

**THE
MACARONI
JOURNAL**

**Volume XXII
Number 4**

August, 1940

AUGUST, 1940

The **MACARONI JOURNAL**

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

Macaroni and Fruit Salad



A summer-time Wheat and Fruit Favorite.
An all-season salad or dessert that
pleases and satisfies.

Official Organ
National Macaroni Manufacturers Association
Braidwood, Illinois

VOLUME XXII
NUMBER 4

Printed in U.S.A.

Check your packages

on these points:

- 1—Government regulations on wording and the position of such wording. Proper arrangement of non-government regulated copy to do a real selling job.
- 2—Slack filled packaging; packages must be acceptable to the Food and Drug Administration which is endeavoring to eliminate deceptive containers in the interest of consumers and manufacturers.
- 3—Ease of filling. Automatic packaging in correct containers eliminates breakage and waste, and is more economical and sanitary.
- 4—Adaptability to mass display while preserving the identity of your product by means of pyramiding or other arrangements without the extra expense of special racks or other supports.
- 5—Modern art treatment which makes your packages prominent among competitors' goods on the grocer's shelf; colors that attract and are remembered.
- 6—Recipes on your packages, which catch the housewife's eye because they are enhanced by attractive vignettes; recipes so delicious and practical that the housewife uses your products more often creating quicker repeat sales.

Rossotti cartons give you the best in food packaging. Consult us on your problems by writing or telephoning our nearest office. Expert advice rendered entirely without obligation. The accumulated knowledge of our 42 years in the carton and label business is at your disposal.

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Consumer Expects Full Package

Government Rules That Responsibility for the Degree of Fill in Packages of Macaroni Products Rests Entirely on the Manufacturer

It is estimated that approximately 85 per cent of all the macaroni, spaghetti, egg noodles and similar products are sold in bags, wrappers, cartons or containers of designated weights. Whether the package, of any form or material, is properly filled under the requirements of the Federal Food and Drug Act, is a matter to be determined by the authorities on the basis of examination of each such package.

The law applies to the package that is sold to the consumer. It may be a protective bag, a cellophane wrapper, a carton, or a larger container. The "bell-ringer" type are entirely tabooed. The degree of fill must be such that the buyer will feel that she is getting a "full" package.

The special committee appointed at the June conference of the Macaroni Industry and working through Director of Research, Benjamin R. Jacobs, has had several conferences with the food authorities in Washington, D. C. It has prepared data to support the contention that owing to the nature of the products and the several shapes and varieties to be packed, the government should set up a reasonable tolerance of fill—one that will be practical to the manufacturer and fair to consumers.

Pending a final decision on the appeal by the committee representing the National Macaroni Manufacturers Association, the government has issued very stringent regulations, making the packer fully responsible. Manufacturers of folding cartons have interested themselves in behalf of their trade and it was in answer to an inquiry from that source that the government's current attitude was made known. Since this is the current measuring rule, the following letter

on the subject from the Federal Security Agency is of deep interest to members of the Macaroni Industry who market their products in containers of any kind.

Is 80 Per Cent Fill Sufficient?

Because of the nature of the food packed, the question was asked whether a fill of 80 per cent would be regarded as satisfactory. The reply to this and similar inquiries is indicative of the stand now being taken with respect to the degree of fill in packaged macaroni products.

FEDERAL SECURITY AGENCY

Food and Drug Administration
Washington, D. C. July 26, 1940

Gentlemen:

We have your letter concerning the fill of macaroni and spaghetti cartons. You ask if a fill of 80 per cent would be regarded as satisfactory.

Under the so-called deceptive container provisions of the law which defines a food as misbranded if its container is so made, formed or filled as to be misleading, slacked filled macaroni and spaghetti packages are banned.

The size of the container is an index of the quantity of food it encloses. It should be as full of the food it purports to contain as it is practical to fill it under good packaging practices.

We cannot undertake to state how full the package should be. All the facts must be considered in determining whether or not any container is deceptive.

While we have no opportunity to approve packages, we are always glad to comment upon packages submitted to us by members of an industry, individually or collectively. Several industries have submitted exhibits and

data for our comment which have resulted in packages acceptable for the present, at least, from a consumer and commercial standpoint.

We have observed a number of macaroni and spaghetti packages which, in our opinion, are definitely deceptive. It is our feeling that immediate attention should be given by the industry to the problem of packaging macaroni and spaghetti so that the consumer will receive a full package.

The responsibility for meeting the requirements of the law rests with the manufacturer.

Yours very truly,

W. G. CAMPBELL,

Commissioner, Food and Drugs

Because of crooks and bends in macaroni and spaghetti, the amount of space needed to carry a pound of this food in a package naturally varies to a considerable degree. Therefore, the National Association, through its committee, is seeking something more definite—a tolerance that will be fair to packer and to consumer.

This is but one of many valuable services rendered the Industry by the National Macaroni Manufacturers, and just another of many good reasons why its activities should have the fullest support of every manufacturer who is interested in his trade. The National Association cannot do miracles, but it is constantly on the job—a worth-while organization, and one worthy of constant and unstinted support in the nature of small annual dues, ranging from as little as THREE CENTS A WEEK for the smaller fellows up to FIVE, TEN, TWENTY and FORTY CENTS A WEEK for the correspondingly larger ones.

Join and support your National Association



QUALITY
IS
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MINNEAPOLIS MILLING CO.
MINNEAPOLIS, MINN

The MACARONI JOURNAL

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Alien Registration

If there are any aliens in the employ of macaroni-noodle manufacturers in this country, it is the duty of the employers to see that they are properly registered under the Alien Registration Act of 1940.

As this constitutes an important step in the country's National Defense program, Government officials are assured of the fullest cooperation of this industry.

Macaroni-noodle manufacturers will be doing not only their employes a favor but all friends of employes by aiding them in the actual registration or in giving full publicity and proper advice in the matter.

The new law requires the registration and fingerprinting of all aliens over 14 years of age, and the registration of aliens under fourteen years of age by their parents and guardians. When alien children reach their fourteenth birthday, they too will be required to register in person and be fingerprinted.

A fine of \$1,000 and imprisonment for six months is prescribed by the Alien Registration Act for failure to register, for refusal to be fingerprinted, or for making registration statements known to be false.

Information should be relayed to known aliens as a part of an educational program to acquaint non-citizens with the registration requirements. This should be done as a patriotic duty. Officials have promised to make the registration easy; it will not be harmful in any way to law-abiding aliens. The Act provides that all records be kept secret and confidential, being available only to persons approved by the Attorney General of the United States.

Make it known to your alien friends that fingerprinting will carry no stigma whatsoever. Thousands of citizens are voluntarily fingerprinted every year. Members of the United States Army and Navy are all fingerprinted, as are many of the Government workers.

Most of the aliens now in the United States are people who came here because they believed and had faith in American democracy. They are entitled to the full protection of our laws. To enable these aliens to prove that they are properly entitled to this protection, the Government has adopted its current registration program.

The Immigration and Naturalization Service in charge of the alien registration asks for the cooperation of all citizens in carrying it out in a friendly manner so as not to antagonize our large foreign population. It is suggested that macaroni-noodle manufacturers may be of great help to their non-citizen neighbors or relatives by explaining to those who do not speak English well what the registration is, where aliens go to register, and what information they must give. Seek these facts and pass them on.

Canada's Processing Tax

As a war measure to stabilize the price of wheat and wheat products and to increase its income, the Canadian Government recently established a processing tax on wheat, similar to that with which the United States sorrowfully experimented some years ago.

What effect will this action by Canada, based on war needs as its proponents claim, have on the groups that are secretly planning a renewal of such legislation in the United States?

There is a growing fear among processors of wheat that Canada's action will be the spur for which the tax proponents have been looking and that something in the way of processing tax legislation is due to be presented in the late fall. Politics may decree a short delay.

In our country, Secretary Henry A. Wallace of the U. S. Department of Agriculture is considered the leading advocate for the reestablishment of the nuisance tax. Since he is the candidate for the vice presidency on the New Deal ticket, and because of the wide objection to the tax as formerly imposed or now proposed, there is every reason to believe that action on its reestablishment will be deferred until after the November election, for political reasons.

The result of this year's election will have an important bearing on future legislation of this nature. This country may or may not follow Canada's experimentation. May we never have the same excuse for adopting what is purely a nuisance tax on our daily bread—and macaroni products!

Canada imposes a processing tax of 15 cents on every bushel of wheat conveyed into food for Canadian consumption. This tax will not be assessed on wheat exported to this or other countries.

Normally Canada consumes about 50,000,000 bushels of wheat, practically all home-grown. Therefore Canadian consumers will pay about \$7,500,000 in the form of a bread-cake-crackers-macaroni tax.

With the announcement of the adoption of this "new deal" tax, the Canadian government pegged the future market for No. 1 Hard Wheat at Winnipeg at 71 and 3/4 cents a bushel. The price guaranteed farmers remains about the same as that of last year, but it is proposed to make farmers an undetermined allowance for holding wheat on farms to prevent the glutting of storage facilities.

Opponents of the processing tax—the bread and bitches tax as it is commonly termed—are on the alert to fight any move by the proponents to re-impose this nuisance tax by legislation or decree in this country. Macaroni-noodle manufacturers can be counted on to oppose the re-imposition of such a tax, whatever may be the excuse advanced.

Report of the Director of Research for the Month of July

By Benjamin R. Jacobs

Recently the Laboratory of the Association has had a number of requests for the method of analysis of egg solids in egg macaroni products. I am, therefore, taking the liberty of publishing this method in the official organ of the Association for the benefit of those who may be interested in this procedure.

Procedure for Determining Lipoids in Egg Noodles

Place 5 grams of ground sample in a 200 c.c. Erlenmeyer flask and add 15 c.c. of 70. per cent ethyl alcohol.* Maintain contents of the flask at the boiling point over a steam bath for 2 minutes. Cool, and extract the mixture with three successive portions of ethyl ether of 25 c.c. each, kneading and tamping the matted material thoroughly each time with a glass rod flattened at the end. Pour off the ether layer by decantation into a 250 c.c. beaker. The last 25 c.c. portion of ether should be drained off as completely as possible. Add another 15 c.c. portion of the alcohol solution to the extracted residue in the flask and disintegrate the matted material as thoroughly as possible by means of the flattened glass rod which should be left in the flask for this purpose.

Return the flask to the steam bath and repeat the entire procedure, prolonging somewhat the treatment with alcohol. Add the ether extracts to those obtained before. Evaporate the combined extracts to dryness on the steam bath, and then extract the fatty residue with 5 or 6 successive portions of chloroform (CHCl₃) and filter the solution into a tared dish through a pledget of cotton packed in the stem of the funnel. The filtrate should be clear. Evaporate to dryness on a steam bath, dry to constant weight in an oven at the temperature of boiling water (45 to 60 min.), cool and weigh. Report as lipoids.

Procedure for Calculating Whole Egg and Yolk Solids in Egg Noodles and Other Egg Macaroni Products

Our Laboratories have determined experimentally that there is a definite relation between the ash and lipid contents of farinaceous ingredients (semolina, farina and flour) used in the manufacture of macaroni products.

*70. per cent ethyl alcohol is made by diluting 70 volumes of ethyl alcohol to 95 volumes with distilled water.

The following factors and formulas have been experimentally determined and are now in use in this Laboratory for the calculation of whole egg and egg yolk solids in egg noodles and other egg macaroni products.

Determine Moisture, Lipoids and salt-free Ash. If product contains added salt determine total P₂O₅. P₂O₅ multiplied by 2 equals salt-free ash.

Calculate Lipoids and salt-free ash to moisture-free basis.

A equals percentage Lipoids in product. B equals percentage Lipoids in farinaceous ingredient.

0.18 equals ash in 5.5 per cent egg solids. 50.0 equals Lipoids in Whole Eggs. 60.0 equals Lipoids in Egg Yolks. 1.8 equals conversion factor for converting ash from farinaceous ingredient into lipoids. Ash minus 0.18 equals ash in farinaceous ingredients.

Ash minus 0.18 times 1.8 equals B. Equals Lipoids in farinaceous ingredients.

(A - B) 100	Equals Egg Solids as whole egg on a moisture-free basis.
50.0 - B	
(A - B) 100	Equals Egg Solids as Egg Yolks on a moisture-free basis.
60.0 - B	

It will be noted that our Laboratory does not use the official method of the Association of Official Agricultural Chemists for determining lipoids in macaroni products. It has been found by numerous comparative determinations that the official method of the A.O.A.C. yields results in lipoids which are too high and which do not represent the actual amount of lipoids contained in egg noodles. Further, if the official method is used then the above procedure for calculating the egg solids can not be applied as the factors entering into the calculations will in each case be higher.

We have discontinued using the determination of lipoids phosphoric acid (P₂O₅) as an index of the amount of egg solids contained in egg noodles. This is due to the fact that the lipoids P₂O₅ decreases considerably with the age of the noodles as well as to the fact that many samples of dried, frozen and fresh eggs and yolks yield varying amounts of lipoids P₂O₅, whereas the lipoids themselves are considerably more constant.

More Seizures of Deceptive Containers

The Food and Drug Administration has recently reported a number of seizures of macaroni products because the packages are allegedly deceptive, 5652 boxes of spaghetti; 590 boxes of noodle soup mixture; 234 packages of spaghetti dinners and 160 packages of macaroni were seized during June because the Administration found the containers to be made, formed or filled as to be misleading or in other words the packages were slack-filled. The Federal Food Authorities also claim that they seized 4,800 cartons of macaroni products because they were short weight.

Predict Fair Durum Crop

In its final bulletin on the 1940 durum wheat crop issued July 19, 1940, Capital Flour Mills, Inc., of Minneapolis predicts that the crop will be about average unless unexpected and extreme climatic conditions arise. "With sufficient moisture for the most part to carry the crop through," says the forecaster, "and if extreme temperatures can be avoided for the next ten days to two weeks in the principal durum producing districts, we feel we should come through with a fair crop of durum wheat."

"This will be our last bulletin this year covering moisture," says the report, "but we will pass along further information on the present crop, should anything develop to change the present outlook."

To Advertise Rice

The rice growers of Louisiana are to get some state aid to dispose of their surplus rice crop. Governor Jones of that State has signed Act 112, creating a rice development commission for advertising rice. Funds for this purpose are to be raised through an assessment of a tax of two cents per hundred pounds on all milled rice.

Rice is in direct competition with all wheat, rye and corn products and in many homes is the greatest competitor of macaroni, spaghetti and egg noodles. This state subsidy to publicize rice will adversely affect the sale of macaroni products in the opinion of leading manufacturers.

August, 1940

THE MACARONI JOURNAL

7

Dear Betty Crocker:



THOUSANDS OF ENTHUSIASTIC HOME-MAKERS PRAISE BETTY CROCKER'S DELICIOUS RECIPES FOR SEMOLINA MACARONI AND NOODLES PRODUCTS!

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

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

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

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

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

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

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

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

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

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



GOLD MEDAL SEMOLINA

"Press-tested"

WASHBURN-CROSBY COMPANY

(TRADE NAME)

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

Millers Propose Definition Changes

Modify Tentative Proposals to Make Definitions More Descriptive of the Product Than of the Process. Affects Durum Flour, Farina and Semolina

The Standards Committee of the Millers' National Federation has proposed certain changes in the Standards and Definitions offered the Food and Drug Administration in April. The main change involves a change whereby the definitions of identity describe the products rather than the process as did the first proposal.

For instance, the original definitions read as follows: "Durum flour—identity: (a)—Durum flour is the food prepared by grinding and bolting any cleaned durum wheat or mixture of cleaned durum wheats." It is proposed to change this so as to describe the product rather than the process and also "that recognition should be given to the permissible presence of other wheats in the official United States Grades for Durum wheat." There is also a recommendation with respect to the bolting requirements, and one to the effect that durum flour may contain not to exceed 1.5 per cent ash; "the ash content shall be computed on the basis of 15 per cent moisture.

Farina, says the original proposal, "is the food prepared by grinding and bolting any cleaned wheat or mixture of cleaned wheats, except durum wheats and soft wheats." The new proposal is to the effect that in order to permit the manufacture and sale of farina made from soft wheat, it is recommended that the exception of soft wheat from the original definition be eliminated.

Inasmuch as the original definition excepts durum wheats, it is recommended that some provision be made for recognition of the permissible presence of up to 10 per cent of wheats of other classes under the United States wheat grades. It was recommended that not more than 3 per cent of this product should pass through a sieve made with No. 100 woven wire cloth.

As to final ash contents in farina, it is recommended that the maximum ash content of farina shall be not more than .5 per cent, computed on the basis of 15 per cent moisture. The maximum moisture content of 15 per cent is recommended.

Semolina, according to the original proposal, "is the food prepared by grinding and bolting any cleaned durum wheat or mixture of cleaned durum wheats. It is ground to such fineness that it will pass through a sieve made with No. 20 woven wire cloth." In the new proposal, it is

suggested that as in the case of other products, recognition should be given to the fact that under the official United States grain grades durum wheat may contain a limited amount of wheats of other classes.

It is proposed that not more than 3 per cent of this product should pass through a sieve made of No. 100 wire cloth and that the ash content be not more than .85 per cent, computed on the basis of 15 per cent moisture.

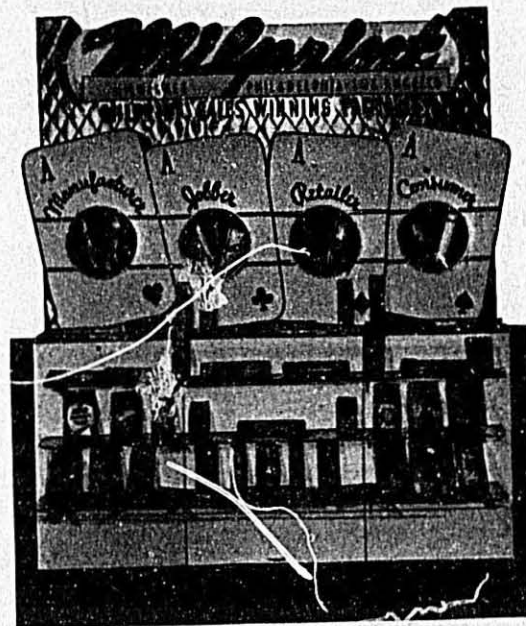
The Standards Committee of the National Macaroni Manufacturers Association and Director of Research B. R. Jacobs are studying the proposals of the millers, particularly as they affect the raw materials used in macaroni-noodle making. The opinion generally prevails that early action will be taken on a final hearing wherein

the government's definitions, based on recommendations and study will be presented for official adoption. The Macaroni Industry is keenly interested in the provisions that will be finally incorporated in the official definitions and are determined to present the industry's views thereon for the consideration of the lawmakers.

President Sim Retires

At a meeting of the board of directors of the Standard Milling Company in Chicago, July 2, the resignation of John A. Sim as president was accepted, a position which he has held for three years. Mr. Sim has been associated with the company for twenty-seven years, and will continue as director of the firm.

It was during the early years of his presidency that the durum mill operated by the affiliated firm, Duluth-Superior Milling Company, discontinued semolina milling. Joseph C. Beaven, executive vice president for the past twelve years, was elected President to succeed Mr. Sim.



Safety and Attractiveness

The two essential qualities of proper packages for macaroni products were featured in the fine exhibit of Milprint, Inc., Milwaukee, Wis. A package to do full justice to its contents, particularly macaroni, spaghetti and egg noodles, must be sufficiently attractive to draw the attention of the shopper and sturdy enough to fully protect the product contained.

The exhibit was visited by scores of manufacturers; also by many guests in the Edgewater Beach Hotel, Chicago, during the 1940 convention of the Macaroni Industry.

"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



Durum Wheat Supplies Remain Large Despite Liberal Utilization During Past Year

The carry over supply of durum wheat in the United States on July 1, 1940, was the largest in several years and totaled approximately 18,598,000 bushels, states the Agricultural Marketing Service in a special report on the durum wheat situation. Should the July 1 estimate of 34,954,000 bushels for the 1940 crop be realized, the total durum wheat supply for the 1940-41 season would be 53,552,000 bushels. This is about 25,000,000 bushels more than the average annual domestic utilization during the last five years. The large stocks on July 1, however, reflect principally the liberal carry over at the beginning of the season since utilization during the past twelve months accounted for a quantity almost equal to the 1939 production.

The utilization of durum wheat for the 1939-40 season of 33,887,000 bushels was the largest since statistics on this subject became available six years ago. Mill grindings were the largest in recent years and were reported at 8,213,000 bushels for the July-December, 1939, period, and at 7,210,000 bushels for the January-June, 1940, period, or a total of 15,423,000 bushels. These figures include only the durum wheat which was ground into semolina and durum flour. Exports were small and totaled only 510,000 bushels. Seed requirements amounted to 5,236,000 bushels, and 12,718,000 bushels for feed and other uses. The amount used for feed and "other uses" was considerably larger than usual, reflecting the increased quantities of durum wheat ground by mills in mixture with regular bread wheats.

Stocks of durum remaining in the United States on July 1, 1940, totaled 18,598,000 bushels. Of this amount, 7,681,000 bushels were reported on farms; 2,080,000 bushels in interior

DURUM WHEAT PRODUCTS: U. S. PRODUCTION AND DISTRIBUTION

	Durum Wheat Ground Bushels	Semolina Barrels	Production a/ Flour Barrels	Exports Macaroni, etc. Pounds
Av. 1931-32				
1935-36				
July-December	6,916,568	1,159,716	284,785	1,223,713
Jan.-June	6,566,430	1,089,188	307,461	1,187,546
Total	13,482,998	2,248,904	592,246	2,411,259
1934-35				
July-December	6,468,443	1,069,131	290,899	938,548
January-June	5,779,986	986,318	267,008	1,043,522
Total	12,248,429	2,055,449	557,907	1,982,070
1935-36				
July-December	8,079,600	1,277,468	354,239	943,239
January-June	7,624,642	1,181,320	343,401	1,042,154
Total	15,704,242	2,458,788	698,261	1,985,393
1936-37				
July-December	7,178,821	1,126,855	354,027	903,688
January-June	4,722,839	843,685	186,344	1,515,939
Total	11,901,660	1,970,540	540,371	2,419,627
1937-38				
July-December	6,747,909	1,070,141	354,309	1,532,537
January-June	6,881,882	1,141,055	296,777	1,345,699
Total	13,629,791	2,211,196	651,086	2,878,236
1938-39				
July-December	7,590,460	1,245,377	414,520	1,783,847
January-June	7,231,375	1,256,964	336,818	1,494,226
Total	14,821,835	2,502,341	751,338	3,278,073
1939-40				
July-December	8,213,310	1,392,707	406,134	2,929,050
January-June	7,210,373	1,175,819	394,009	1,882,683
Total	15,423,683	2,568,526	800,143	4,811,733

Source: Data prior to July 1, 1933, U. S. Bureau of Foreign and Domestic Commerce. Subsequent Data, Agricultural Marketing Service.

a/ Total production included under semolina when production of semolina and flour is not reported separately.

mills and elevators; 3,839,000 bushels in merchant mills; and 4,998,000 bushels in terminal markets. This carry over is only 1,343,000 bushels greater than the carry over on July 1, 1939, indicating that a quantity almost equal to the 1939 crop was utilized during the past season.

The quality of the 1939 durum crop was generally satisfactory from a milling standpoint as it showed good test weight and color. Basic price changes throughout the season were mainly synchronized with the fluctuations in bread wheats but firm premiums prevailed for the better milling qualities

throughout. Premiums on top milling qualities of hard amber durum at Minneapolis ranged from 13 cents to 17 cents over the basic Duluth contract price throughout most of the season.

While early samples from the 1940 durum crop indicate generally good test weight and high protein content, it is yet too early to accurately portray the more important milling qualities of the crop now coming to harvest. Rain at filling time assures a satisfactory test weight crop but other factors, such as general composition and color, are still to be determined.

\$90,000 to \$100,000. Part of the loss is covered by insurance.

The fire is supposed to have started on the second floor of the two-story brick building where flames were first noticed shortly before 7 p. m. by two workmen on the night shift. Because they were working in a closed room at the rear of the building, they did not notice the smoke until the fire was well underway. They attempted to escape down the front stairs but were driven back by the smoke. By the time they returned to the rear of the building that avenue also was blocked. They broke a window and jumped 15

feet to the ground and to safety.

T. A. Valade, owner of the building, estimates his loss at \$9,000. Victor Cavata's, owner of the plant, figures that his stock and machinery in the building were worth \$100,000.

Cause of the fire is undetermined. It started in the front of the building and spread rapidly to the drying rooms and storage department, destroying everything in its path. Forty-five workers are made idle. The owner has not yet decided on future plans. The firm distributed its products throughout Michigan, Indiana, Ohio, Pennsylvania and Ontario.

Detroit Plant Destroyed

\$190,000 Loss Sustained in Entire Destruction of the New Plant of Michigan Macaroni Manufacturing Company. Two Workers Have Narrow Escape.

Shortly after closing time on July 29, fire broke out in the new plant of the Michigan Macaroni Manufacturing Company at 3265 Bellevue Avenue, Detroit, Michigan, and completely destroyed the structure and its contents, causing a loss estimated at from

Domestic Wheat Prices Above World Levels

A prospective United States wheat crop very little larger than annual disappearance, the current movement of a large part of this crop into storage, and the announcement of continuance of the export-aid program have tended to keep domestic wheat prices well above world levels, the Bureau of Agricultural Economics indicated in its July 31 analysis of the wheat situation. Although domestic wheat prices during the past month have continued to move downward toward a new crop basis, they are still above prices of a year ago. Prices in other surplus-producing countries are depressed by large world supplies and restricted world trade.

The domestic wheat supply for the 1940-41 season still seems likely to be about 1 billion bushels, about the same as for the marketing season ended June 30. The condition of the wheat crop on July 1 indicates a probable outturn of about 729 million bushels (about 1 million bushels more than indicated a month earlier), and available data as to the utilization and supplies of old wheat indicate a probable carry-over of about 280 million bushels. With domestic utilization of wheat in the new marketing season ex-

pected to approximate 675 million bushels, and with 3 million bushels required for possessions of the United States, the supply available for export and carry-over probably will be about 330 million bushels, or about the same as a year ago. Export prospects for 1940-41 are very uncertain. In 1939-40 exports totaled about 46 million bushels.

World wheat supplies (excluding Soviet Russia and China) for the year beginning July 1, 1940 may be 100 to 200 million bushels smaller than a year earlier, when they totaled about 5,460 million bushels—the largest supply on record. Prospective world wheat production in 1940-41, estimated this year largely on the basis of unofficial reports, may be from 350 to 450 million bushels less than a year ago, but this decrease is partly offset by an estimated increase in carry-over stocks on July 1, 1940, of about 250 million bushels.

Production in the Northern Hemisphere may be about 3,400 million bushels, or about 12 per cent below that of last year. The indicated total for North America is about 1,170 million bushels, which is about 7 per cent below that for 1939. The European total, excluding Soviet Russia, may be about 1,360 million bushels, or about 20 per cent less than in 1939 and almost 25 per cent below the record

1938 harvest. In the Southern Hemisphere, where seeding is nearing completion, the harvest may be between 25 and 75 million bushels larger than a year earlier. Production in Argentina is expected to be materially larger than the small crop of last year. On the other hand, conditions in Australia have been too dry and a decline in production may result.

Because of the indicated poor wheat crop in Europe, world trade in wheat probably would be well above that of any recent year if it were not for European military and political conditions. Exportable supplies in surplus-producing countries, estimated at about 1 billion bushels, are about double world trade in recent years. The blockade and governmental policies in surplus countries, however, may greatly restrict world wheat movement.

Tea Imports Increasing

For the second time in two centuries, tea imports into the United States exceeded the 100,000,000-pound mark during the fiscal year ending June 30, 1940. The total for the fiscal year referred to was 102,460,201 pounds compared with 87,984,102 pounds imported during the previous fiscal year, July 1, 1938 to June 30, 1939.

You
call Commander Superior Semolina
their "quality insurance."

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

They know Commander Superior Semolina is dependable.

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

COMMANDER MILLING CO.
Minneapolis, Minnesota

the Best
When You
DEMAND



Committee Reports*

Auditing Committee Report

We have carefully studied the report of the audit made by Wolf and Company of the accounts of the office of Secretary-Treasurer for the period ending May 31, 1940 and approve thereof. Said audit report is made a part of our report.

The committee recommends that starting with the current year 1940, the auditing of the finances of the National Macaroni Manufacturers Association be changed to the calendar year basis instead of the present fiscal year basis. The report of the auditor to be presented at the Mid-Year Meeting in January; current Income and Expense reports as now constituted are to be continued and presented by Mr. M. J. Donna at the Annual Convention.

Respectfully submitted,
ALBERT S. WEISS, Chairman
LEO C. IPIOLITO
JOS. F. PEDACE

Committee on Resolutions

We, the Committee on Resolutions, propose the following resolutions of the National Macaroni Manufacturers Association's appreciation of duties well performed and of service appropriately rendered:

Speakers

Whereas, the program chairman has brought together an array of talented and qualified speakers to address this convention on timely subjects of deep interest to our trade, and

Whereas, these several speakers have rendered us a service of which we are truly appreciative, therefore be it

RESOLVED, that the thanks of the convention be tendered the program Chairman, and to speakers—

Mr. E. F. Feuling, Asst. Director, Federal Surplus Commodities Corporation.

Mr. H. Anderson, Director of Relations with the Public, General Mills, Inc.

Dr. Howard J. Cannon, Director, Laboratory of Vitamin Technology.

Mr. M. H. Thatcher, President, Farmers National Grain Corporation, for the time spent in preparing their helpful message and for the trouble and expense incurred in appearing before this convention.

The Macaroni Journal

Whereas, the twenty-first year of continued existence of THE MACARONI JOURNAL as the official publication of the National Macaroni Manufacturers Association was outstanding in its successful representation of our Organization, as the Spokesman of our Association and Industry, and almost indispensable as the recognized media for carrying the messages of advertisers to users, and

Whereas, the Twenty-first Anniversary

*Due to lack of space, these reports were held over from the July issue.

edition marking the completion of 21 years in this useful service was memorable and most successful, therefore, be it

RESOLVED, that we congratulate its able and efficient editor and the considerate publishers for their year-round service; the regular and part-time advertisers for their splendid support and the readers for timely articles contributed, and be it further

RESOLVED, that we commend the idea of having so appropriately celebrated twenty-one years of faithful representation of our Industry and products by a special number of the JOURNAL; that we congratulate President Diamond for his thoughtfulness in suggesting the idea and for his untiring leadership in helping to make it the success that it was; to the Board of Directors and leading manufacturers who obtained for the Anniversary Edition so many new advertisers; the manufacturing firms who so appropriately took space in this issue; to the contributors of the many enlightening articles; and finally to M. J. Donna, the Editor, who worked untiringly many hours and days in planning and preparing every feature of the Anniversary Edition that will stand long as a marker of an epoch of progress, and be it still further

RESOLVED, that the whole Association, the many friendly allied members—in fact, the entire Industry, get solidly behind Secretary Donna's suggestion that we continue such an Anniversary Edition during the month of June, to be known as *The Convention Annual or Anniversary Edition*.

Services of Executives

Whereas, the several Officers and Executives of NMMA have served the Association faithfully and well during the past twelve months, and some of them for many years, therefore, be it

RESOLVED, that to President J. H. Diamond the Association give this expression of its appreciation for close attention to Association affairs despite the demands of his company's business; for the time and expense involved in officiating so ably as the Association's chief executive.

That to our Director of Research, B. R. Jacobs, whose long and efficient service in his analytical work and enforcement procedure has aided materially to the progress enjoyed by the Industry under his leadership for nearly a score of years, we express our appreciation of fine service willingly rendered.

That to our Secretary-Treasurer, M. J. Donna, for long efficient service as Secretary, manager of the Association's year-round headquarters, and his honesty in handling the financial affairs of the organization, we extend our sincere appreciation of his attentiveness to duties for so many years.

The National Macaroni Institute

We commend the aims, objects and accomplishments of The National Macaroni Institute and to its founder and sole executive, we extend our felicitations and the hope that throughout the years to come funds will be liberally supplied to help carry on the necessary and most appropriate promotional and educational program to increase consumer acceptance for our products—a work for which there is a growing need.

The Ladies' Hostess

Whereas, the social features of this year's official program very appropriately provided for the entertainment of the ladies, and

Whereas, the direction and supervision of such entertainment has been so efficient-

ly handled by the gracious and considerate official hostess, Mrs. Henry D. Rossi, therefore, be it

RESOLVED, that we express our approval and appreciation of the ladies' entertainment program as provided for by the convention planning committee, and be it further

RESOLVED, that we convey to Mrs. Henry D. Rossi the combined thanks and appreciation of the ladies who were entertained, as well as the combined good wishes of this convention for the friendly, enthusiastic interest shown by Hostess Rossi in the exercise of the many social functions that made convention-time so pleasant from the entertainment and acquaintance angle.

Hotel

Whereas, the management of The Edgewater Beach Hotel has been so solicitous for the comfort of our members and guests, and did even more than could be reasonably expected in making things pleasant for our various meetings and for our entertainment and personal pleasures between meetings, therefore, be it

RESOLVED, that we express to the Hotel management and all its considerate employees our deepest appreciation and sincerest satisfaction.

We the committee recommend the adoption of these resolutions as truly expressive of the feeling of this convention.

Committee
LOUIS S. VAGNINO, Chairman
EDW. G. TYRELL
SAMUEL ARENA

Occupy Former Macaroni Plant

The Suffolk Grocery Company that for 40 years has served the independent grocers in New England, recently moved into the large building at 207-215 Commercial Street, Boston, formerly occupied by the Prince Macaroni Company. Abraham I. Kaye, president and general manager of the firm, is well pleased with the new quarters. The floors of the spacious building are so built as to provide the maximum of air and light and the heating plant is equal to any requirements.

The building is equipped with merchandise elevators, gravity chutes and other up-to-date machinery for the expeditious handling of grocery products of every description. The firm was incorporated in 1918 and owns a large fleet of fast trucks that make daily deliveries direct-to-stores in areas within a radius of more than 200 miles.

The company has its own brands of macaroni, spaghetti, egg noodles and similar products and handles also those manufactured by the Bristol Macaroni Company, Inc., Bristol, R. I.

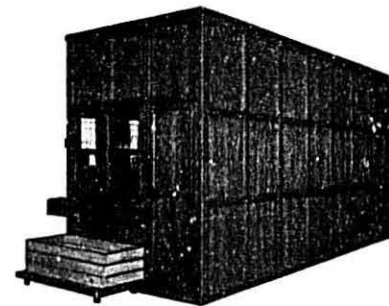
Don't Blame Others:
We learn to think by thinking! We learn to do by doing! We learn to help by helping ourselves!

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

Proud of Macaroni Factory

The Press and Public of Danielson, Conn., Are Elated Over the Opening of the Modern V. LaRosa & Sons' Plant in Their City

A macaroni-noodle factory is considered more than just another small industry by the citizenry of Danielson, Conn., that has long been awaiting the formal opening of the new plant recently erected there. Despite delays in getting the necessary equipment, the production department was able early this month to start operating on a small scale. That this is an important event in the history of Danielson is shown by the following article taken from the Norwich (Conn.) *Press* of August 2, 1940:

A skeleton force is now engaged in actual manufacture of macaroni in various forms at the new plant of V. LaRosa and Sons, Inc., on lower Dyer street.

Machinery of the splendid new plant is being adjusted and attuned to the rhythm that will mark its performance in the near future when it is speeded up to capacity production and the operatives are now being trained to acquire the skill to keep pace.

750,000 Pounds Weekly

Quantities of spaghetti and other forms of macaroni already have been made and packaged with the precision and immaculate cleanliness that is the hall-mark of the famous LaRosa products. But it is not production on the wholesale scale that will mark operations when the plant is going full blast. The factory has a capacity of 750,000 pounds per week.

Every manufacturing process from the beginning is something to see, everything is done in such a modern manner and with such exceeding care. Much of it is automatic, the machines functioning with a perfection that is almost beyond belief to persons unfamiliar with such things.

Products Automatically Packed

The packaging machines are perhaps the most fascinating of all. They open the pasteboard boxes from the flat, feed them into the machines, fill them with automatic weighers, shunt them along, seal them and all but sell the product to the ultimate customers.

One of these machines has a capacity of 90 packages per minute when running up to speed. There is so much that is unusual about this most modern and efficient of all the world's macaroni plants that it is amazing and bewildering to the casual observer. It is a splendid new industry for Danielson.

"Italian Dinners" Seized

The July 26 issue of the *Detroit Free Press* carries the following item of interest to macaroni manufacturers, but does not disclose either the name of the manufacturer or distributor nor give the name of the brand involved in the action:

"The United States of America vs. 1,928 spaghetti dinners" became the title of a Federal Court lawsuit Thursday when John C. Ray, assistant district attorney, began an action under the new food, drug and cosmetics act.

He charged that packages containing the makings for an Italian dinner by their size mislead prospective purchasers. He said the packages were big, the dinners small. If a Federal judge orders them confiscated, they will be sent to the chef of the Federal Detention Farm at Milan, Mich.

Food Sales Gain

The dollar volume of food bought from retail stores of the country in July holds a gain of from 4 to 5 per cent in comparison with the good business of last June. That is the claim of the *National Grocers Bulletin* that has been surveying current with past returns.

Publicity Department

"Selling" Foods to Americans

No other people on earth are so susceptible to "food selling" as are Americans for the simple reason that no others have at their command such a wide variety for meal planning. This very fact makes it necessary for producers of the many varieties to "sell" their products, either through planned publicity or prepared advertising.

Conspicuous among products that are being "sold" or "re-sold" to the people of this country through organized efforts of concerns directly interested in enlarging consumer acceptance of particular products are—

Peas, Potatoes and Shrimps

Peas, like most other vegetables, combine tastily in many delicious recipes with macaroni, spaghetti and egg noodles, as do shrimps and similar sea foods.

Such combinations are fairly well-known to many American homemakers, but millions of them are not so sure of themselves, through no fault of their own.

On the other hand, potatoes are seldom served in the same menu with macaroni products in homes of housewives that know their foods. In fact, it has become quite a practice in the macaroni industry to recommend that macaroni, spaghetti and egg noodles be substituted for potatoes "as a change" in all seasons.

Campaigns to popularize peas and shrimps will do the macaroni-noodle industry more good than harm, if the manufacturers of the fine wheat food will "ride along" with some collaborating educational work to publicize appropriate and timely dishes with all seasonal fruits, vegetables, fish and meats.

Fulllest advantage should be taken of opportunities of this kind by individual firms and by the industry in some organized way. Two of the three campaigns referred to below provide current opportunities.

AGAIN CANNED PEAS

When a surplus occurred in the Canned Peas Market several years ago, the Canned Pea Marketing Institute was organized to sell the surplus, without the usual loss that accompanies over-production.

Its experience that year prompted the continued operation of the Institute with salutary effect on the canned pea market during the past few years.

Already plans are underway for a

Front Cover

Reproduced on the front cover of this issue is the illustration of one of the most popular recipes contained in the equally popular booklet being widely distributed by The National Macaroni Institute, entitled "Americanized Macaroni Products."

This recipe combining macaroni and fruit in a delicious salad is not only seasonal, but the summertime favorite of "choosy" housewives, relished alike by children and grown-ups.

Macaroni Fruit Salad

(A party dish—excellent appeal—easy to create)

1/2 lb. elbow macaroni
1 cup orange or grapefruit sections
1 cup pitted sweet cherries or pineapple
1 cup sliced red apple (unpeeled)
1/2 cup diced celery
Mayonnaise or French dressing
Cook elbow macaroni in boiling, salted water until "chewy." Do not over-cook. Drain and spread thinly on a shallow platter to cool and prevent mashing. When cold, combine with the other salad ingredients. Mix with mayonnaise or a sweet French dressing and serve on lettuce or from a salad bowl.

A little more united promotion by manufacturers of quality macaroni, spaghetti and egg noodles, will help make this dish a national favorite.

promotional merchandising and advertising campaign this fall to take care of the greatly increased 1940 pea crop. Although its plans have not been fully developed, 55 per cent of the 1940 budget requirements had been voluntarily submitted up to June 30. Contributions are to be on the basis of 2 1/2 of a cent a case on the 1940 pack. At least 70 per cent of the industry volume is expected to support the promotion this year.

As in previous years, it is expected to spend slightly more than \$100,000 between June 1, 1940, and May 31, 1941, in a promotion that has been instrumental since 1938 in restoring the pea canning trade to a sounder economic footing.

Life to Lead Off

The campaign opens with a double-page spread in 4 colors in *Life* magazine, October 18, wherein will be listed the supporting canners. Another double-page spread will appear in the same magazine early in November. Reproduction of the front cover of *Life* and of the ad therein will be used for a 6-page broadside giving the complete story of the campaign to distributors.

Recipes showing the varied uses of peas in delicious combinations, a story of interest to canners, and a photo of the leading recipes showing how to serve this vegetable, are being sent to 800 newspapers. Multilithed reproductions will go to chefs, food editors, home economics commentators and home service directors. This will be supported by a talking slide film under the title of "Peas & Cues," which will be widely shown until it is seen by all of the sponsoring canners.

"BUCKEYE" POTATOES

To obtain their share of the potato market and to interest potato eaters in spuds grown in Ohio, the Ohio Potato Growers Association is planning a new marketing program for "Buckeye Brand" potatoes.

They are cooperating with the State Department of Agriculture officials and chain store buyers in promoting the sales of Ohio grown potatoes.

The Association will use a state seal across the map of Ohio, in blue, indicating the choicest tubers. These are to be sold only in white paper bags of 15 pounds or a peck.

The same seal in red, on brown bags, will be used for the U.S. No. 1 grade, while the lower grade potatoes will bear an economy label.

WILL PUBLICIZE SHRIMPS

To publicize shrimp, more than \$100,000 annually for three years will be spent on a National Advertising Campaign, according to an announcement made by the Shrimp Canners National Association in New Orleans.

The Fitzgerald Advertising Agency, Inc., which aided in the formation of the Association, will direct the publicity campaign.

The Association and financial sponsors of the activity consist of 90 per cent of the Canned Shrimp Industry of the country, all located in states bordering the Gulf of Mexico.

A paddlefish is a large scaleless, fresh-water fish of the Mississippi valley, characterized by a prolongation of the bony carapace of the head into a long, flattened, paddleshaped snout, with which the fish turns over the mud and gravel of stream beds in its search for food. Specimens sometimes exceed six feet in length and weigh over 150 pounds.

Macaroni Good Source of Energy

Ideal Main Course for Summer

Summer-time meals with their abundance of salads and fresh fruits often need a main course which will supply needed energy. Because macaroni, and other members of its family, cooks quickly and supplies this necessary energy factor it is often called upon for this purpose, states the Food Page Editor of the Philadelphia, Pa., *Inquirer-Public Ledger* of August 2, 1940.

Macaroni, spaghetti and noodles are all made of wheat flour with seasonings added. They cook quickly in boiling salted water and are an aid in meal planning when time of preparation is an important factor. When cooked correctly and stored in the refrigerator they will keep for more than one day. This eliminates one step in the preparation of one of the many dishes which can be made.

Easily Combined

The bland flavor of these pastry-like foods makes it possible to combine them with almost anything. Meat, fish, eggs, and vegetables all go together to make attractive and tasty main dishes.

Noodles can be used in a ring mould to hold any one of the many creamed dishes popular in the summer time. Cook them until just tender in boiling salted water. Then pack them in a greased ring mould. Heat 1 1/2 cups milk and to it add one cup cracker crumbs. The addition of sauted mushrooms or pimiento strips adds flavor and color. Sliced stuffed olives are also good. Pour the hot mixture over the noodles and place in a pan of water and bake in an oven, 350 degrees, about 50 minutes. Run a knife around the edge when it is done and invert on a serving plate. Fill the center with creamed salmon, ham or any garden vegetables.

Meat Pie

Meat pie with spaghetti is an ideal way of using leftover ham or any roast. Cut the meat into cubes and saute in butter. Season it lightly. Cook the spaghetti the usual way, drain well, then mix with tomatoes. Add enough tomatoes to color the mixture but not enough to make it thin. Pour the spaghetti-tomato mixture into a buttered casserole and pile it around the sides. Add the meat mixture in the center and finish with a layer of the spaghetti over the top. Top all with a covering of grated cheese and bread crumbs. Heat in oven, 375 degrees, for about 50 minutes.

Control of highway transportation must not be placed in the hands of a few, to the sacrifice of freedom for individual enterprise.

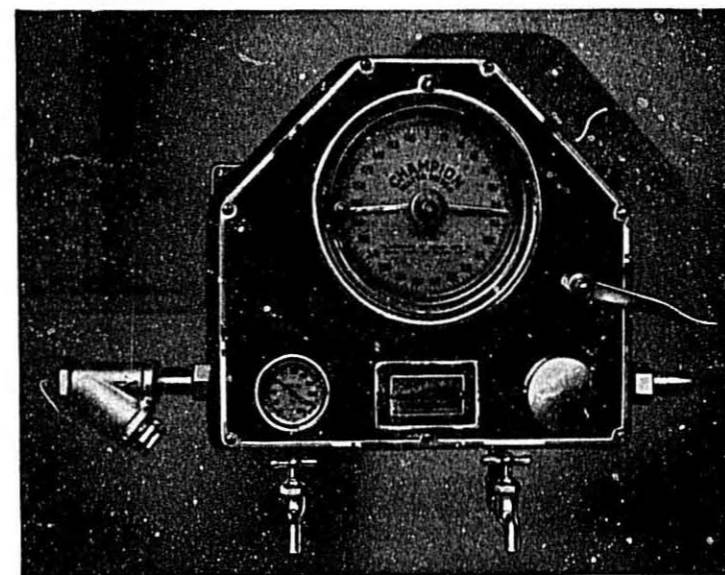
Quaker Maid Adds \$400,000 Unit

Announcement has been made of the completion of a new unit by Quaker Maid at its Terre Haute, Indiana, plant, adding 180,000 square feet of floor space to its already large factory. The cost of the new addition is placed at \$400,000.

It is a new six-story building which will house production and packaging departments for several of the many items processed by this affiliate of the

Great Atlantic and Pacific Tea Company with headquarters in New York City. The Terre Haute plant is now considered the largest food factory under one roof. It employs about 900 persons.

In addition to macaroni, spaghetti and egg noodles, the plant manufactures and packs baking powder, canned beans, extracts, gelatin, desserts, French dressing, preserves, jellies, marmalades, peanut butter, mustard, olives, olive oil, salad dressing, vinegar and many other products.



The CHAMPION WATER METER "has everything"

—accurate, dependable scaling in pounds for any volume or pressure of water . . . full vision dial registering from 0 to 500 pounds . . . two convenient faucets—one, at left (see illustration at top), for drawing oil metered ingredient water and the other at the right for outlet of unmetered water direct from line. Water filter is standard equipment. Entirely mechanical in operation . . . no electrical connections to get out of order. Fully enclosed in cast aluminum case . . . ready for installation. Saves time and eliminates guesswork.

Also Manufacturers of a Complete Line Modern, Popular-priced Bakery Equipment, Macaroni and Noodle Flour Outfits and Mixers.

A BIG VALUE

\$295

F.O.B. FACTORY

as illustrated

Can be furnished with mixing valves at slight additional charge.

TERMS TO SUIT

Mail Coupon
For Full Details

CHAMPION MACHINERY CO., JOLIET, ILL.

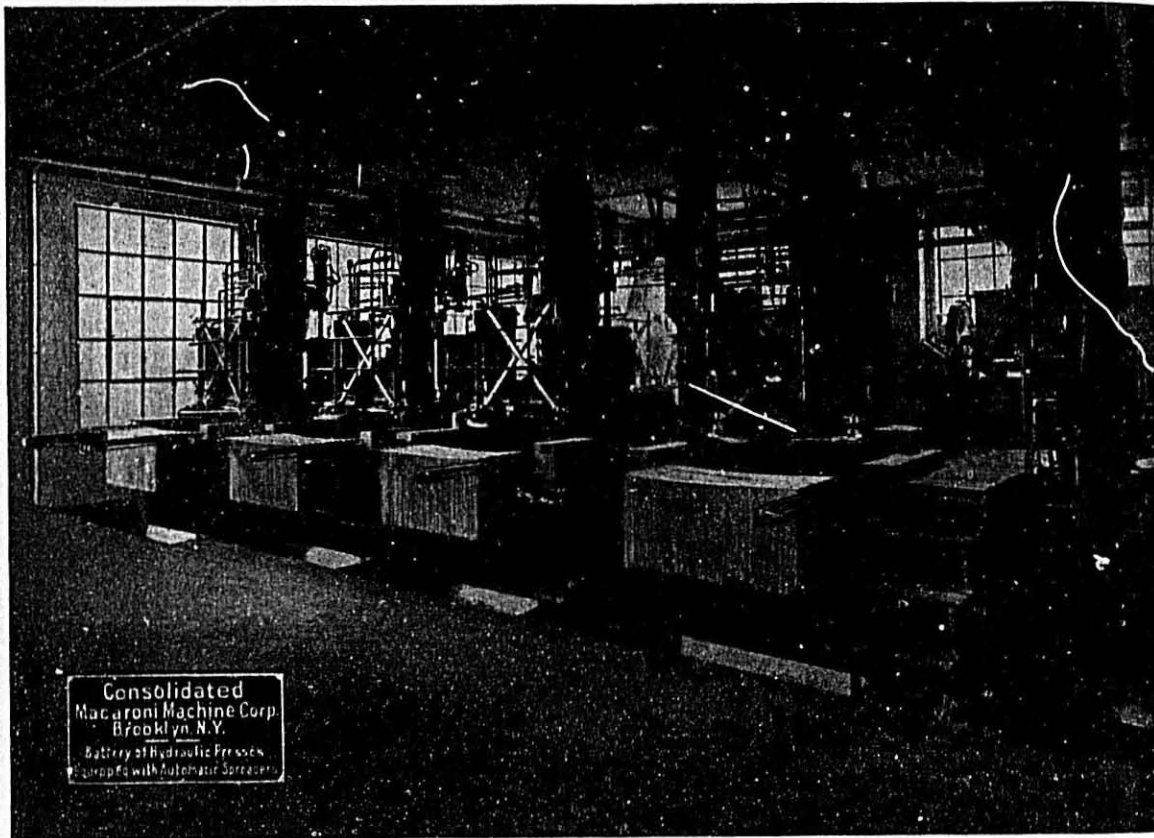
Please send me complete information regarding your new Champion Water Meter, prices and terms.

NAME

COMPANY

ADDRESS CITY STATE

Consolidated Macaroni Machine Corp.



Consolidated
Macaroni Machine Corp.
Brooklyn, N. Y.
Battery of Hydraulic Presses
Equipped with Automatic Spreaders

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

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

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

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

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

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.



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

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

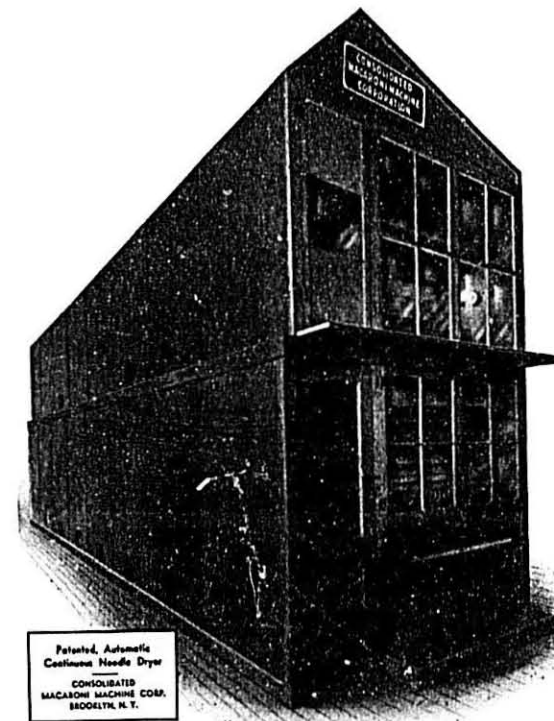
The design and construction of all our equipment is based on a practical knowledge of the requirements of the Alimentary Paste Industry.

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

Specialists for Thirty Years

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

For Noodles
For Short Pastes



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

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

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

Address all communications to 156 Sixth Street

Macaroni Exports and Imports

Macaroni products showed a decided increase in both exportation and importation during the month of May, 1940, according to the *Monthly Summary of Foreign Commerce* published by the Bureau of Foreign and Domestic Commerce.

Imports

The increase in the importation of this foodstuff is shown when comparing the May, 1940, total—150,320 pounds with a value of \$13,642, with the April, 1940, imports which totaled only 92,622 pounds valued at \$9,087.

For the first five months of 1940 the imports totaled 445,614 pounds with a value of \$44,301.

Exports

Macaroni products showed an increase also in exports. A total of 267,360 pounds were exported with a value of \$21,872 to American exporters, while the April exports amounted to only 208,602 pounds worth \$16,386.

The first five months of 1940 showed a total of 1,700,446 pounds of macaroni products exported with a value of \$119,722.

The list below shows the foreign countries to which this foodstuff was exported during May, 1940, and the quantities shipped to each:

Countries	Pounds
Canada	98,560
Brit. Honduras	186
Costa Rica	786
Guatemala	434
Honduras	378
Nicaragua	2,186
Panama, Republic of	11,444
Panama, Canal Zone	41,682
Salvador	226
Mexico	46,488
British Guiana	700
Newfoundland and Labrador	10,937
Bermuda	594
Other Brit. W. Indies	678
Cuba	12,731
Dominican Republic	6,596
Neth. West Indies	3,361
Haiti	9,284
Bolivia	528
Colombia	367
Surinam	172
Peru	333
Venezuela	981
Saudi, Arabia, Yemen, Etc.	16
China	327
Hong Kong	712
Palestine	240
Philippine Is.	14,642
Australia	26
British Oceania	120
French Oceania	900
New Zealand	391
Union of S. Africa	144
Liberia	250
TOTAL	267,360
Insular Possessions	
Alaska	51,777
Hawaii	90,403
Puerto Rico	113,530
Virgin Islands	6,384
TOTAL	262,094

Public Hearings to Consider Standards of Identity for Semolina, Farina and Durum Wheat Flour

The Federal Security Agency announced on August 6, 1940, that public hearings will be held to receive evidence on the basis of which regulations may be promulgated under the Federal Food, Drug and Cosmetic Act establishing definitions and standards of identity for the following foods: Flour, Durum Flour, Semolina, Farina, Whole Wheat Durum Flour, et cetera.

The hearings will begin on September 4 at 10 a. m., and will be held in rooms A, B and C of the Department Auditorium, which is located on Constitution Avenue between 12th and 14th Streets, Northwest, Washington, D. C.

All interested persons are invited to attend. Relevant evidence may be presented in person, by representative, or by affidavit. Affidavits will be received up to the day on which the hearings begin. They should be addressed to Mr. Alanson W. Wilcox, Federal Security Agency, 2240 South Building, Washington, D. C., who has been designated as the presiding officer. Lack of opportunity for cross-examination will be given consideration in the case of affidavits.

The hearings will be conducted in accordance with the rules of practice for hearings held under the Food, Drug and Cosmetic Act, published in the Federal Register of June 26, 1940.

The proposed definitions and standards are published in the Federal Register of August 3, 1940. Copies may be obtained from the Superintendent of Documents, Government Printing office, Washington, D. C., at 10 cents each.

(Note: The definitions proposed by the Millers National Federation are discussed on page 8.—Editor.)

Domestic Wheat Supply Of 963 Million Bushels Indicated

The domestic wheat supply in 1940-41 will total approximately 963 million bushels according to present indications, the Bureau of Agricultural Economics reported May 25, 1940, in its monthly analysis of the wheat situation. This total includes an estimated 1940 crop of 675 million bushels and a July 1 carry-over of 288 million bushels. On the basis of this total supply, and prospects that domestic disappearance in 1940-41 will total about 665 million bushels and shipments to our possessions 3 million bushels, the quantity available for export and for carry-over on July 1, 1941, would be about 295 million bushels.

Domestic wheat prices have declined somewhat more during the past month than those of Winnipeg and Buenos Aires, but they still continue high in comparison with wheat prices in these other markets.

Growing conditions for the 1940 world wheat crop continue below normal in many important producing areas, and the crop will require favorable conditions for the remainder of the season to make average yields per acre. With no increase in acreage probable and with the shortage of farm labor and probable damage to growing crops in invaded areas of Europe, it seems reasonable to continue to expect that the 1940 world crop

will be smaller than that of 1939 when yields were above average, the Bureau stated.

If yields per acre turn out to be significantly below average and the total acreage is no larger, production in 1940 would be less than world consumption and the carry-over at the end of the 1940-41 season would be smaller than the prospective July, 1940, carry-over.

Under New Management

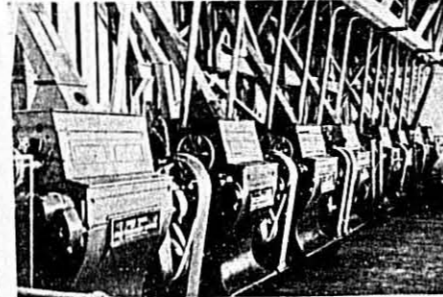
The Blue Ribbon Noodle Company with its modern plant at Wilkes-Barre, Pa., is now under a new, energetic management and plans have been completed to greatly increase the plant's capacity to meet the volume of demand for its products, according to E. G. Tyrrell, secretary-treasurer and general manager of the company. E. V. Wise, successful owner of a delicatessen and a potato chip company, is the new president of the noodle firm. Associated with him is Russell Fairchild, vice president and Mr. Tyrrell, secretary-treasurer.

The remodeled and enlarged plant was closed in 1923 at the death of its former president, Col. Isaac Long, who had operated it for several years. It was later acquired by Charles Ball and son, Herbert, of Scranton, Pa., and Charles Ball of Wilkes-Barre who managed the firm until its transfer to the present ownership in May of this year.

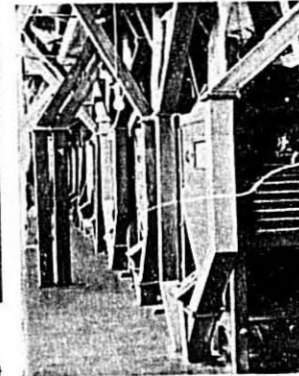
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A line of sifters at Capital "B" Mill



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We are well equipped with the finest modern milling machinery for the production of high grade semolina and durum flours. Why not let us serve you?

CAPITAL FLOUR MILLS, INC.

General Offices: Minneapolis

Mills: St. Paul

We Must Have Cheese

Macaroni and Cheese are almost synonymous. Millions who consume macaroni and spaghetti with the greatest regularity would almost go hungry if they were deprived of their favorite cheese for blending. Many of these are fearful that the European War might greatly reduce the possibility of obtaining this flavoring food in reasonable quantities and at fair prices.

The Ehrat Cheese Company of Chicago seeks to allay these fears by announcing the completion of a cheese factory that will produce domestic cheese with all the flavor of the famous Romano, Parmesano and other types. The announcement is made by Louis Caravetta, president of the ambitious and progressive firm.

Bravo Cheese Factory

"We have purchased and remodelled a cheese factory at Pullman, Allegon County, Michigan, wherein we will specialize in the production of Italian types of cheese, now that Italy has been drawn into the vortex of destruction in the European conflict," says President Caravetta. "Our factory is not a large one, but capable of enlargement as business demands. According to Mr. Briggs of the Michigan Department of Agriculture, it is one of the best in the State. We were com-

plimented on the cleanliness of the premises, plenty of fresh natural air, sanitary equipment, adequate and spacious cooling rooms.

"With a plentiful supply of fine cheese-making milk in the surrounding territory and our special processes for converting it into types equal if not superior to those imported for use with macaroni and spaghetti, consumers of this delicious combination will be assured of a plentiful supply of good cheese at reasonable prices."

The Bravo Cheese Factory is located three and one-half miles from Pullman, Michigan. It is surrounded by 80 acres of factory-owned land, partly pasture, alfalfa and clover, and partly covered with oak and pine forests. A fair size brook runs into and out of the land, insuring ample water for cleansing and cooling. Deep artesian wells provide the chief water supply.

The superintendent of cheese production in the new factory is a Modenese who was formerly in the employ of the best known maker of Italian cheese in Italy before coming to America to follow his profession, and has the reputation of being one of the best in his line.

The present plant capacity is about 1,000 pounds daily and will be increased as new equipment is added and more milk is available. The chief varieties now being manufactured are Italian types such as Romanello, Parmetto, Incanestrato, etc.

Death of Antonio D'Angelo

Antonio D'Angelo, Avon, N. Y., passed away last month after a brief illness. He was the founder and chief executive of A. D'Angelo & Son of that city.

Born in Italy about 65 years ago, Mr. D'Angelo came to America in 1898 and settled in Rochester, N. Y. Later he moved to nearby Avon where he conducted a grocery business before organizing the present macaroni manufacturing business which bears his name, about 1910.

He is survived by his widow, ten children and three grand children. The funeral was held from the D'Angelo home on North Avenue, with a requiem high mass in St. Agnes Church. Burial was in St. Agnes Cemetery.

The sons will continue to operate the plant established by their father.

Coffee Up 69,487 Bags

The people of the United States rank among the greatest consumers of coffee. The consumption for the crop year ended June 30, 1940 amounted to 13,886,594 bags, a new record high. This is an increase of 69,487 bags over the previous record of 13,817,107 bags, set last season. These facts were recently announced by the New York Coffee and Sugar Exchange.

Macaroni - Noodles Trade Mark Bureau

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

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

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

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

Macaroni-Noodles Trade Mark Bureau
Braidwood, Illinois

Patents and Trade Marks

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

PATENTS

Dough Rolling and Cutting Device

A patent for a dough rolling and cutting device was granted Pietro Antonio Rossi, Youngstown, Ohio. Application was filed February 13, 1939, and given serial number 2204825. The official description given in the June 18, 1940, issue of the Patent Office Gazette reads:

"A dough rolling and cutting device comprising a rectangular frame, a plurality of rolls positioned in said frame by means of shafts extending from the ends of the said rolls and engaging slot-like openings in the said frame, means for moving the rolls in relation to the slot-like openings in the said frame so as to vary the pressure of the rolls upon each other, the said means comprising threaded bolts functioning in threaded openings in the said frame and having their inner ends journaled on the shafts of one of the said rolls, gears positioned on the said shafts and a crank positioned on one of the said shafts

providing for the rotation of the said rolls, dough scraping means formed on the said frames and positioned adjacent to the said rolls and comprising flat scraper bars engaging the surfaces of the said plain rolls and a comb-like scraper bar engaging the said knife roll between the individual circular knives thereof and means for attaching the rectangular frame to the end of a table."

TRADE MARKS APPLIED FOR

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

Ditex

The private brand trade mark of J. D. Drushell, doing business as Ditex Food Company, Chicago, Ill., for use on noodles, spaghetti and other groceries. Application was filed February 10, 1940, and published June 11, 1940. Owner claims use since September 29, 1939. The trade name is in heavy type.

No-La

The private brand trade mark of Salvatore J. Piscineri, doing business as No-La Prepared Food Company, Springfield, Mass., for use on spaghetti sauce, spaghetti Cocktail Sauce. Application was filed March 29, 1940, and published June 18, 1940. Owner claims use since June 5, 1939. The trade name is in light type on a dark shield.

Puretto

The trade mark of Philip Moreschi, doing business as Unico Macaroni Company, Hartford, Conn., for use on macaroni, spaghetti and egg noodles. Application was filed May 1, 1940, and published June 25, 1940. Owner claims use since April 1, 1940. The trade name is written in black long-hand type.

LABELS

"Beech-Nut"

The title "Beech-Nut" was registered by Beech-Nut Packing Company, Canajoharie, N. Y., for use on cooked spaghetti. Application was published February 2, 1940, and given serial number 54861.

"Steiner's"

The title "Steiner's Pure Egg Noodles" was registered by Frank J. Steiner, Jr.,

doing business as Steiner's Egg Noodle Co., New York, N. Y., for use on pure egg noodles. Application was published September 25, 1939, and given serial number 54902.

"Poppy"

The title "Poppy Brand Genuine Chinese Plain Noodles" was registered by Canton Noodle Factory, San Francisco, Calif., for use on Chinese noodles. Application was published April 1, 1940, and given serial number 54918.

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

PATENTS

Drier

A patent for a drier for dough strings fed thereto and cut into portions looped on bars was granted Emil Giezendanner, Uzwil, Switzerland, Assignor to Gebruder Buhler, Uzwil, Switzerland. Application was filed June 14, 1939, and given serial number 279183. The official description given in the July 23, 1940, issue of the Patent Office Gazette reads:

"In an apparatus for producing dried dough strings such as spaghetti and macaroni, an extrusion head having a plurality of sizing openings for feeding dough strings in a web of spaced strings, a movable drying grate, loose grate bars insertable in said grate for being conveyed toward the delivery end of the apparatus, a grate bar supply device, arranged in advance of said grate, and having means for successively advancing said bars in contact with the depending outer shanks of said strings and beyond the plane of said web toward said grate and setting said outer shanks in final position of drying on the bar last inserted in said grate, a deflecting device for looping said strings backwardly over said last inserted bar thereby forming inner shanks of said loops prior to said loops being cut to length, and holding means on said grate for clamping said bars to said grate with said inner shanks also depending from said clamped bars in final position of drying."

TRADE MARKS REGISTERED

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

Golden Gate

Trade mark of Golden Gate Macaroni Company, Inc., San Francisco, Calif., was

registered for use on macaroni and macaroni products. Application was filed October 14, 1938, published May 7, 1940, by the Patent Office and in the June 15, 1940, issue of THE MACARONI JOURNAL. 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.

Challenge

The trade mark of Acme Macaroni & Cracker Company, Inc., Los Angeles, Calif., was registered for use on alimentary paste products, name: macaroni. Application was filed October 3, 1939, published January 2, 1940, by the Patent Office and in the February 15, 1940, issue of THE MACARONI JOURNAL. Owner claims use since September 15, 1939. The trade name is in large heavy type.

Zoop

The trade mark of Ravarino & Freschi, Inc., St. Louis, Mo., was registered for use on noodle soup mix. Application was filed March 7, 1940, published May 14, 1940, by the Patent Office and in the June 15, 1940, issue of THE MACARONI JOURNAL. Owner claims use since January 1, 1939. The trade name is in very heavy type.

TRADE MARK REGISTRATION RENEWED

Kux-Kwik

The trade mark registered by A. Zerega's Sons (Consolidated) was granted renewal privileges to A. Zerega's Sons, Inc., Brooklyn, N. Y., effective November 2, 1940, for use on alimentary pastes, such as macaroni, egg-noodles, and the like.

TRADE MARKS APPLIED FOR

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

Tunaroni

The private brand trade mark of Franco Italian Packing Company, Inc., Terminal Island, Calif., for use on a food product consisting of macaroni, tuna fish, cheese and tomato sauce. Application was filed May 13, 1940, and published July 16, 1940. Owner claims use since May 6, 1940. The trade name is in large black type.

Chic-Chaw

The private brand trade mark of Hung's Food Products, Inc., Boston, Mass., for use on canned Chinese foods—namely, chicken with vegetables, vegetable soup, meat, egg noodles. Application was filed October 5, 1939, and published July 23, 1940. Owner claims use since Sept. 12, 1939. The trade name is in heavy letters.

New Sales Manager

The Commander-Larabee Milling Company, Minneapolis, Minn., recently announced the promotion of E. J. Quinn to the position of general sales manager to succeed Walter E. Ousdahl. Mr. Quinn has been connected with the durum sales department of the firm for several months and is well acquainted with the details of milling and flour sales. He was connected with Washburn-Crosby Company for many years in several capacities. His many friends in the macaroni-noodle trade wish him well in his new position.

New Firm in Essex

A firm was incorporated June 10, 1940, under the state laws of Massachusetts to manufacture and sell macaroni products. It is the Essex Macaroni Company, Inc., located at 101 Erie St., Cambridge, Mass.

The capital structure consists of 5,000 shares of common stock of no par value owned principally by the incorporators, Walter A. Abbt, president, Albert A. Abbt, treasurer, and Hazel Mower, clerk. Other directors are Joseph B. Ford, Winfred E. Ham and Michael H. Kelly.

Food Service Directors to Meet

The 1940 Conference of Food Service Directors will meet in Detroit, Michigan, November 7, 8 and 9, in Hotel Statler. A program of interest to all food producers, processors and suppliers is being planned with speakers of recognized authority handling the various phases of the program.

The Conference of Food Service Directors maintains offices at 13 Fitzhugh Street, South, Rochester, N. Y. Constance C. Hart is the general chairman and Alice Burgoin, University of Maryland, is Secretary.

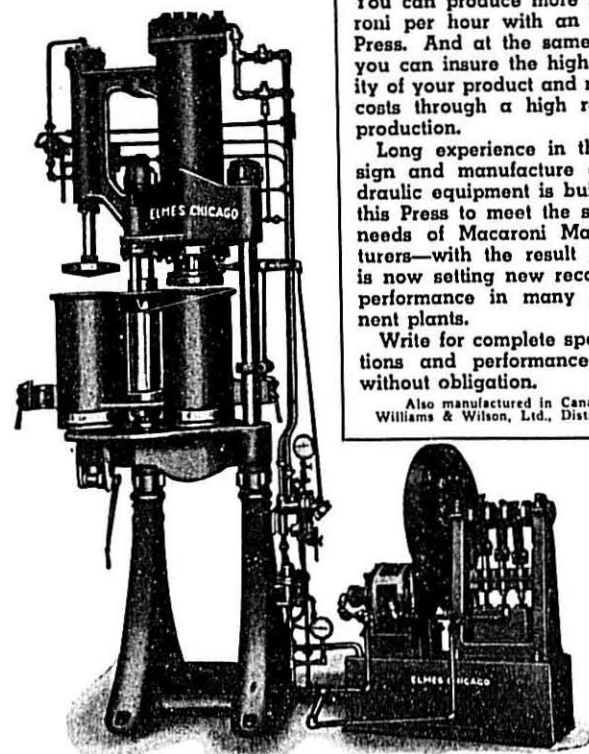
Cut Costs With Better Production

You can produce more macaroni per hour with an Elmes Press. And at the same time, you can insure the high quality of your product and reduce costs through a high rate of production.

Long experience in the design and manufacture of hydraulic equipment is built into this Press to meet the specific needs of Macaroni Manufacturers—with the result that it is now setting new records of performance in many prominent plants.

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CHARLES F. ELMES ENGINEERING WORKS
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SOMETHING TO CROW ABOUT

Every department in our unique Plant boasts a staff of unexcelled mechanics who take pride in turning out and repairing INSUPERABLE MACARONI DIES for Macaroni Manufacturers who appreciate and demand the best.

F. MALDARI & BROS., INC.

178-180 Grand Street



TRADE MARK

New York City

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

Spaghetti Sampling Bars

The spaghetti sampling bar at the New York World's Fair is the most popular eating place on the exposition grounds according to reporters who have made surveys of the food dispensaries.

What is a "Spaghetti Sampling Bar"?

It is an eating place at the World's Fair where visitors are privileged to sample foods or brands of foods that are obtainable every day in neighboring stores after the sample meal has created a liking for such food.

The spaghetti sampling bar on the fair grounds serves more than 200 pounds of spaghetti daily to samplers and to those who find the place the most economical place in which to eat. "Here is the most-for-your-money eating within the fair grounds," reports one of the leading New York papers. "Good reason, too, for this is primarily a sampling bar, its purpose to introduce world famous spaghetti to Americans." After sampling, nine out of every ten visitors remain to eat a full meal of spaghetti at 25 cents a plate. Spaghetti with meat balls costs 35c.

One gets some idea of how many spaghetti meals are sold when over 6,000 meat balls are needed for week-end sales. Service is cafeteria style.

The success of the Fair grounds experiment has encouraged the sponsor to establish Spaghetti Sampling Bars in Times Square, one in the downtown business section and a third in the garment area.

Let's have more spaghetti sampling bars throughout the nation, if they result in "selling" Americans to a greater and more frequent consumption of spaghetti and similar products. By making the regular servings of a quality equal to the samples—samples are always tip-top, for very good reasons—Americans will be won to a worthy food whose consumption should be treble, yes, even ten times as great as it now is.

Macaroni Changed To Ivory

Summer Craft Class Creates Fad as Pupils Become Artisans

Macaroni products have many uses other than to supply body vigor as a food which Americans are rapidly learning to appreciate. The tubular shapes, macaroni long or short, make excellent casserole dishes in their happy combinations with meats and vegetables. Spaghetti is perhaps the greatest favorite, closely crowded for that honor by the more delicate egg noodles. But the fancy shapes are enjoyed by children, both as food and things to play with.

Teachers have found it very easy to get and hold the interest of children with fancy shapes of this fine wheat food. Read what the *Union of San Diego, Calif.*, has to say about this feature:

In Play Projects

As nutritious as it might be, eating macaroni is not half as much fun as making imitation ivory brooches out of it.

This, at least, is one of the interesting discoveries made by pupils in the summer craft class taught by Eileen Murie, work projects administration recreation leader, at Ocean View school.

Making costume jewelry this way has become a hobby with members of the class, from grade school to high school students, and even with some of the parents.

Food "Turns to Ivory"

Thin strips of fine grained wood are cut into designs. Varnish is applied and a small brass safety pin is "soldered" in a groove in the back of the wood with sealing wax. Small pieces of macaroni are glued to the brooch, either to spell out a name (with alphabet soup letters) or to form a decorative pattern. The ensemble is coated with shellac. It appears for all the world like a piece of ivory jewelry.

CONGRATULATIONS

To our milling staff for their constant maintenance



of the Uniformity of our Colburn No. 1 Semolina

EASTERN SEMOLINA MILLS, INC.

Colburn S. Foulds, President

Executive Office: 80 Broad Street

New York, New York

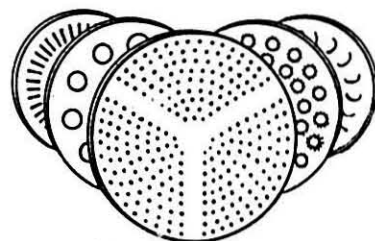
Grated Cheese—Domestic and Imported
SPECIAL PULVERIZED AMERICAN
CHEESE FOR MACARONI OR
SPAGHETTI DINNERS
Also All Popular Italian Types Made In Our New
BRAVO CHEESE FACTORY
Pullman, Mich.



EHRAT CHEESE COMPANY
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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.

Extend Food Stamp Program

While leaders in the macaroni industry are striving to get the officials of the Federal Surplus Commodities Corporation to declare their products as a surplus food available for purchase with blue stamps issued to those on relief, the government announced a proposed extension of the plan to 200 cities before the end of the year.

The plan is now in operation in 118 cities in 83 areas and applications are on file from about 1,000 communities. Chicago is scheduled to be added to the stamp plan cities early this fall. It will be the largest city to give the successful plan further tryout. It is estimated that in Chicago nearly \$1,000,000 of added retail volume per month will befall the supporting retailers.

Mayor F. LaGuardia has announced that the plan will be extended to Brooklyn, N. Y., starting September first. Distribution of food stamps to Brooklyn home-relief families is expected to increase retail sales by at least \$6,000,000 a year among the 25,000 Brooklyn grocers.

Grower-Manufacturer Appeal

Failure of previous attempts to have macaroni, spaghetti, egg noodles, etc., declared as a surplus commodity available for relief under the food stamp

plan, was attributed to several causes by speakers at the recent convention of the Macaroni Industry in Chicago. First, it was charged that many leading manufacturers failed to realize the enormous loss that was sustained by failure to act concertedly and knowingly in the matter.

Second, as is stated, that while a few facts were presented in a general way, government officials were not given all the facts in the case, nor were they presented with the usual determination to get the relief desired in the petition.

Third, those behind the movement overlooked the greatest factor in favor of the appeal—the cooperation of the durum wheat growers who are seriously affected by the distribution of macaroni products, the chief source of outlet for durum wheat.

Flour, rice, beans, potatoes and many similar foods that are available under the present food stamp set-up, are natural competitors of macaroni products and the latter are put to a serious disadvantage when the former are available for purchase by both blue and orange stamps. This has greatly affected sales of macaroni products in many markets since the food stamp plan has been in effect. Inversely, the market for the wheat grown by the durum farmers of the Northwest is restricted and glutted.

Since the Federal Surplus Commod-

ities Corporation, which administers the stamp plan, will have \$235,000,000 available for surplus removal work during the new fiscal year, the macaroni-noodle manufacturers should get actively behind the movement started at the Chicago convention to have macaroni products declared as a surplus food that can be purchased with blue as well as orange stamps.

Macaroni Firm in Lawrence

The Essex Macaroni Company, Inc., formerly located in Cambridge, Mass., has moved its plant to Lawrence, Mass., and established its plant in the Everett Mill Properties. That announcement was made by Russell W. Knight, general manager and reported in a recent issue of the *Lawrence, Mass., Tribune*.

The firm, now in the process of installing machinery, has leased extensive space on the third floor of Building No. 1 of the Everett Mill Properties' development. Walter C. Abit, president of the company, has indicated that operations will begin within thirty days if all the necessary machinery and equipment is received promptly.

It is anticipated that from twenty to twenty-five persons will be given employment.

President Milo R. Perkins

With the gradual extension of the Government Food Stamp Plan to include many new communities, and the Macaroni Industry's endeavors to have macaroni, spaghetti and egg noodles designated as foods that should be made available for purchase with all stamps, blue or orange, macaroni and noodle manufacturers will be interested in the career of the man who will have the final word in answer to their plea.

Milo R. Perkins is President of the Federal Surplus Commodities Corporation, under Henry A. Wallace, Secretary of the United States Department of Agriculture. He is largely responsible for the inauguration and development of the Federal Food Stamp Plan.

Mr. Perkins was born in Milwaukee, Wisconsin, in January, 1900. His first business connection was as salesman for the Bemis Bag Company at Houston, Texas. He was made sales manager of the company in 1923, a position which he held until 1926 when he became a partner in the King-Perkins Bag Company in Houston. In 1935 he was selected to serve as assistant to the United States Secretary of Agriculture, a position which he held for three years.

In 1937 he was made Assistant Administrator for the Farm Security Administration and in 1939 he was chosen as President of the Federal Surplus Commodities Corporation. He is also Associate Administrator of the Agricultural Adjustment Administration and Director of Marketing for the United States Department of Agriculture.

Despite the fact that macaroni products are classed as a second-process food, the manufacturers contend that it should be designated as a surplus product to aid the durum wheat farmers, as macaroni is practically the only form in which durum wheat is processed for human consumption. Soon attempts will be made to impress this thinking on both President Milo and Secretary Wallace.

Seize Texas Macaroni

The San Antonio, Texas, *Express* reports the seizure of 234 cases of macaroni and 188 cases of spaghetti in the warehouse of a San Antonio merchant last month. Seizure was made by United States Deputy Marshal, J. S. McNeal, under the provision of the pure food and drug act. The merchandise thus attached had been shipped into the city in interstate commerce.

Exhibits Were Interesting

The large room reserved by the management of the Edgewater Beach Hotel for the allied who planned ex-

charge were Fred R. Koehler, Paul W. Koehler and O. R. Schmalzer.

The Shellmar Products Company of Mt. Vernon, N. Y., displayed a fine arrangement of packages and wrappers in the room of T. W. Koch,



This cut of the exhibit by Du Pont is illustrative of the high calibre of the exhibits shown at the 1940 convention of the Macaroni Industry at the Edgewater Beach Hotel, Chicago, June 24-25.

hibits of their products and machines was not only crowded with beautiful exhibits and working models but was one of the most popular rooms during the macaroni makers' convention, between sessions.

Several firms found it convenient to have their exhibits in private rooms and all report many callers. Among these was the movie showing the new spreader attachment to macaroni presses developed by the Consolidated Macaroni Machinery Corporation of Brooklyn. Supervising this showing were Conrad Ambrette, president; N. J. Cavagnaro, treasurer, and Louis Ambrette, salesman of the firm.

Another private showing was the latest development in the automatic continuous macaroni press by Buhler Bros., Inc., of New York City. In

Director of Sales and Development Division of the firm.

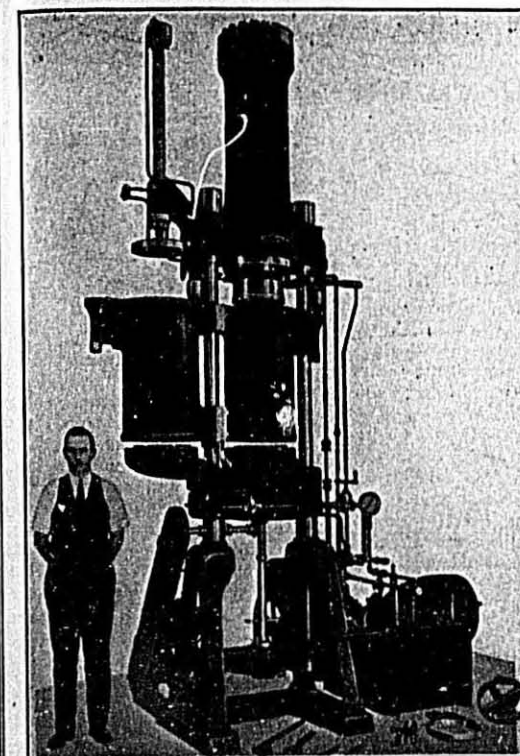
Five firms had attractive exhibits in the convention's exhibition. They were:

Du Pont Cellophane Co., Wilmington, Del., in charge of L. B. Steele, Assistant Director of Sales, and E. M. Wallace, Chicago representative. Boeker Equipment & Mfg. Co., Chicago, Ill., in charge of George M. Davis, Sales Manager.

Hinde & Dauch Paper Co., Sandusky, O., in charge of Paul Meelfeld, Advertising Manager of the firm.

Millprint, Inc., Milwaukee, Wis., in charge of R. E. Faulkner and W. D. Bain.

Triangle Package Machinery Co., in charge of Secretary L. R. Muskat.



PRESS No. 222 (Special)

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

Timely Comments by Mac Spag noodle

Business Monuments

Many successful business men develop a desire to build something big as a monument to their success.

It may be a huge new factory building that stands half empty because the business never grows to fill it. It may be a store that would hold more goods than could ever be sold there, or an office building that goes up too many stories for the size of the town. Strangers in town may ask about such a structure, to be told "That's what they call So-and-So's folly." Nothing said about it being a monument.

When a man who has achieved some success sends for an architect and tells him he wants a monumental building that will make his competitor's plants look like alley workshops, it is time for the bank to check up on him.

A monument usually indicates the person whose success is celebrated is dead. No business man, even though he has reached the climax of his career, wants it announced that henceforth he is to be rated a has-been.

The monument, then, should be one indicative of life and activity and progress. It should be a sign of continuing aggressiveness.

If a business man will spend his monument money in putting out a finer product, in bettering his service, in improving his advertising, he will probably acquire a reputation that will be as pleasing to him as it would be to see tourists pointing to a monster building bearing his name across the front in letters six feet high. Furthermore, if a man does things to make himself known and to give his business an enviable reputation, he will be apt to have the money to build also that other monument of cement and steel—or even of marble—though he may have acquired too much sense to want to build it.

**SAVE 14 TO 24%
OF YOUR SHEET
CELLOPHANE COST . . .**



If you are using Cellophane sheets for making bags by hand or for wrapping purposes, you can considerably reduce your cost by purchasing your Cellophane in rolls and cutting to any desired size sheets from 2" to 24" wide x 3" to 28" long on this fully automatic PETERS CELLOPHANE SHEETING AND STACKING MACHINE. No operator is required since the machine automatically stops when the stacker table is filled with cut-to-size sheets. To handle printed rolls, the machine is equipped with an Electric Eye for spot registration.

Write for complete information on this economical machine and see how a large number of progressive plants are now saving on their cellophane cost.

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4700 Ravenswood Ave. Chicago, Ill.

Roman Power Built on Bread

Spaghetti Was One Form of "Bread" That Was Most Popular Among Roman Soldiers Who Conquered the World

Interesting are the reasonings of students of history that strong nations have always been the bread-eaters. Bread was the basic food of the Romans when they conquered the greater part of the known world in their time. Bread is still eaten by practically every strong, civilized people of the present day.

Generally speaking, the term "bread" refers to the many different forms, combinations and concoctions usually made from wheat. Under that classification, therefore, come Macaroni and Spaghetti—the national dish of the modern Italians, direct descendants of the Romans.

During the famous Wars of the Crusades, when the civilized nations attempted to win the Holy Land from the barbarous people then occupying it, the Italian soldiers were envied by those from other Western powers because they carried a form of "bread" that was light to transport, had long keeping qualities and the essential body-building elements. It was in the form of spaghetti—always fresh, appetizing and satisfying.

In considering the reasoning of "Cuff Notes" and the comments in "Today and Yesterday" of a recent issue of *The Northwestern Miller*, the term "bread" might easily be construed to include the dried shapes of wheaten food that come under the general term—Macaroni Products.

The Romans were originally a small nation, scarcely more than a tribe, of shepherds, who had to fight for their existence with other tribes or petty nations among whom the territory of Italy was divided. As late as 500 B. C. the Romans had only extended their rule over a few small cities in Italy near Rome. During the next five centuries, however, the Romans became bread-eaters, and at the same time they gradually extended their conquests and brought under their rule all of France and Spain, all of England, all of eastern Europe south of the Danube, all of northern Africa, including Egypt, and all of Asia Minor as far as the Euphrates. A small republic had grown into an empire embracing all of the known world which possessed enough portable wealth to tempt the cupidity of the generals and tax-eaters of the Eternal City.

When was an important factor in maintaining the military power of Rome. The legions could carry with them, wherever they went, an ideal

military ration which would not deteriorate when exposed to the frosts of the Alps or the burning suns of Africa or Asia. After the difficulties with Hannibal, the legions were armed with steel weapons which gave them vast superiority in battle over the barbarians with whom most of their wars were fought. Wheat, however, was as important as steel in maintaining permanent conquests. Before the introduction of wheat as a food for armies, the soldiers had to depend upon droves of cattle which were taken along to supply them, but large, compact armies such as the Romans maintained in the field, could not have been provisioned in this primitive manner. Caesar says "re frumentaria comparata magnis itineribus ad Arivium contendit."

As a feature of their military policy the Romans promoted and encouraged the cultivation of wheat in all parts of their great empire, the provinces being required to furnish a regular quota of wheat as a part of the imperial tribute; and as a result of this policy agriculture became firmly established throughout Europe, south of the Rhine and the Danube, and wheaten-bread became cheap enough to be enjoyed as a regular article of food by the millions of people who acknowledged the supremacy of the Roman system of Government. Gibbon, in the *Decline and Fall of the Roman Empire*, has observed that the age of the Antonines was probably the happiest period in the history of the human race; and it was a period when wheaten-bread had become available for the masses.

Cited on R-P Act

Violation of the brokerage paragraph of the Robinson-Patman Act is alleged in a Federal Trade Commission complaint against a number of food distributors, namely: H. Stanley Jones, H. Edwin Jones and Maurice C. Berkeley of 206 South Broadway St., Baltimore, Md., copartners trading under the names of Howard E. Jones & Co., King Food Company, Baltimore Sales Service Co., and Baltimore Macaroni Co.

Brokerage Collections

It is alleged that in the course and conduct of their business of buying food products for their own account the respondents, doing business under

their respective firm names, have been and are now receiving and accepting from numerous sellers brokerage fees, or allowances or discounts in lieu thereof, on many of the purchases made for their own account, in violation of Section 2 (c) of the Clayton Act, as amended by the Robinson-Patman Act.

The complaint allows the respondents twenty days for filing answer.

Wide Field For Display Packaging

While food manufacturers and canners frequently spend considerable sums for package designs and new labels, they are prone to neglect the importance of their shipping containers. Firms that spend hundreds of dollars for artwork and multicolor lithography seem content to let their merchandise go out in drab containers... in many cases with no selling message printed on them. Without a doubt, acres of valuable advertising space is thus thrown away each year.

Recently, however, the United Container Company of Philadelphia, resolved to correct this situation... to develop a corrugated board that would have unusual color and display value. After months of research and investigation their engineers perfected "Colorgated"*. . . a new multi-colored corrugated board that can be printed in as many as six waterproof colors in a single press run... a vast improvement over regular board which is limited to 2 colors per run, and these in dull aniline inks. The colors on the new material, however, are not only strong and bright but they are waterproof and sunfast as well.

To the food manufacturer this will mean an opportunity to make a real display container out of his traditionally dull shipping carton. In super markets stacks of eye-catching cartons provide powerful mass displays, while one or two containers can make an action compelling display in the smaller stores.

As for Colorgated itself, it is made in any weight corrugated board, A or B flute, in both kraft and jute liners. Colorgated is unaffected by heat or cold, and in addition is waterproof and sunfast. Any box made of corrugated, it is said, can now be made of Colorgated.

The company has developed a series of holiday and year-round patterns. In addition special designs incorporating names, trademarks, full color illustrations of products or packages, can be designed to order. Brand names, contents and size and weight information can easily be printed on Colorgated.

*Colorgated is a trademark identifying corrugated board and containers manufactured by the United Container Co.

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

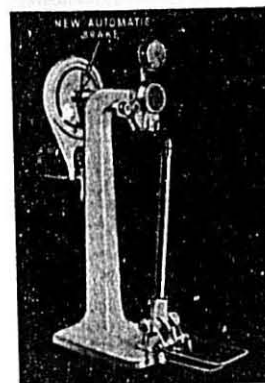
Duramber Extra Fancy No. 1 Semolina
Imperia Special No. 1 Semolina
Durum Fancy Patent
Abo Special Durum Patent

AMBER MILLING CO.

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

New Features in Bottom Stitcher

A new model of the Ideal Bottom Stitcher (used for sealing carton bottoms) has been announced.



One of the newest machines devised by the Ideal Stitcher & Manufacturing Co. with automatic brake that gives the operator complete control of nearly every stitching need in macaroni and noodle plants.

New features include: (1) speed control, offering a variable range of 150 to 300 stitches a minute; (2) simplified stitcher head which, opened, allows immediate access to all work-

Designed for Profit in Your
CARTON PACKAGING
Department



If you are using die cut "Peters Style" cartons to package your macaroni and spaghetti, you will find your cost can be greatly reduced by setting up and closing these cartons automatically. The Junior Model Machines illustrated can be made adjustable to handle a wide range of carton sizes. If you have a production up to 55-60 cartons per minute of one size, fully automatic Senior Model Machines are available.

This PETERS JUNIOR CARTON FORMING AND CLOSING MACHINE acts up to 35-40 cartons per minute and drops them onto a conveyor belt where they are carried to the packing table. One operator is required to feed the cartons and liners into the machine.



This PETERS JUNIOR CARTON FOLDING AND CLOSING MACHINE closes 15-40 cartons per minute, requiring no operator. The cartons enter this machine on conveyor belt as open, filled cartons and leave machine completely closed and ready to be packed into cases for shipment or to be wrapped.

Send samples of your cartons or advise their dimensions. We will be pleased to recommend equipment to handle your specific requirements.

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

ing parts; (3) dual treadles placed lower to floor to reduce operating thrust to 5 inches, and (4) automatic brake.

The latter, consisting of a hand around clutch hub, releases as soon as clutch pin engages allowing the full flow of power to the stitching head. No conscious effort on operator's part is required as brake engages automatically when treadle is released.

These new features are included on the Ideal straight-arm, angle-arm and angle-head models but not on the corner or inverted head stitchers.

Globe Grain & Milling Co. to Be Sold

Subject to approval by the stockholders, the directors of the Globe Grain & Milling Company, Los Angeles, Calif., have agreed to accept a cash offer for its properties and business, said to be made by a leading Minneapolis milling firm. It is estimated that the cash offer will equal about \$15 per share of the common stock of the company.

If the sale is consummated it will mean the transfer of milling properties in California and Utah and important distributing branches in Arkansas and Texas, also of a macaroni manufacturing plant located in Los Angeles.

C. C. Hine is vice president and general manager of the Globe firm

and it is reported that he will remain with the new organization as manager of the Globe Division. It has not been learned just what disposition will be made of the macaroni manufacturing plant.

Cold Spaghetti Like Chewing Gum

"Spaghetti should be eaten while it's hot," says Tom Granato, owner of the Pizzeria Napolitana, 907 Taylor, Chicago, Ill. "If allowed to cool it is like chewing gum that has been parked under a chair."

Sauce Is the Thing

Granato, whose place is famous for its tasty "pizza," said that the sauce in the thing. He also favored the Neapolitan style of cooking spaghetti—eight minutes, no more, no less.

"It is then firm and palatable, not gluey. When you add the proper sauce and about a teaspoon of Romano cheese (made of sheep milk) it becomes a dish fit for seven kings."

But regardless of how it's prepared, if you want to become guests of honor at a mayhem party, just try to cut your spaghetti with a KNIFE in a roomful of macaroni gourmets.

Do not condemn judgment of another because it differs from your own, as you may both be in error.

The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office
Founded in 1903
A Publication to Advance the American Macaroni Industry
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ
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THE 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 AUGUST, 1940 No. 4

A Timely Self-Quiz

"Self-Quizzing" is a game of "Solitaire" in which all may occasionally play with much pleasure and edification. Macaroni-Noodle Manufacturers and friendly Allies should try playing this one. No writing of answers; no wasting of time. Set up your own rules; check your own answers. The National Macaroni Institute.

- Q-1. What is the average consumption of Macaroni Products per person, per year in the U. S.? Is it increasing or not?
- Q-2. From your personal observation, are Americans, as a whole, sufficiently acquainted with the true merits of our food?
- Q-3. Does the average American Homemaker know a sufficient number of different ways to prepare our products to provide the variety which Americans relish?
- Q-4. Do Home Economists, Domestic Science Teachers, Food Page Editors, et cetera, always give Macaroni Products the "breaks" they deserve as a healthy and economical food? Why?
- Q-5. Who are a lot to blame for the average American's current reluctance to accept our products at their real value?
- Q-6. In the face of the organized promotion favoring competitive foods

such as potatoes, bread, cereals, meats, et cetera, what can you and other members of the Industry do in a cooperative, inexpensive way to improve consumer reaction?

Q-7. Have you given any encouragement to the fine promotional and educational work being done at so little expense by The National Macaroni Institute? Read circular July 20.

Q-8. Have you come to some definite decision as to the part you will play on the basis of your ability and willingness to support the educational work proposed?

Q-9. In your decision and final attitude, have you been entirely fair to yourself, your business, your fellow manufacturers and to the American public that yearns to know more about Macaroni Products and various ways to serve them in tasty and satisfying combinations?

You are the sole Judge, Referee or Umpire of how you play in the promotional game where cooperation counts so much. We'll be interested in the results of the game.

602,500 Food Outlets in U. S.

Progressive Grocer, New York City, estimates that there were 602,500 grocery stores in operation in the United States in January, 1940. Of the total, 336,000 are independents; 40,000 chains; 1,500 unclassified; and 175,000 specialty shops such as fruit and vegetable markets or bakeries and caterers.

The total sales of food in all retail grocery and food stores, according to "Facts in Food and Grocery Distribution—1940," prepared by Editor Carl Dipman of the trade publication,

BUSINESS CARDS



CARTONS

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. 2245 Eye St. N.W., Washington, D. C.

Brooklyn 'Phones Washington, D. C. 'Phones
CUMberland 6-2549 REpublic 3031
TRIangle 5-8284 ADams 8035

WANTED—Pneumatic Scale Packaging Machine, Case Sealers, Macaroni Presses, Mixer, Kneader; interested in good equipment. Box "CNY" c/o MACARONI JOURNAL, Braidwood, Ill.

is put at \$10,215,000,000 for 1939. Of the total, independents sold \$4,900,000,000 and chains \$2,000,000,000.

First Month of New Crop Year Brings Gain in Flour Production Over June

The first month of the new crop year brought an increase in flour production of almost 600,000 bbls over the previous month. Mills whose combined output represents about 64 per cent of the national total reported to *The Northwestern Miller* a July output of 5,596,626 bbls, compared with 5,036,806 in June and 5,706,249 in July, 1939.

The July, 1940, output was slightly larger than that of July, 1937, but smaller than the 5,787,087 produced in July two years ago. All producing sections reported increases over their records of the previous month.

Southwestern mill production was increased about 280,000 bbls over June figures, and the Northwest recorded a 73,964-bbl increase. Mills of the eastern Central West, comprising Ohio, Indiana and Michigan, showed a monthly gain of 91,685 bbls, while southeastern plants registered a 51,725-bbl increase. The Buffalo increase was 19,540 bbls.

A detailed table of monthly production follows:

TOTAL MONTHLY FLOUR PRODUCTION

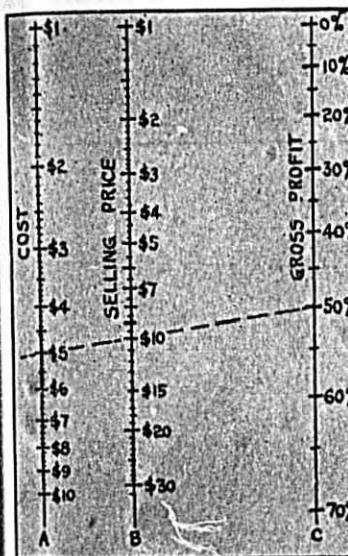
Output reported to *The Northwestern Miller*, in barrels, by mills representing 64 per cent of the total flour production of the United States:

	July, 1940	Previous month	1939	July 1938	1937
Northwest	1,166,030	1,092,070	1,190,455	1,229,986	1,077,694
Southwest	2,101,072	1,821,045	2,052,102	2,177,571	2,421,815
Buffalo	831,024	812,485	824,297	851,922	827,714
Central West—Eastern Div.	560,524	468,840	471,662	422,059	279,095
Western Division	277,509	241,200	201,685	297,924	248,809
Southeast	127,079	75,354	127,379	401,101	325,222
Pacific Coast	533,388	525,812	738,669	406,524	349,220
Total	5,596,626	5,036,806	5,706,249	5,787,087	5,531,569

A Lesson In Profits

W. F. Schaphorst, M.E.

If you buy \$5 worth of food and then charge your customer \$10 for it, what is your profit?
Many business men would figure it as being a profit of 100 per cent. But that answer is not correct. Profit should always be based on the "selling price," and not on the cost.



The accompanying chart gives the correct profit without any figuring whatever. Simply run a straight line through the cost, column A, and through the selling price, column B. The intersection of that straight line with column C gives the correct answer. Thus the dotted line drawn across this chart shows that the correct answer to the above food problem is, "50 per cent profit."

The rule on which this chart is correctly based is this: "Subtract the cost from the selling price and divide the difference by the selling price. The answer to this is the true profit—commonly called the "gross profit."

Why Standards?

No one disputes the need of standards as a basis of fair business and fair dealing. One should know what he is buying and what he will get for his money. Fundamentally, that reasoning is at the bottom of all standards being set under the new food law.

The consumer's interests come first; and, if in conserving the consumer's interests that of the manufacturer or distributor can be enhanced, so much the better.

The *Consumers' Guide* in its April 1, 1940 issue relates a story of a cord of wood as indicative of an extreme case emphasizing the needs of some definite standards for a cord of wood. It reads:

When spring came to Blank Town, warming the days but leaving the evenings cool, Johnny Consumer and his wife began to talk about closing down the furnace and building a fire in the open fireplace. It would take the right amount of chill off the air in the evening. Since Johnny in this case was a newcomer in the little town in Missouri, he began to call various distributors of coal and wood, getting prices and attempting to compare values as any good consumer should. He supposed, in all innocence, of course, that wood was sold by the cord. At least, he had learned in school that a cord was a certain measurable amount of wood. He couldn't really remember exactly just what the amount was, so he looked it up in the dictionary. Oh yes, he remembered now . . . "cord, a cubic measure used especially for wood cut for fuel, now legally, U. S., a pile 8 feet long, 4 feet high, and 4 feet wide."

He began to telephone. "Yes, we do sell wood."
"How much does it cost by the cord?"
"We don't sell it by the cord, mister. We sell it by the load. We get \$3.00 a load for it."
"Well, how much is a load?"
"A load is a rick."
"What is a rick?"
"A rick? Why, a rick . . . everyone knows what a rick is."
"I'm a stranger in this part of the country, and I'm afraid I don't know how much a rick is. Is it a part of a cord?"
"I don't rightly know, mister. All I know is that it's a right good lot o' wood."

"What are the measurements of the rick?"
"I don't exactly know, but it's all the wood that will go on the back end of a pick-up truck, and that's a lot."
"Three dollars, you said."
"Yes, that's right."
"All right, thanks." And he hung up the phone.
He tried another distributor, with approximately the same answer.
No one knew the dimensions of a cord. No one sold wood by the cord. It seemed that in this part of the country, a person bought a "load" of wood or a "rick" of wood, and paid the price asked. There was no opportunity to compare cost, since no one could tell him how much wood was included in the "load" or the "rick." How could he, as a good consumer, know whether he was getting his money's worth? He couldn't and he didn't!

The estimable and erudite Mr. Webster notwithstanding, there is no legal standard which holds throughout the United States defining a cord of wood.

Federal statutes governing the purchase of wood by the Government define a cord as measuring 128 cubic feet. But no Federal statute defines a cord for commercial purchases.

Some States, counties, and cities, nevertheless, lay down the law on cords of wood. Where they agree with the definition suggested by the National Bureau of Standards in its model weights and measures statute, they require a cord to be 128 cubic feet. At least two States—Minnesota and North Dakota—vary the dimension for sawed and split wood.

Where there is no legal standard, the custom sometimes is to trade in "face cords." A face cord is a pile of wood 4 feet high, 8 feet long, but the depth depends on the thickness of the wood.

Consumers find buying of wood difficult in the midst of this confusion.



Responsible Advertisers of Equipment, Machinery, Materials and Services Recommended by the Publishers

- Amber Milling Co.
- Barozzi Drying Machine Co.
- Capital Flour Mills
- Cavagnaro, John J.
- Champion Machinery Co.
- Clermont Machine Co.
- Commander Mills Co.
- Consolidated Macaroni Machine Co.
- Eastern Semolina Mills
- Ehrat Cheese Co.
- Elmes, Chas. F., Engineering Works
- King Midas Flour Mills
- Maldari, F. & Bros., Inc.
- Minneapolis Milling Co.
- National Carton Co.
- National Cereal Products Co.
- Peters Machinery Co.
- Pillsbury Flour Mills
- Rosotti Lithographing Co.
- Star Macaroni Dies Manufacturing Co.
- Washburn-Crosby Co.

OUR PURPOSE:

EDUCATE
ELEVATEORGANIZE
HARMONIZE

OUR OWN PAGE

National Macaroni Manufacturers
Association
Local and Sectional Macaroni Clubs

OUR MOTTO:

First--
INDUSTRYThen--
MANUFACTURER

OFFICERS AND DIRECTORS 1939-1940

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The Secretary's Message

Watch Your Labels

Are your labels in keeping with the strict provisions of the new Food Law?

While primarily intended to protect the buyer or consumer, it will be applied to give equal protection to grower, processor or packer.

Macaroni-Noodle manufacturers will be interested in the views expressed by leaders in the food trades, a sample of which is quoted herewith.

Nowhere else in the world is the food consumer as well protected as in the United States, says Paul Willis, President of the Associated Grocery Manufacturers of America. In an article analyzing the label control provisions of the new federal Food, Drug and Cosmetics Act, which appears in the April issue of *The Family Dollar* magazine published by Consumer Credit Institute, Mr. Willis regards the law as it now stands as a fundamental step forward in social legislation. It is, he says, the result of widespread effort and popular demand, in which the grocery manufacturers played a leading part.

"One of the greatest contributions of the new food law, from the consumer viewpoint," according to Mr. Willis, "is its provisions controlling

labels. Labels are the medium through which buyer and manufacturer must understand each other. Labels revised to meet the requirements of the present Act will materially help the food buyer in making intelligent selections."

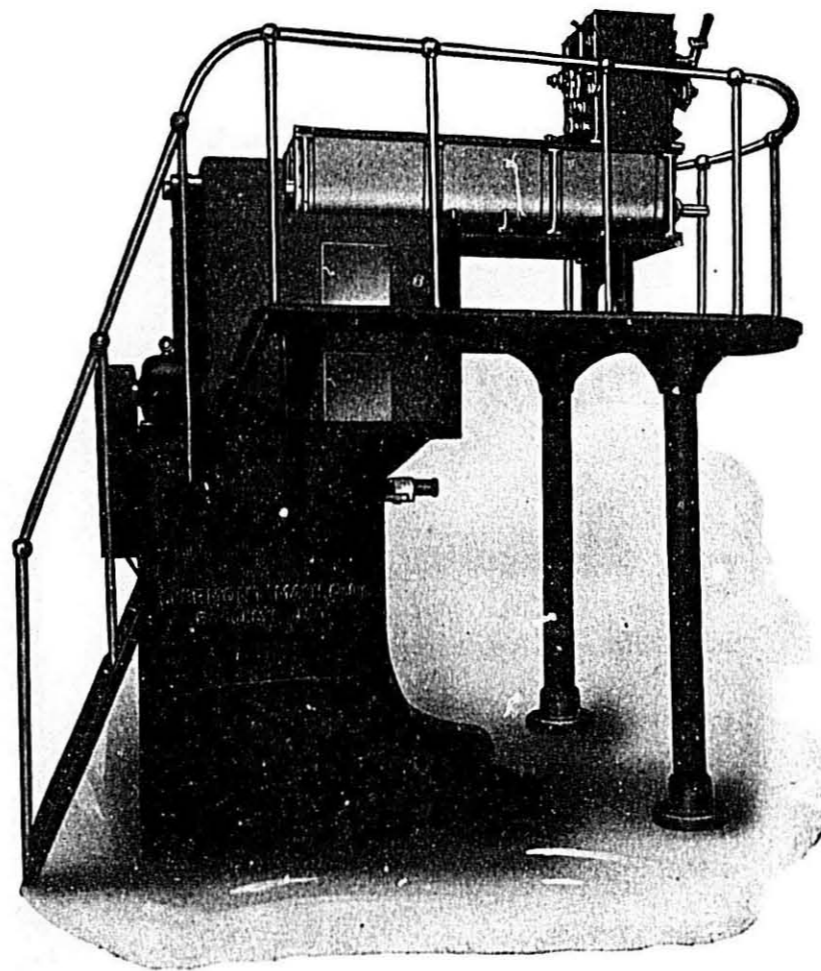
He warns the housewife that she cannot expect to find the new labels on all the products at her grocer's today. Even though many manufacturers began revising labels last year, the Administration permitted them to use up old labels on hand and to ship products bearing old labels until January 1, 1940. Labels on all products shipped after that date must comply with the requirements of the new law. The grocer, in turn, is allowed to dispose of all stock on hand, so naturally old labels will be in evidence for

some time. This, of course, is no reflection on the product, the grocer or the manufacturer.

Enforcement of the new law promises to be simple and effective. Each product provides its own evidence; it is either right or wrong. If a consumer questions a statement made on a label, he can demand proof from the manufacturers by applying to an officer of the State Food and Drug Administration, an officer who in your state may have any one of the following titles—Supervisor, Health Commissioner, Deputy Secretary of Agriculture, Food Chemist or Health Officer. If, on investigation, products are found to be violating the Act, the violator is liable to fine or jail sentence or both.

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.
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Brooklyn, New York

You'll find

- Color
- Freshness
- Flavor
- Uniformity

In

- Pillsbury's No. 1 Semolina
- Pillsbury's Durum Fancy Patent
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●
PILLSBURY FLOUR MILLS COMPANY

General Offices: Minneapolis, Minn.