Doty, Omaha Grain Exchange, Omaha, Nebraska, was reelected secretary. Perle Rumold, Southwestern Milling Division, Standard Milling Co., Kansas City, Kansas, was elected treasurer replacing Dr. Oscar Skovholt, chemist, Quality Bakers of America, New York, who retired after several years of service. Dr. M. J. Blish, head of the regional laboratory, U. S. Department of Agriculture, Berkeley, California, was reelected Editor-in-chief of *Cereal Chemistry*, the Association's official journal.

George F. Garnatz, chief of laboratories, Kroger Food Foundation, Cincinnati, Ohio, was the retiring president.

Announcement was made that the 1941 convention will be held in Omaha, Nebraska.

Recuperating Nicely

Dr. Seymour Oppenheimer, treasurer of Eastern Semolina Mills, Inc., New York City, is recovering from a major operation but will be unable to attend the Macaroni Industry Conference in Chicago this month as he had planned. The firm will be represented by Colbourn S. Foulds, president.

Macaroni-Noodles Trademark Bureau

Changes in Procedure Relating to Label and Print Copyrights

By M. S. Meem
(H. R. 153)

(Special to The Macaroni Journal)

"An act to transfer jurisdiction over commercial prints and labels, for the purpose of copyright registration to the Register of Copyrights."

This Act amends section 5(k) of the Act entitled "An Act to amend and consolidate the Acts respecting copyrights approved March 4, 1909, to read: "(k) Prints and pictorial illustrations including prints or labels used for articles of merchandise."

This new amendment is effective July 1, 1940.

Heretofore it has been customary to register prints used to advertise articles of merchandise, and labels applied directly to such articles, in the Patent Office, and these were referred to as LABEL AND PRINT REGISTRATIONS.

It has been the opinion of those versed in the copyright law that these labels and prints should always have been registered in the Copyright Office but this change was not made until July 31, 1939, by the 76th Congress, and is known as Public No. 244.

Before the first of July the Commissioner of Patents will transfer all of his records and files of registered Prints and Labels to the Register of Copyrights at the Library of Congress.

The Act says:

"All such pending applications and all fees which have been submitted or paid to or into the Patent Office for such pending applications, and all funds deposited and at the close of business June 30, 1940, held in the Patent Office to be applied to copyright business in that Office, shall be returned by the Commissioner of Patents to the applicants."

It is understood that in all probability no label or print applications filed after May 15, 1940, except in exceptional cases, will be acted on by the Patent Office as the Certificates might not be ready to issue by July 1. It is said that the Register of Copyrights will begin a new series of numbers for these copyrights.

This new Act will not affect the status of those copyrights procured prior thereto.

All new copyrights may be renewed if application is made within one year prior to the expiration of the term of

28 years. No copyright may be renewed but once. The Government fee for Print and Label Copyrights will remain the same as it was in the Patent Office. Many persons do not understand the advantages accruing to them from the copyrighting of prints and labels, and confuse them with trade mark registrations.

A Copyright protects the label or print as a whole, and prevents anyone from making a colorable imitation.

It does not, however, prevent anyone else from using the trade mark or brand appearing on the label. It does prevent the copying of the label in such a way as to confuse the public. All labels and prints must have the copyright notice, namely "Copyright 19—, by (the owner)" or "C" in a circle and the date and name or initials of the owner, on them when they are first published, otherwise a valid copyright can not be obtained.

Further information may be obtained through this JOURNAL, or by writing direct to the National Trade Mark Company, Munsey Building, Washington, D. C.

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 May, 1940, the following were reported by the U. S. Patent Office:

Patents granted—none.

TRADE MARKS APPLIED FOR

Four applications for registration of macaroni trade marks were made in May, 1940, and published in the *Patent Office Gazette* to permit objections thereto within 30 days of publication.

Golden Gate

The trade mark of Golden Gate Macaroni Company, Inc., San Francisco, Calif., for use on macaroni and macaroni products. Application was filed October 14, 1938, and published May 7, 1940. Owner claims use since November 5, 1937. The trade mark consists of a diamond shaped design over which is printed the trade name in outlined type.

Zoop

The trade mark of Ravarino & Freschi, Inc., St. Louis, Mo., for use on noodle soup mix. Application was filed March 7, 1940, and published May 14, 1940. Owner

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

claims use since January 15, 1939. The trade name is in very heavy type.

Chilford

The private brand trade mark of The Banton Corporation, New York, N. Y., for use on canned spaghetti, macaroni and other groceries. Application was filed January 27, 1940, and published May 21, 1940. Owner claims use since January 9, 1940. The trade name is written in large black letters.

Tel-A-Viv

The private brand trade mark of Dyber Oil Co., New York, N. Y., for use on noodles, spaghetti, macaroni and other groceries. Application was filed October 10, 1939 and published May 28, 1940. Owner claims use since February 1, 1936. The trade name is in small black lettering.

LABELS

"Ol' Fashion Family"

The title "OL' FASHUN FAMILY Style Noodle Soup" was registered by Green Bay Food Company, Green Bay, Wis., for use on noodle soup mixture. Application was published March 8, 1940, and given serial number 54,794.

Search Report

"Cook's"

A manufacturer who was desirous of registering the trade name "Cook's" for macaroni, spaghetti, egg noodles, etc., was advised last month that after a careful search of the registration records in the U. S. Patent Office, it was found— That "Cook's" is registered for macaroni products by George H. Cook, trading as Daily Foods Co., Boston, Mass. It was registered March 5, 1940, owner claiming use since January, 1936. Registration No. 375,964.

"I understand Jim and his wife are learning Spanish."

"Why?"
"Because they've just adopted a refugee baby from Spain and they want to be able to understand what it says when it's old enough to talk."

June, 1940

THE MACARONI JOURNAL

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Changes at Pillsbury Flour Mills Company

Philip W. Pillsbury was elected President of the Pillsbury Flour Mills Company on May 7, 1940. At the time of his election, he was Treasurer



Philip W. Pillsbury

of the Company, and he succeeded Mr. Clark Hempstead who was named General Counsel and elected Co-Chairman of the Board with John S. Pillsbury.

The new president rose to his present position after years of training in the many departments and his inherited love for the milling business. After graduating from Yale, he went into the mill for practical experience in the fundamentals of milling. Later he joined the office force and then became an important cog in the sales department.

The new President is the son of the late Charles S. Pillsbury and grandson of Charles A. Pillsbury, one of the founders of the Pillsbury milling interests.

Harvey J. Patterson was named Vice-President in charge of Bulk Sales by the Pillsbury Flour Mills Company last month.



Harvey J. Patterson

Mr. Patterson began his career with the Company in 1915 and after many years in sales work, has been connected with the Minneapolis Office in charge of Bakery Sales and, more recently, Duum Sales.

All Yolk Eggs

Perhaps Harry Jenkins of Rex, Oregon, has the answer to the noodle manufacturer's prayer. The press carries the story that he owns a hen that has a "yolk" for laying eggs that are all yolks with no white. Research Director, B. R. Jacobs of the National Macaroni Manufacturers Association has been instructed to investigate the story and to encourage chicken fanciers to propagate that particular breed in the hope that "all yolk eggs" will solve the trade's egg noodle problems.

Weevils From Eggs in Raw Materials

(Continued from Page 12)

weeks of incubation, corresponding to each white spot, and in the wider part of the funnel-shaped tunnels, there was found a circular hole as shown in the last two fragments of the paste, reproduced in Figures 2 and 3, from which there had emerged a perfect specimen of the *Calandra granaria*. It had been born in the egg contained within the thickness of the product, had lived hidden within it during the entire metamorphic period until the point when it came out as a completely grown insect.

From the facts ascertained, it was therefore concluded:

(1) That the spots noted in the spaghetti, white by direct observation, and opaque and funnel-shaped under a magnifying lens, were due to the chewing action of the *Calandra granaria* larvae within it.

(2) That the presence of the *Calandra* larvae was not due to infestation coming from the outside, inasmuch as there was no hole through which the insect could have entered; on the contrary, the presence of the remains of the egg-covering found at the bottom of the tunnels in the food, attested to the fact that the infestation was due to the presence of eggs of the *Calandra* in the meal which was employed in the preparation of the spaghetti.

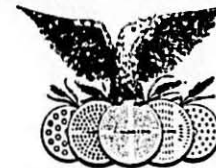
(3) Based upon the premise that the complete metamorphosis of the *Calandra granaria* in our climate, in which the temperatures in shops vary between 15 and 27° Centigrade, would require from forty to sixty days, it has been possible to establish that the damaged spaghetti must have been manufactured not more than two months previous to the day in which the grown insect emerged from the tunnels.

THE CONVENTION A BEACON

May it guide the Macaroni Industry to solve its problems and may all the members and their families attending find enjoyment.

With Sincere Best Wishes

F. MALDARI & BROS., INC.



TRADE MARK

178-180 Grand Street

New York, New York

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

New Packaging Machine

The Triangle Package Machinery Company, 906 N. Spaulding Avenue, Chicago, Illinois, announces the Junior Elec-Tri-Pak; a new addition to its standard line of Elec-Tri-Pak Weighers. This machine is designed specifically for firms having widely diversified products to package, such as beans, peas, rice, tapioca; barley; nut meats and similar items.



The unit weighs and fills bags, bottles, cartons, cans or envelopes. The mechanical action is unique in that the

feeding is accomplished by electrically vibrated feed plates which discharge the product to be packaged. When the package has reached a pre-determined weight, the feeding mechanism automatically shuts off by tipping the balance beam of a scale which controls a mercury switch. The package is released from under the spout by the operator and a new package inserted, at which time the feeding action is resumed. A hopper on top of the machine accommodates a considerable amount of the product to be packaged.

This unit is a one operator machine and is provided with a stand and a gummed tape machine for sealing bags.

Industry Notes

Bar Further Violations

Injunction to bar further violations of the Federal wage-hour law was granted on May 29 by Federal Judge F. P. Schoonmaker of Pittsburgh, Pa., against the Pennsylvania Macaroni Company, Inc., 2010 Penn Avenue, Pittsburgh.

It was charged with failure to pay minimum wages required by the act and to pay time-and-a-half for overtime. The macaroni firm, which is not a manufacturing company but

merely a distributor of macaroni products among other foods, agreed to pay back wages of \$752.17 to 23 employees, as a result of the alleged violations.

Eureka Food Products Co.

The Eureka Food Products Company, Providence, was chartered under the Rhode Island corporation act to manufacture and distribute macaroni and other food products on May 25, 1940.

It has a capital of \$25,000, consisting of 1,000 shares of preferred stock at \$25 each, and 15 shares of common stock, without par value. The incorporators are Angelo Cianciarulo, Henry R. Montagano and Ugo Riccio, all of Providence, R. I.

Old Employee Dies

Gustave Sauer, for twelve years an employee of The Pfaffman Co., Cleveland, Ohio, died on May 5 at the City Hospital following a brief illness. He was 53 years old and at the time of his death held the position of plant engineer for the macaroni-noodle firm.

\$20,000 Capital Stock

The Vaccaro Bros. Macaroni Company of New York City was incorporated last month under the state

law for the production of macaroni, spaghetti, egg noodles and related products. This firm has been in this business for many years. The capital of the company is \$20,000 mostly held by its old owners.

Buttoni Spaghetti, Inc.

Buttoni Spaghetti, Inc. in the Borough of Queens, New York City, was incorporated on May 13, 1940, to manufacture spaghetti and other macaroni products and to sell flour, etc. Its capital stock is \$40,000.

Certified Macaroni Products Co., Inc.

Articles of incorporation were granted on May 28, 1940, by the New York corporation department to Certified Macaroni Products Co., Inc., to manufacture and distribute macaroni and related products. According to the papers filed by the representing attorney, the firm has a capitalization of 100 shares of no par value. The company is located on the Island of Manhattan, New York City.

On Radio 17 Years

Last month, the Crescent Macaroni and Cracker Company, Davenport, Iowa, renewed its contract for radio time over local station and will continue its "Hour of Music," for its

seventeenth consecutive year. It is believed to be the oldest continuous commercial program on the air.

Fined One Dollar

A test case on the validity of the Washington State Macaroni Law was decided in favor of the State last month. A Seattle, Wash., macaroni manufacturer was fined One Dollar and costs on a charge that he had sold macaroni products on a revised price with the ten days posting-time required by the Act. A competitor was the complaining witness.

In Plant Beautification Campaign

Manufacturing plants have been asked to join in the annual Spring Clean-Up Campaign sponsored by the city of Buffalo. The Niagara Macaroni Manufacturing Company of that city was among the first to agree to take a leading part in the Beautification Campaign by cleaning-up and beautifying its plant exterior and surrounding property, said a recent announcement.

Transferable

Wise Guy (boarding a street car): "Well, Noah, is the Ark full?" Conductor: "Nope, we need one more jackass! Come on in."
—*Maroon Rec.*

Has New Connection

Evans J. Thomas, formerly vice president and general sales manager of Amber Milling Company, Minne-



Evans J. Thomas

apolis, Minn., has been appointed to the position of manager of sales for the North Dakota Mill and Elevator Association, Grand Forks, N. D. Mr. Thomas will be in charge of the Chicago headquarters of the firm and will specialize on semolina sales.

John J. Cavagnaro

Engineers and Machinists

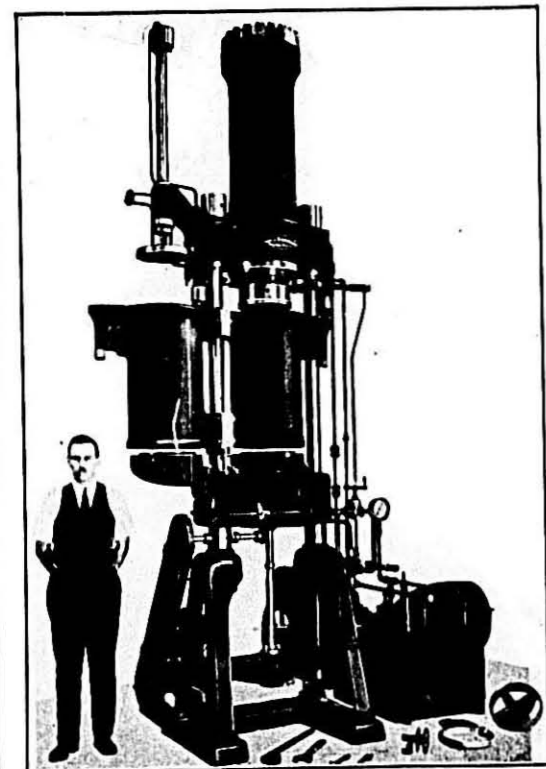
Harrison, N. J. - - U. S. A.

Specialty of
Macaroni Machinery
Since 1881

- Presses
- Kneaders
- Mixers
- Cutters
- Brakes
- Mould Cleaners
- Moulds

All Sizes Up To Largest in Use

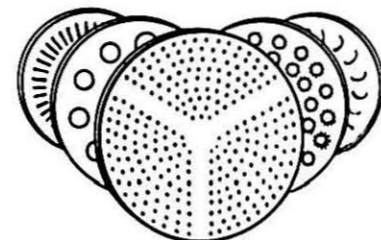
N. Y. Office and Shop 255-57 Center St. New York City



PRESS No. 222 (Special)

STAR DIES WHY?

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

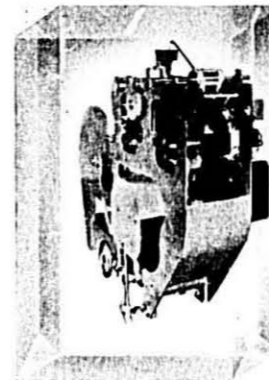


THE STAR MACARONI DIES MFG. CO.
57 Grand Street New York, N. Y.

Cellophane Bags?

...Make Your Own—and

SAVE!



Purchase your cellophane in rolls, printed and make your own bags when and as you use them.

This PETERS CELLOPHANE BAG MAKING MACHINE delivers the made bag onto a conveyor where the bags are carried to the filling unit.

Economical to operate, this fully automatic machine will readily pay for itself. Send samples of your bags and ask us to recommend a machine to meet your specific requirements. Your inquiry will have prompt attention.

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

Good Intentions Misconstrued

The great majority of the leading manufacturers throughout the country are sincerely hopeful that a fair and equitable agreement will be reached with the administrators of the Federal Food and Drug Act on the question of what constitutes a reasonably-filled package. They are astounded to learn from the press that the feeling prevails in some official sources that the macaroni industry as a whole does not intend to cooperate in solving the question.

It is feared that this erroneous opinion is based on the defiant action of an extremely small minority. There are always a few who are never willing to cooperate, but it is unfair to consider their attitude as that of the whole industry, and particularly of the big majority who would be as pleased as any Government agency to find the proper solution of the macaroni-spaghetti-noodle packaging problems.

No Cooperation. Charged

Under this heading, the *Food Field Reporter* of May 13, 1940, runs the following story:

"FDA feels they are not receiving 'active cooperation' from macaroni, spaghetti, noodle, and vermicelli makers in working out package sizes which meet FDA views on non-deception.

"Seizures have been made of these products on ground that packages were deceptive, violating law. FDA says boxes are too large. Industry claims in many cases some tolerance is necessary because certain types have hooks or bends which require larger boxes. FDA retorts that this may be true, but boxes still are deceptive.

"Committee of manufacturers is working on new container designs, but FDA feels they have been dallying. Also being worked out with same manufacturers is question of deception in chicken and noodle combinations put up in glass. FDA says in many cases chicken does not exceed 10 per cent, but is placed on side of glass jars, giving impression that chicken content is much higher."

So ready are the progressive manufacturers to have the deceptive package entirely eliminated, that invitation after invitation has been sent various agencies to delegate a spokesman to attend the annual convention of the industry in Chicago this month for a heart-to-heart talk with manufacturers and distributors. So far it has not been possible to make such arrangements with any responsible agency, but it would not be fair to say that the Government is not willing to hear the manufacturers' side of the problem. The industry leaders are willing to play fair but hope to protect their interests in so doing.

Confucius say:

Manufacturers who treat customers white never end up in red.

Durum Crop Progressing Favorably

The amber durum crop, blessed with needed moisture and ideal weather conditions, is doing nicely according to the crop experts quoted in the May 31, 1940, bulletin issued by Capital Flour Mills of Minneapolis, Minn.

"Weather conditions this past week have been helpful in promoting further favorable progress of the durum wheat crop.

"Temperatures have been moderate, ranging mostly from 60° to 75° during the day with cool nights, which has been helpful in conserving moisture.

"Very little moisture was received during the week, being mostly in the nature of very light scattered showers. Parts of South Dakota have not had moisture for more than two weeks and report the need of moisture soon to prevent deterioration. Elsewhere in the durum territory rains would be welcome soon, although there has been ample moisture to date to promote good vigorous growth, so that with well spaced normal rainfall and moderate temperatures during June, the crop should develop in a very satisfactory manner.

"Grasshoppers are reported in some sections, but we feel the weather to date, and control methods being used, will prevent them from becoming a serious menace."

Durum Quality Situation Favorable

Although growers outside what is known as the main durum section of North Dakota are struggling with a

serious problem of mixture with hard red spring and red durum wheats, the situation is favorable in counties where amber durum is grown exclusively.

This is pointed out in a statement by the NDAC Extension Service to clarify the durum mixture situation.

Late this winter 21 educational meetings and seed clinics were held in the counties bordering main durum producing counties. In these counties where a number of hard spring and durum wheats are grown, mixtures are extremely serious.

Within the intensive durum counties—which include Cavalier, Towner, Rolette, Ramsey, Nelson and Benson—since only durum is grown, there has been no increase in mixtures due to volunteering, which is the main reason for the increased mixtures in the other areas.

The educational meetings of the North Dakota Extension Service, at which the serious mixture situation was revealed in seed clinics conducted for growers as a part of these meetings, were all in counties outside the intensive durum section. These growers are being urged by the Extension Service to take every possible precaution to prevent mixtures. Educational programs to that end are making progress in reducing the problem.

Unique Spanish Gun

A 100-pound shotgun, brought to Mexico by Hernan Cortez in 1523, has been placed on exhibit at the Centennial museum of the Texas college of mines, at El Paso. It is a muzzle-loader with a bore of 35 millimeters, and it saw service in the Mexican war of Independence in 1810-12.

May Flour Production Represents Small Change From Previous Month or May, 1939

Flour production during May, 1940, showed only a slight gain over that of the preceding month and at the same time represented a small decline from the corresponding monthly figure last year. Mills on *The Northwestern Miller's* reporting list, which account for 64% of the total national output, produced 5,488,827 bbls during May, against 5,361,809 bbls in April and 5,631,832 bbls in May, 1939.

Two and three years ago, respectively, monthly production stood at 5,015,792 and 5,066,017 bbls. Major producing sections, with the exception of the Southwest, reported increases over their total figures for April. The northwestern gain was 60,370 bbls. Buffalo mills registered an even larger increase, 106,500 bbls. The southwestern decrease was hardly considerable.

Minor production centers, with the exception of mills in Ohio, Indiana and Michigan comprising the eastern part of the Central West, experienced decreases in production during the month. Production on the Pacific Coast slipped back about 35,831 bbls, while mills in the Eastern Central West registered a 34,510-bbl gain.

Below is a detailed table of monthly flour production.

	TOTAL MONTHLY FLOUR PRODUCTION				
	May, 1940	Previous month	1939	May 1938	1937
Northwest	1,230,625	1,170,255	1,215,919	1,121,914	1,032,939
Southwest	1,952,061	1,955,957	1,931,218	1,894,722	1,970,818
Buffalo	818,352	711,845	847,392	767,364	806,378
Central West—Eastern Div.	513,992	479,481	473,975	286,614	276,783
Western Division	251,889	263,592	264,076	266,910	246,527
Southeast	120,410	143,350	141,287	290,021	301,737
Pacific Coast	601,498	637,329	757,965	388,197	430,835
Totals	5,488,827	5,361,809	5,631,832	5,015,792	5,066,017

INCREASINGLY BETTER!

We have never allowed ourselves to become completely satisfied with maintaining current standards no matter how high they seem to be at the time. We firmly believe that a constant search for means of attaining higher standards of quality and value is our best business insurance.

While we must confess that our policy of continual improvement is inspired to a certain extent by self-interest, that in itself is your assurance that we will adhere to it.

Our products and service can be an asset to your progress. Why not take advantage of them?



CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

Bristol Is Proud Of Macaroni Firm

The *Bristol Phoenix*, Bristol, Rhode Island, is particularly proud of the fine plant of the Bristol Macaroni Company, established in 1837, and of the fine products manufactured by the firm. In its "Celebration" issue of May 28, 1940, it says, in part:

The Bristol Macaroni Company, located at 430 High Street in Bristol, is a leading manufacturer of macaroni and spaghetti. Its products reach many sections of New England and wherever they go they carry with them the name of Bristol.

This company, headed by G. R. Perroni, one of our best known and most respected citizens, does an excellent business. There is plenty of good reason for this. In the first place the management is thoroughly trustworthy. The people with whom it does business know that when the salesmen for the Bristol Macaroni Company say that a certain shipment will be of a certain quality, they can rely on that statement. In the second place, macaroni and spaghetti, like any other manufactured product, must contain the best of materials if they are to be considered among the best. This is an aspect of manufacturing that the Bristol Macaroni Company has taken pains not to overlook. They have a good reputation and they want to maintain it.

Every year the demand for macaroni and spaghetti seems to grow larger. One reason for this, we believe, is that the Bristol Macaroni Company is constantly endeavoring to improve its products . . . and doing a good job of it.

In this business review we are pleased to point out this concern as one which has justly earned a splendid reputation for itself in this section of New England.



Responsible Advertisers of

Equipment, Machinery, Materials and Services

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Amber Milling Co.
Baross Dryin' Machine Co.
Buhler Brothers, Inc.
Capital Flour Mills
Caragnare, John J.
Champion Machinery Co.
Clement Machine Co.
Commander Mills Co.
Consolidated Macaroni Machine Co.
Eastern Semolina Mills
Elmes, Chas. F., Engineering Works
Hinde & Dauch Paper Co.
Industrial Fumigant Co.

King Midas Flour Mills
Maldari, F. & Bros., Inc.
Minneapolis Milling Co.
National Carbon Co.
National Cereal Products Co.
North Dakota Mill & Elevator Assn.
Peters Machinery Co.
Pillabury Flour Mills
Rossotti Lithographing Co.
Star Macaroni Dies Manufacturing Co.
Triangle Package Machinery Co.
Washburn-Crosby Co.

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903

A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

PUBLICATION COMMITTEE

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

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SPECIAL NOTICE

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

THE MACARONI JOURNAL assumes no responsibility for views or opinions expressed by contributors, and will not knowingly advertise irresponsible or untrustworthy concerns.

The publishers of THE MACARONI JOURNAL reserve the right to reject any matter furnished either for the advertising or reading columns.

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

ADVERTISING RATES

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

Vol. XXII JUNE, 1940 No. 2

Favors Annual Anniversary Issue

Many manufacturers and advertisers have expressed themselves as being in entire accord with the proposal that THE MACARONI JOURNAL publish an annual "Birthday Edition" similar to that of last April.

To prove the value of such an ANNUAL as a Buyer's Guide, we quote from a letter received from Mr. Glenn G. Hoskins, who renders specialized service to a group of leading macaroni-noodle manufacturers.

GLENN G. HOSKINS

Specialized Service to Manufacturers
520 North Michigan Ave., Chicago, Ill.
May 18, 1940

Mr. M. J. Donna, Secretary-Treasurer
National Macaroni Manufacturers Ass'n
Braidwood, Illinois

Dear M. J.:

As you know, my work requires that I keep in touch with the latest developments in production equipment and available sources of supply. My clients are constantly requesting specific information on

equipment all the way from macaroni drying sticks to complete plant equipment.

As I seek this information for them I naturally turn to my file of MACARONI JOURNALS to check on possible new sources of supply. During the last month I have been particularly impressed by the value of the advertisements in THE MACARONI JOURNAL as a buyer's guide for macaroni production equipment and material supplies.

The Anniversary issue for April, 1940, is particularly valuable, and I think is a publication that should be in the desk file of every purchasing agent who has anything to do with the Macaroni Industry.

Of course, the advertisers should continue their displays in the JOURNAL throughout the year, but if that is not possible, I hope that at least once a year an issue like the Anniversary Edition will be promoted so that there will always be a reasonably up-to-date "Buyer's Guide."

Your very truly,
(Signed) G. G. HOSKINS.

More Bows

Chicago, Ill., May 24, 1940

To Editor M. J. Donna:

In my contacts with macaroni manufacturers and our sales force the past couple of weeks, I am of the opinion that the forthcoming convention is going to be pretty well attended. I am certainly happy to be able to feel this way and I know that you concur in that thought. Am passing this information on to you for what it is worth.

It was mighty remis of me not to have handed you an orchid for this perfectly fine Anniversary edition of THE MACARONI JOURNAL. I can well appreciate the personal time and effort which you put into it. The plan and the subject matter indicate many hours of hard day and night toil. Personally, I am keeping this as a sort of a reference book of the Macaroni Industry over the past years. I think many others could well do likewise.—HOWARD P. MITCHELL, Sales Manager, Durum Products, Washburn Crosby Company.

Brooklyn, N. Y., May 27, 1940

Dear Editor Donna:

We wish to extend to you and the editorial staff, as well as to the printers, our congratulations on the wonderful appearance of the Twenty-first Anniversary Number of THE MACARONI JOURNAL.

It certainly was a knock-out. The illustrations and articles were well prepared and assembled and the advertisers came through in great style to make it the success which it merited. Best wishes for continued success and may your shadow never grow less.—Consolidated Macaroni Machine Corporation, N. J. CAVAGNARO, Treas.

It Pays to Be Good

Firms or individuals that become embroiled with the Federal Trade Commission rarely come out of the scrape unscathed. Many business firms are being charged by this Government body with many offenses.

BUSINESS CARDS

CARTONS
QUALITY AND SERVICE
GIVE US A TRIAL

NATIONAL CARTON CO.
JOLIET, ILLINOIS

National Cereal Products Laboratories

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

Laboratory—No. 30 Front St., Brooklyn, N. Y.
Offices—No. 2 Grace Court, Brooklyn, N. Y.
No. 2826 Eye St. N.W., Washington, D. C.
Brooklyn 'Phones Washington, D. C.
Cumberland 6-2549 REpublic 8051
TRiangle 5-8284 ADams 8035

Complaints against alleged violators are receiving the attention of this regulatory body for varied reasons, mainly for the following:

- Alleged misrepresentation by the manufacturer.
- Lottery methods to sell merchandise.
- Misrepresentation of quality.
- Alleged commercial bribery.
- Misrepresentation of therapeutic or nutritive value.
- Claim of distributor to be the producer.
- Misrepresentation of merits of products as compared with those of competitors.
- Combination of restraint of trade.
- Passing off printing as engraving.
- Misrepresenting prices.
- Commercial enterprise claiming to be a non-profit guild.
- False advertising.

To be cited is bad enough in that it makes customers suspicious of the producer and his product or service. To be forced to cease and desist is worse. So it pays to be good.

J. F. DIEFENBACH
PRESIDENT

P. H. HOY
VICE PRESIDENT

Exclusive!

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

Quality Semolina

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

AMBER MILLING CO.

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

SPEAKING OF SAVING . . .

. . . IF YOU ARE USING CUT-TO-SIZE CELLOPHANE SHEETS



This PETERS CELLOPHANE SHEETING AND STACKING MACHINE automatically cuts rolls of cellophane into sheets and stacks them for use. It takes rolls from 2" to 24" wide and will cut lengths from 3" to 28". No operator is required. . . machine automatically stops when filled with cut-to-size sheets.

For printed Cellophane, an Electric Eye is installed to spot register.

SAVE 14-24% by purchasing cellophane in rolls and cut your own sheets. Write for complete information on this inexpensive, fully automatic machine. No obligation.

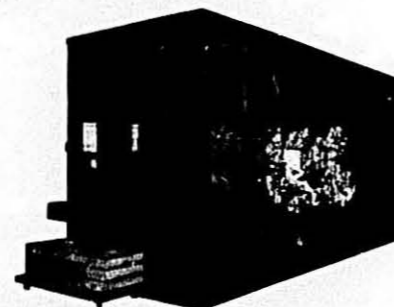
PETERS MACHINERY CO.
4700 Ravenswood Ave Chicago Ill.

BAROZZI DRYING MACHINE CO., INC.

280-294 Gates Avenue

Jersey City, New Jersey

Renowned Manufacturers of Macaroni and Noodle Dryers



The BAROZZI AUTOMATIC SHORT CUT PRELIMINARY DRYERS take care of the Macaroni from the PRESS to the FINISHING DRYERS; Preserving the proper Shape and Color; also, a special attachment for exhaust of moisture out of building.

Watch us for important developments soon to follow.

The Only Firm Specializing in Alimentary Paste Dryers

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

— Macaroni Boxes of Wood Our Specialty —

KANSAS CITY SHOOK & MANUFACTURING CO.

Wilson, Arkansas

Sales Agent—A. R. Shearon, Marked Tree, Arkansas

OUR PURPOSE:

EDUCATE
ELEVATE

ORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRY

Then--
MANUFACTURER

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The President's Message

Our Momentous Conference

The Macaroni-Noodle Industry meets this year under general world conditions that are most disturbing.

If the leading manufacturers, Association members and non-members, are as sincerely interested in the current and future welfare of our trade, as are others in their lines of business—many of them direct competitors of ours—then the attendance at our Chicago conference June 24 and 25 should be most encouraging.

The Trade Association Division of the Chamber of Commerce of U.S.A. reports that convention attendance so far this year is nearly doubled. There are many good reasons why our convention registration should be doubled this year also.

The Program Committee has prepared a splendid program of business and relaxation. For my part, I hope to manage the details of the program to every one's satisfaction. Towards that end I will insist that all convention committees get actively to work so that they will be free early to participate to a greater degree in the important discussions and in the social activities as well.



Our experienced convention manager and his trained staff are experts at worrying about the thousand and one little details that make successful conventions. To make this convention a big success, as truly helpful as we hope it will be, the first requisite is a large attendance. This is up to you and other leaders in our Industry. All are welcome.

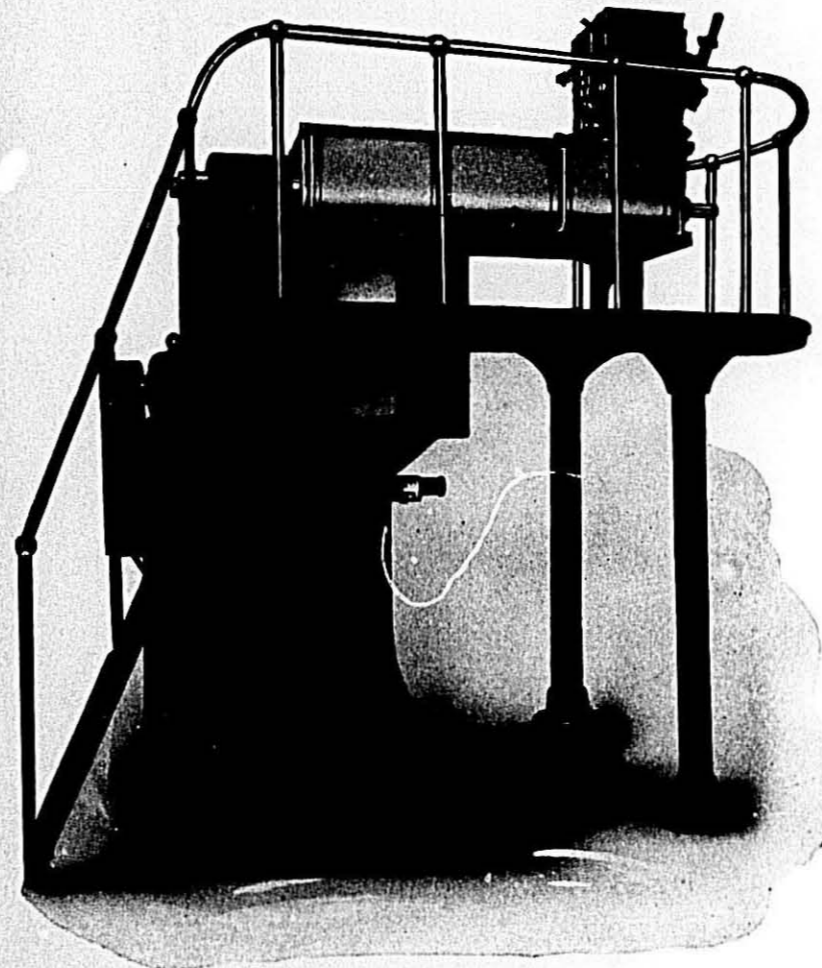
J. H. DIAMOND, President.

FOR THE MACARONI OF TOMORROW

Clermont Introduces

An Original Type of Continuous Automatic Macaroni Press

Has No Piston, No Cylinder, No Screw, No Worm



Operation as simple as it appears.

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

Suitable for short and long goods.

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

For Details Write to

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

It's flavor you sell!

BBETTER flavor means better quality . . . and Pillsbury's Best Semolina and Durum Flours are quality . . . they help make a brand of macaroni and spaghetti the kind women ask for by name.

You see . . . Pillsbury chooses Durum wheats with scientific exactness, selecting only perfect-color, choice, full-bodied grains.

After milling, samples from each mill run are made into macaroni and spaghetti in Pillsbury's experimental equipment, and any batch not meeting strict Pillsbury standards of color, protein content, flavor, tensile strength, and uniformity is promptly rejected.

Make a trial run of Pillsbury's Best Semolina and Durum Flours in your own plant—and see for yourself!

A Complete Line

Pillsbury's Durum Granular

Pillsbury's Best No. 1 Semolina

Pillsbury's Durmaleno Patent Flour

Pillsbury's Best Durum Fancy Patent
