

**THE  
MACARONI  
JOURNAL**

**Volume XXII  
Number 9**

**January, 1941**

JANUARY, 1941

# the MACARONI JOURNAL

PUBLISHED MONTHLY IN THE INTEREST OF THE MACARONI INDUSTRY OF AMERICA

*Happy New Year—'41!*

Happy New Year! Something MAGIC  
In the words, that stirs the heart;  
Old year's gone, with annals tragic,  
And we'll take a fresh, new start!

It is futile, friends, to worry  
Over past mistakes and frets;  
Only gets us in a flurry—  
Fills us full of vain regrets.

Look with FAITH unto tomorrow,  
Glance not backward, with a sigh;  
Wipe away each trace of sorrow—  
Let your heart with hope soar high.

"Yesterday" is gone forever,  
Let today be bright and cheer;  
NOW'S the time to make endeavor,  
For a brand-new year is HERE!

—James E. Hungerford.

Official Organ  
National Macaroni Manufacturers Association  
Braidwood, Illinois

VOLUME XXII  
NUMBER 9

Printed in U.S.A.

**HOW YOU CAN MAKE  
THE SHOPPER BUY MORE  
OF YOUR PRODUCTS**

## Labels

Do your labels catch the eye  
...convince her that yours is  
the best product to buy?

## Cartons

Are your cartons so outstand-  
ing that they win the prefer-  
ence of busy shoppers over  
other brands?



How long since YOU'VE SEEN your products as the housewife sees them in the average grocery stores? Unless your labels or cartons are out of the ordinary . . . extremely attractive and different . . . literally shout "I'm the best for the money" . . . your products will look just like all the rest. There will be no special urge to buy.

It has been our specialty for almost as long as foods have been sold in packages, to put selling appeal in labels and cartons. We know the answers to "How to make the housewife buy more of your products," and "How to induce the dealer to give them better breaks in his displays and recommendations."

Do as so many other successful food packers are doing. Call us in on your packaging problems. Get the benefit of our EXTRA services that mean so much to your sales and profits.

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

BRANCH PLANT: SAN FRANCISCO, CAL.

BRANCH OFFICES: CHICAGO, BOSTON, PHILADELPHIA, ROCHESTER, PITTSBURGH, BALTIMORE

### Check Your Packages on These Points...

1. Modern art treatment which makes your packages prominent among competitors' goods on the grocer's shelf; colors that attract and are remembered.
2. 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.
3. Government regulations on wording and the position of such wording. Proper arrangement of non-government regulated copy to do a real selling job.
4. 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.
5. Ease of filling. Automatic packaging in correct containers eliminates breakage and waste, and is more economical and sanitary.
6. 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.

## 1941 Prospects

What has the New Year in store for the Macaroni-Noodle Manufacturing Industry?

Before making any predictions—pure guesses, as they naturally will be—we must find an answer to the general question of "What, if anything, is wrong with the Macaroni Industry?" "Why do so many operators feel that they are in a very unsatisfactory business and generally wish they were out of it?" "What other business would these dissatisfied fellows engage in if they had a chance to get out of the macaroni trade?"

Is there anything that is retarding progress in this trade? Business seems to be generally on the up-grade—why not the macaroni business?

It must be remembered that many firms are doing good business and do not voice the cry of defeatism referred to. The industry is thankful for this successful group. May their number increase!

The principal reason for this attitude manifested by too many plant proprietors is that only a few find the business as profitable as they imagined, and have a right to believe it should be. Only a few of the 300 or more firms that constitute the industry are able to show satisfactory profits, year in and year out, irrespective of general conditions. If they can do this, why can't others?

This condition does not confront this industry alone. It seems to be characteristic of manufacturing industries generally. The Government has aided the farmers, labor and the transport trade, but the little manufacturer or small business man has apparently been permitted to exist under ever-increasing regulations and mounting taxation.

However, the macaroni-noodle manufacturers can take little comfort or consolation out of the fact that they are not alone in respect to the unprofitableness of their business. They do recognize their share of responsibility for the general depressed level of earnings in manufacturing and that they should do their share in helping to restore confidence in their trade and in elevating this level of earnings to a higher plane.

If every manufacturer in the trade now doing business in this country insisted upon operating his business profitably or not at all, it would quickly become a reasonably profitable business. Not only that, but he would make general business better because he would pay out more money in dividends to be spent by the stockholders. He would have more money to spend for plant improvements, and modern machine installations that would tend to lower costs and improve profits; also pay better wages and higher salaries to increasingly satisfied employees.

The 1941 Macaroni-Noodle Manufacturing Business will be better, if—  
First, it were generally recognized that **only profits make good business.** Good business does not always make profits.

Second, that fair and intelligent pricing must be substituted for the profit-destroying, ruthless and senseless cut-throat competition.

Third, that volume does not always indicate good business. Only that portion of a firm's output that is sold above the cost of actual production and distribution will yield actual profits. There is danger that the balance will become a liability, most likely to wipe away the profits from your above-cost sales.

Fourth, that the "Let George do it" idea no longer has any place in the American way of doing business. No good business man wants to ride along on somebody else's efforts all the time. If there are activities of promise, their promise can be more readily and more easily realized if each and every one in the business will do his bit.

Fifth, that cooperative action for trade promotion should find more willing sponsors in 1941 than ever before. For instance, the education of the ordinary American to the end that he will like to eat macaroni products because his wife has learned to properly prepare tasty dishes of this wheat food, is the obligation of no particular individual or group of individuals, but of the whole bloomin' industry.

If there is anything wrong with the Macaroni Industry, and it must be granted that there is since there are so many complaints, intelligent pricing is the one thing that will right the wrong. Support this with special emphasis on quality goods and a greater willingness to cooperate in needed educational work and trade promotion, and immediately the "defeatist" attitude that seems to be all too prevalent will disappear, and the New Year of 1941 will be all that we hope it to be.

Toward that end, which is within easy reach if we only use our head, let's all pull together!



QUALITY  
IS  
SUPREME

IN

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

# The MACARONI JOURNAL

Volume XXII

JANUARY, 1941

Number 9

## On to Chicago!

Representatives of the Grocery Trade of America Will Gather  
in That City, 50,000 in Number, to Swap Trade Information.

The city of Chicago will be host to food manufacturers, suppliers, and distributors totaling in the neighborhood of 50,000 during the last full week in January. From every part of the country they will come to take part in the annual Grocery Trade Conferences that annually grow in size and importance in connection with the yearly conventions of the National Canners Association.

Most of the leading manufacturers of macaroni-noodle products are becoming more and more appreciative of the importance to their business of the friendly public relations that grow out of general conferences of this kind and annually send their chief executives and sales managers to contact the leaders in the food distributing trade. As the result of this natural trend, it has become an established custom to hold a one-day convention for the discussion of current problems of the Macaroni Industry.

Hotel Morrison in Chicago will be the headquarters for the macaroni-noodle manufacturers during the week of the Grocery Trade Conference. The Directors of the National Macaroni Manufacturers Association will meet at The Morrison on Sunday, January 19, 1941, to review the organization's activities during the last half of 1940 and to plan operations for the first six months of 1941. They will probably choose the 1941 convention city and dates.

On Monday, January 20, 1941, every representative of the Industry has been invited to a mid-year meeting sponsored by the National Association. The trade's allies have likewise been invited to take part in the program for the good reason that many of the problems proposed for general discussion are equally interesting to suppliers and plant operators.

The mid-year meeting will start promptly at 10:00 a. m. There will be a recess at 12:30 p. m. for luncheon—a group, dutch-treat affair—and an afternoon session lasting till late that day. A program of beneficial interest to all engaged in macaroni-noodle making and selling is being planned by the program chairman. The new Government ruling on package sizes and fill, the practicability of improving products through the addition of vitamins, and of increasing a wider market for finished products by consumers awaiting to be educated as to the merits of macaroni products and their proper preparation for satisfying, healthful consumption will be discussed.

Laboratory supervisors of the leading durum mills have consented to discuss the vitamin problem and leading executives of package supply firms will discuss the

new Federal regulations defining what constitutes a legal package under the new ruling. The meeting will be open to all who are interested in any phases of macaroni production and distribution.

The National Canners' Association will hold its meetings and its wonderful exhibit, as usual, at The Stevens Hotel. This group sends such a large delegation that they will occupy practically the entire hotel this year.

The National-American Wholesale Grocers' Association that has for years met at The Congress Hotel, has found it necessary to establish headquarters at The Drake Hotel, fully two miles from the loop, because of the pressure of hotel accommodations in the loop. Thus this large group breaks a long established precedent.

The Voluntary Chain groups will also meet at The Drake. Hal Ranck, formerly contact man for the Macaroni Association during the Macaroni Industry's national advertising campaign of 1929 and 1930, and now sales and merchandising manager of a leading voluntary group, will help manage the business sessions.

The Coöperative Food Distributors of America, of which E. G. de Staute is president, will meet at the Sherman Hotel.

The National Retailer-Owned Grocers will also meet at the Sherman Hotel. Principal convention feature will be an address by Corwin Edwards, U. S. Department of Justice, on "The Federal Investigation of the Food Industry."

Modern Marketing Service, Inc., will meet at the Drake Hotel, the United Buyers at The Tower Club, while the Independent Grocers' Alliance of which J. Frank Grimes is president, will hold its sessions at the Knickerbocker Hotel. The National Brands Stores will meet at The La Salle Hotel; the Evaporated Milk Association at the Blackstone; the Peanut Butter group at The Morrison; the United States Wholesale Grocers Association at the Palmer House, also the National Pickle Packers' group.

In fact every important loop hotel will house some food growing-processing-distributing group. That is why progressive macaroni-noodle makers from every part of America plan early to be in Chicago for about a week, starting January 19. Naturally, that is the basic reason for holding annual meetings of the industry. Manufacturers have gone to the expense of going to Chicago the latter part of January. It costs little or no more for them to attend an industry conference. Others find it both practical and profitable to confer with their fellow manufacturers.

So "On to Chicago" and the Macaroni Industry Conference, January 20, 1941!

## Report of the Director of Research for the Month of December

By Benjamin R. Jacobs

For the past two or three months I have been working with the Federal Specifications Board in an effort to increase the ash content of macaroni products used by the numerous Federal Purchasing Agencies.

Under the present Federal Specifications macaroni products made from semolina are permitted to contain not more than sixty-five hundredths per cent ash. Numerous samples of semolina No. 1 tested in our Laboratory show a higher percentage of ash than that allowed under the Specifications. In fact some samples contain as high as seventy-eight hundredths per cent ash.

The Federal Specifications for macaroni products made from hard wheat flour permit fifty-two hundredths of one per cent ash while for durum flour they permit only sixty-five hundredths per cent ash. A hard wheat flour other than durum containing fifty-two hundredths per cent ash is not equivalent in extraction to a durum wheat flour containing sixty-five hundredths per cent ash. Therefore, an effort was made to get these two products on the same basis of extraction.

Information on the subject was sought from the durum wheat mills who also manufacture hard wheat flour other than durum. The information received showed that if it was desired to have a durum wheat flour of the same percentage extraction as a hard wheat flour, other than durum, containing fifty-two hundredths per cent ash, it would be necessary to have the durum flour contain eighty-hundredths per cent ash. This information was submitted to the Federal Specifications Board and their advisors and as a result of this the following proposed changes in the Federal Specifications for macaroni, spaghetti and vermicelli were suggested to the Board.

You will note that instead of having only four types of macaroni products that the proposed specifications contain six types of macaroni products. The present Type IV was divided into three parts so that there would be no confusion when sending out invitations for bids as to just what type of macaroni products was desired.

It will also be noted that in Type I (macaroni products made from semolina No. 1) the ash has been increased from sixty-five hundredths per

cent to seventy-five hundredths per cent; that in Type IV the ash content of durum wheat flour macaroni product has been increased from sixty-five hundredths to eighty hundredths per cent.

It will also be noted that a procedure for determining ash when the macaroni product contains salt is recommended. Numerous rejections of macaroni products delivered to Federal Purchasing Agencies can be traced to improper analyses by Government chemists due to the fact that there is no official method for determining salt-free ash in macaroni products.

The suggested method has the approval of the technical advisors of the Federal Specifications Board and therefore, I feel free to state that there will be no objection concerning its acceptance. The proposed changes follow:

### PROPOSED CHANGES IN FEDERAL SPECIFICATIONS FOR MACARONI, SPAGHETTI AND VERMICELLI

#### B. Types and Grades

B-1. Types.—Macaroni, Spaghetti and Vermicelli shall be such of the following types as may be specified in the invitations for bids.

- Type I. Semolina.
- Type II. Farina.
- Type III. Combination of semolina and farina.
- Type IV. Durum Wheat flour.
- Type V. Hard wheat flour other than durum.
- Type VI. Combination of hard wheat and durum flours.

B-2. Grade.—Shall be of the grade specified herein under the respective types.

#### E. Detail Requirements

E-1. Shall contain not more than 12 per cent moisture, as determined by the vacuum oven method or other method which the Association of Official Agricultural Chemists may consider as equivalent, and not less than 11 per cent of protein (NX5.7), calculated on 12 per cent moisture basis.

E-1. Type I. Shall be made from sound semolina No. 1, and the ash content of the finished product, exclusive of added salt, shall not be more than seventy-five hundredths per cent.

E-2. Type II. Shall be made from sound farina No. 1, and the ash content of the finished product, exclusive of added salt, shall not be more than forty-five hundredths per cent.

E-3. Type III. Shall be made from a mixture of sound semolina No. 1 and

sound farina No. 1, and the ash content, exclusive of added salt, shall not be more than sixty hundredths per cent.

E-4. Type IV. Shall be made from sound durum wheat flour of good quality. The ash content, exclusive of added salt, shall not be more than eighty hundredths per cent.

E-5. Type V. Shall be made from sound hard wheat flour, other than durum, of good quality. The ash content, exclusive of added salt, shall not be more than fifty-two hundredths per cent.

E-6. Type VI. Shall be made from a mixture of sound durum wheat flour and sound hard wheat flour, other than durum, of good quality. The ash content, exclusive of added salt, shall not be more than sixty-six hundredths per cent.

#### F. Method of Inspection and Test

F-2. The Book of Methods of the A.O.A.C. does not give any method of determining ash in macaroni products containing added salt, therefore, it is necessary to provide such a method. The ash constituents of the farinaceous ingredients used in the manufacture of macaroni products are constant within certain narrow limits. Phosphoric acid is the largest constituent and represents approximately 50 per cent of the ash, therefore, a determination of this constituent, when multiplied by a factor, will show the actual salt-free ash of the product. The factor used is 2.0.

In the method proposed the sample is ashed in the usual way at 550°C, cooled and dissolved in 25 c.c. nitric acid (1+3) transferred to a 150 c.c. beaker, diluted to 75 c.c. with water and boiled 15 minutes, keeping nearly original volume (this step is necessary to convert all phosphates to the ortho form), then proceed with this solution as under Chapter 2, "Fertilizers," Section 12, 5th Ed., Book of Methods, A.O.A.C.

### Ration of Vitamin A

How much vitamin A does a person need every day?

About 4,000 international units if he is an average adult in normal health, according to the Bureau of Home Economics, U. S. Department of Agriculture. Or, in terms of common foods, a normal man or woman can get the needed daily vitamin A from one pint of whole milk, one egg, two ordinary sized pats of butter, and an average serving of leafy green or yellow vegetable.

"It is not necessary, of course, to include this exact combination of food in each day's meals," Dr. Lela Booher, chief of the Bureau's nutrition division, points out. "Many other foods rate also as excellent sources of vitamin A."

# Is it Good?

## The most VITAL question your products have to answer

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

For years we have been testing and choosing wheat, milling, testing and re-testing Gold Medal Press-tested Semolina

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



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

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

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

A COMPLETE DURUM SERVICE FOR MACARONI AND NOODLE MANUFACTURERS

DURUM DEPARTMENT

**WASHBURN CROSBY COMPANY**

(TRADE NAME)

Central Division of General Mills, Inc.

Offices: Chicago, Illinois

## The Macaroni-Spaghetti-Noodle Package

### Should Packages for These Food Products Be Standardized?

Packaging methods in the macaroni industry have undergone marked improvements during the past generation. At the opening of the century it was a rarity to find this food in convenient packages. By far most of the macaroni, spaghetti, egg noodles and the many other shapes of this fine food was bought in bulk, by the pound, or in boxes. That was equally true of both the imported and the domestic brands.

As the number of manufacturers increased, so did competition for the restricted consumer demand. To win consumer preference, some packaged their products in convenient containers on which were printed the manufacturer's message, recipes and other information. Those who resorted to the new-fangled idea of selling macaroni products in packages were considered upstarts by the majority of the trade. Indeed, there developed a sharp line of demarcation between the two groups, and early in the century there existed two organizations, the bulk and the package, each bitterly fighting the other with resultant damage to both and to the industry generally.

Since that day progressive manufacturers have been quite active in modernizing and standardizing packages, sometimes in response to criticism but usually on their own initiative. The result is that now practically every important manufacturer in the United States has a brand which he sells only in the most acceptable package.

As might be expected, abuses crept in despite every precaution urged by honest manufacturers. In extreme cases, packages became "drums," increased in cubical contents and a corresponding decrease in food contents. The contents rattled and the consumer ranted, with the result that the government agencies began investigating the entire food trade. Bad as was the situation in the macaroni trade, the number and the degree of defectiveness in packages were even more flagrant in other foods, spices and drugs. To aid in fighting the package evil, the Federal Food and Drug Act was passed. As the result of the enforcement of this law, radical changes have resulted in the packaging methods.

It is now proposed to establish even more rigid weight standards for

containers of "dry groceries" comprising macaroni, spaghetti and egg noodles among other foods that usually sell in packages. The National Conference of Weights and Measures has recommended that packages be limited to the two-ounce size for drugs to multiples thereof for macaroni products and other foods up to 1½ pounds, beyond which packages would have to be in multiples of one pound.

This appears drastic and its passage would be harmful to certain processors, but the trend is toward container standardization through the elimination of odd sizes. Additional standardization within reasonable limits, would produce benefits to manufacturers and consumers and would help reduce costs. However, if such standardization is forced arbitrarily on a weight or any other single basis, without regard to the peculiar characteristics of many specialties as produced in many macaroni-noodle factories, it could work much hardship and serve no useful purpose.

Members of the macaroni industry, for example, would be hard hit by inflexible compulsory package sizes based on weights, in view of the varying sizes of containers required for their different shapes to attain any given weight. They would have to stock a wide variety of package sizes if they were restricted to a few weight standards. Wholesale revision of package sizes to which consumers have long been accustomed would make for confusion, complicate the housewife's shopping problem, while increasing sales resistance to particular shapes or sizes.

The opinion very generally and properly prevails throughout the grocery trade that the Food, Drug and Cosmetic Act contains comprehensive regulations against slack filling of packages and deceptive containers. These are the chief evils which any comprehensive package standardization program seeks to prevent. Uniformity as such can be advanced far better through voluntary action of manufacturers than through setting up over-simplified and rigid standards that merely aggravate the problem by adding to the expense of doing business, confusing the housewives with not great resultant benefit to anyone.

### Macaroni Products As Money Savers

Readers of the *New York Journal-American*, particularly those who are interested in being served good foods that are both tasty and economical, were given some fine pointers by Zola Vincent, Food Editor of that paper, on November 15, 1940. The article is replete with reliable information about the food value of the products, how macaroni products should be bought, stored and prepared.

"Macaroni products are money savers," says this authority. "They lend themselves to a wide variety of ways of cooking, most popular, of course, being macaroni with cheese (au gratin), spaghetti with tomato sauce, and egg noodles, buttered."

"All macaroni products should be kept in a cool dry place. In cooking, be careful to put them in boiling salted water. Cold water will spoil even the best grades. The idea is to have every piece thoroughly tender but each piece whole, separate and without mushiness or stickiness."

#### Shapes Alter Taste

"If you think you can't taste shape . . . that round food tastes no different from the flat products . . . consider macaroni and its related foods. Flat noodles, round spaghetti and tubular macaroni actually do taste different, although they are made of practically the same ingredients, except the noodles must contain eggs. The fact is that the cooking process has a different effect on each of them. The shape of the food determines flavor by modifying the effects of heat, so that whether you believe it or not you can actually taste the difference between a tube and a cylinder."

#### Germ-Proof Packages

When the consumer buys macaroni products today, she receives them in germ-proof, moisture-proof packages. They are even dried in sanitary cabinets by filtered air. Not only that, but the manufacturers of today's macaroni products have found that only certain types of wheat can be used successfully for macaroni. Properly made of fresh durum-wheat semolina, the raw pastes are of slightly golden color and translucent.

It is good policy to find a reliable brand that you can depend on, and always order macaroni, spaghetti and noodles, packaged and by brand name to insure quality.

Although the consumption of chewing tobacco has declined considerably, there were still enough users in the United States to consume a total of about 100 million pounds in 1939, according to consumption statistics compiled by the Agricultural Marketing Service.

"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



## Macaroni Products Dinners For a Change

The National Macaroni Institute Suggests Serving Broiled Meats with Macaroni—Spaghetti—Egg Noodles for Menu Variety. American Homemakers React Favorably to the Idea

"For a Change!" Food variety is still an American privilege—one that millions in Europe and Asia do not now enjoy because of the ravishes of wars. There the housewife's quandry is "What have I to serve?", while here the big question is, "What can I serve that will be different?"

To help the American Homemakers solve that question in this land of plenty, the National Macaroni Institute recently released timely suggestions that apparently are the answer to the former's perplexity. It is built around the current trend towards broiled dinners, using Macaroni Products "For a Change" with broiled meats not only to vary the monotony of the same combination-day in and day out but to supply needed food elements in new blends equally healthful and welcome.

To make the suggestion more appealing, beautiful photographs of the recommended combinations have been freely distributed through all food and home-making channels. Briefly, here's the timely recommendation of the Institute that is doing such valiant promotional work for a food that should be better known to Americans and more highly appreciated by them because of its nutritive values:

### For a Change

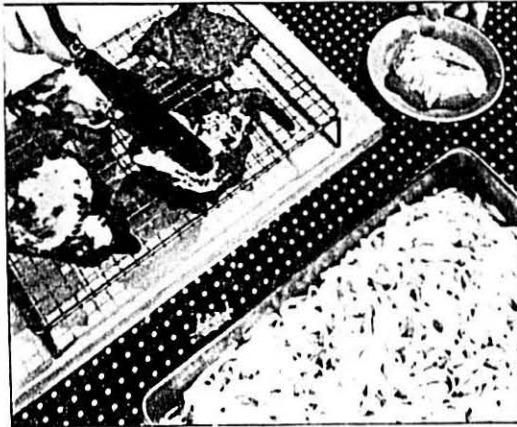
One of the most time-honored food combinations in American menus today is that of meat and potatoes. Around these two nourishing foods most homemakers build the rest of the meal. Fortunately, many good cooks recognize the danger of menu monotony, so in planning their meals they remember that there are other foods which also make ideal flavor companions for meat.

Along this line, how about a good old macaroni, spaghetti or egg noodle delicacy "for a change"? Meat and potatoes is a popular food combination relished by all, but any of the macaroni products may be served instead of potatoes as a welcome change—without lessening the food value or increasing the cost of the meal.

Have you ever tried serving buttered egg noodles or fried macaroni in order to banish menu monotony? These are money savers, time savers and labor savers. No peeling or cleaning is necessary. There is no waste. And in combination dishes they are economical, nutritious—and real "for a change" dishes—equally delicious with meat, fish or fowl.

Macaroni, spaghetti, elbows, and egg noodles, the whole macaroni family in fact—since they are interchangeable in practically all recipes—will prove wonderful substitutes for other healthful carbohydrate and protein foods "for a change."

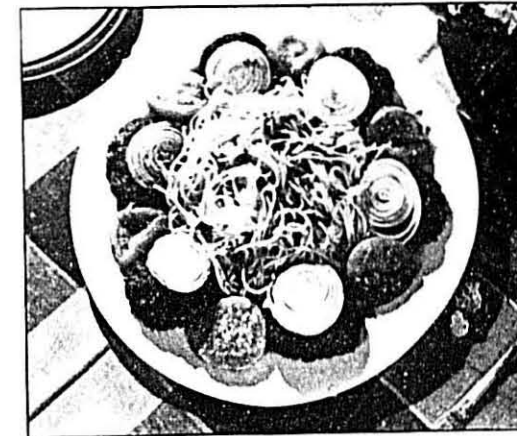
Speaking of changes, the method by which your food is prepared may also help to vary your menus. For example, broiling as a method of cooking meat is often considered suitable only for the very tender cuts, since dry heat tends to make the less tender cuts more tough.



**CUBED STEAKS WITH EGG NOODLES**  
Do you perform flavor tricks? If you want to delight your family with your culinary magic, take several inexpensive cubed steaks, top with a cream cheese dressing (either Roast or any sharp spreading cheese) and broil. Let your family enjoy this "favor treat" soon.



**BROILED PORK CHOPS WITH ELBOW MACARONI**  
If you're weary of usual dishes, things you've prepared again and again, then gain an inspiration from this meal in a skillet, consisting of pork chops with elbow macaroni and tomato sauce. It's the kind of a meal that everyone enjoys and best of all, it's a grand way to solve the problem which all good cooks try to avoid—menu monotony.



**BROILED HAMBURGER STEAKS WITH SPAGHETTI**  
When guests are on their way and you want to open their eyes wide, without opening your purse more than just a little bit, give them a broiled dinner of wholesome foods such as pictured above. To insure added flavor to the spaghetti, place it under the broiler rack on which the hamburger patties, slices of sweet Spanish onions and tomatoes have been placed, so the juices will drip over it during the broiling period.

There are exceptions to all rules, however, and as you will note from the recipes that follow, it is possible to use this quick and easy broiling method of preparing meats of some of the less expensive cuts, and at the same time, give your dinner menus that ever-welcome change they need.

Even broiling may be employed for meats such as ham, tender and cubed steaks, since the grinding and cubing of these meats tend to render the connective tissue of the meat more tender and dry heat may be applied very successfully. Meats should be broiled slowly, however. Smoked ham in any of its cuts, center or end, is tender and can easily be broiled.

Too often the juices from broiled meats are wasted, and so to capture and use them to their fullest extent, broiler meal combinations are recommended, since they permit the juices from the meats to season the macaroni products that are placed under the broiling rack during the broiling process. To discover how much flavor can be given foods prepared in this manner, you'll want to try the following recipes:

### Broiled Combinations

#### Cubed Steaks with Sharp Spreading Cheese Dressing and Egg Noodles

- 4 individual cubed steaks (about 1/4 lb. each)
- 4 tsp. cream Roquefort or other sharp spreading cheese
- 2 tsp. Worcestershire Sauce
- 1/2 lb. egg noodles

Cook egg noodles in boiling salted water until tender; drain and place in pan beneath broiling rack. Cream the cheese and blend thoroughly with the Worcestershire sauce. Broil steaks until nearly finished, then spread on them the cheese mixture. Return to broiler until cheese is melted and drips freely onto the noodles below the meat. Serve at once. Serves 4.

#### Broiled Smoked Ham and Macaroni with Cheese Sauce

Next time your mind is attempting to solve the problem of "What shall I serve for dinner tonight?" call these three old standbys to your rescue—macaroni, ham and cheese. As a tip, place the cooked macaroni under the broiler rack so that the juice from the ham, which has been topped with cheese, will drip over it. You'll have a meal that will appease even the most ravenous appetite.

- 1 slice smoked ham or 1 end cut (3" thick)
- 1 cup medium white sauce
- 1 cup American Cheese, diced
- 1 lb. macaroni

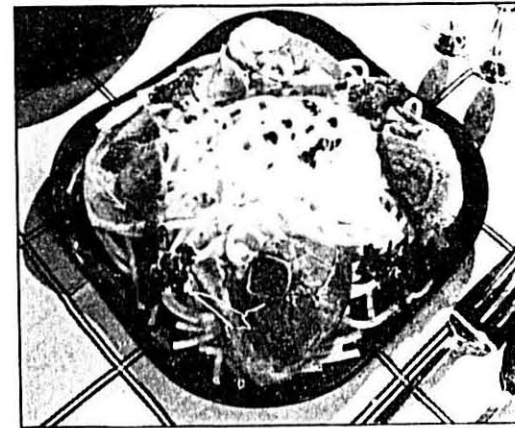
Combine the cheese and white sauce and cook in double boiler until cheese is melted. Cook macaroni in boiling salted water until tender; drain and place in pan beneath broiling rack. Put over this the cheese sauce and place under broiler for a few minutes until the sauce bubbles and browns slightly. Then place over this the broiler rack with the ham slices on it, and broil until meat is done. Serve at once. Some of the cheese may be added to the ham during the last few seconds of broiling, if desired. Serves 4 to 6. You can vary this recipe by using either spaghetti or egg noodles instead of macaroni.

#### Broiled Hamburger Steaks with Spaghetti

When guests are on the way and you want to open their eyes wide, without opening your purse more than just a little bit, give them a broiled dinner of wholesome foods such as pictured above. To insure added flavor to the spaghetti, place it under the broiler rack on which the hamburger patties, slices of sweet Spanish onions and tomatoes have been placed, so that the juices will drip over it during the broiling period.

- 1 lb. spaghetti
- 1 lb. hamburger
- 1 Sweet Spanish Onion
- 2 tsp. butter
- 1 medium tomato or 1 No. 1 can of tomatoes
- Salt and pepper to taste

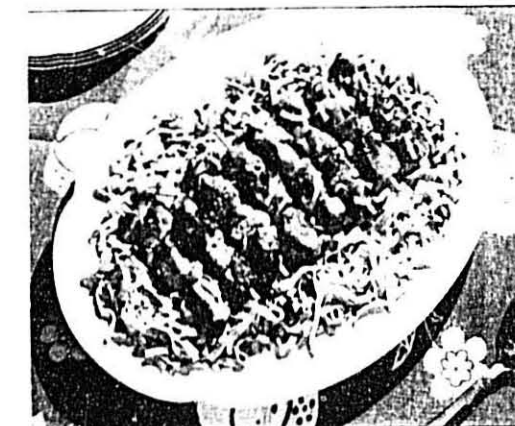
Cook the spaghetti in boiling salted water until tender; drain and place in pan beneath broiling rack. On the broiling rack place the hamburgers, shaped into 4 equal sized patties. Broil



**BROILED SMOKED HAM AND MACARONI**  
Next time your mind is attempting to solve the problem of "What shall I serve for dinner tonight?" call these three old standbys to your rescue—macaroni, ham and cheese. You will have a meal that will appease even the most ravenous appetite.



**SPAGHETTI AND HAMBURGER PATTIES**  
Out of ideas for what to serve a hungry family tonight? You'll discover the package of spaghetti in your pantry shelf can be the inspiration for a meal as tempting and delightful as the one pictured above. The first forkful will prove what a good choice it is for appetites, both of young and old.



**MOCK CHICKEN LEGS WITH EGG NOODLES**  
Do you have a family of meat and potato eaters? You'll be surprised how variety in your menus will do wonders for their health and appetites. Just try a tempting platter of this meat-wheat combination!



**SPAGHETTI AND MEAT BALLS**  
A one-dish meal that is a time and labor saver as well as a dinner or luncheon favorite. Can be served weekly or oftener, with nary a complaint.

the meat slowly. When it is nearly finished, place on the rack the onion sliced and the tomatoes cut in halves. Add a little butter and salt on top of each and broil while meat completes cooking. The juices from the meat and vegetables drip below and season the spaghetti. If fresh tomatoes are not available, pour the can of tomatoes over the spaghetti at the beginning of the broiling process and it will season the spaghetti and heat through while the meat and onions are broiling. Serves 4. For a change, try using either macaroni or egg noodles instead of spaghetti.

Here's a tip to avoid menu monotony, try serving well seasoned, buttered egg noodles or spaghetti in place of potatoes occasionally. Here is a recipe that is highly recommended:

#### Fried Macaroni with Cheese

Boil 1 pound of macaroni in plenty of boiling, salted water. Drain. In a heavy iron frying pan melt 3 tablespoons of butter. Add a little olive oil, if you like that flavor; it will keep the butter from "burning." Add the macaroni. Stir it to slightly brown a substantial portion of the macaroni. Pour on platter, season with salt and pepper, sprinkle with grated cheese and serve hot.

(A praise-worthy luncheon dish. Equally good with meat, fish or fowl.)

### Noodle "Pitch-in"

A dish of "Italian Delight" with egg noodles as a base is recommended by food editor, Julia Lee Wright, as a meat-wheat combination for a "pitch-in" party. With "Pitch-in Parties" becoming quite the rage, she gives her recipe for a noodle dish that should prove quite popular. It appears in the December 6, 1940, issue of *The Family Circle* magazine.

"Clubs, schools and neighborhood groups of friends are going for 'pitch-in' parties in a big way! And there's good reason, too, because 'pitch-in' is a party on shares, with each person bringing along a pan or casserole of favorite food, and all the dishes are assembled to be shared by all. In other words, it's a grand way to have a party or get-together without undue strain or work for anyone.

"Both hot and cold foods that carry well are usually the ones that go to 'pitch-in' parties. Casserole dishes that may be brought in the containers they were cooked in (and wrapped in several thicknesses of newspapers to hold the heat," says Editor Wright, "are most popular." Then follows her recipe for

#### Italian Delight

- 1/2 lb. uncooked egg noodles
- 3 tbsps. minced onion
- 1 tsp. shortening
- 1 lb. ground round steak
- 1/2 lb. ground pork steak
- 2 cups shoe peg corn
- 1 1/4 cups or 10 1/2 oz. can concentrated tomato soup
- 3/4 cup tomato paste
- 2 1/2 tps. salt
- 1/2 tsp. pepper
- 3 cups grated American cheese

- (a) Boil noodles in large amount of rapidly boiling salted water until tender. Drain.
- (b) Brown onion in hot shortening. Add

meats and cook until well separated, stirring frequently. Add corn, tomato soup, tomato paste and seasoning.

(c) Arrange alternate layers of noodles, meat mixtures, and cheese in well greased 2-quart casserole.

(d) Bake in moderate oven (350 degrees) 45 minutes. Serves 12. (Note: To serve 6, cut recipe in half.)

### Macaroni Products Gain Popularity On Menus

Everyone recognizes the natural affinity of such foods as bread and butter, cheese and crackers, ice cream and cake, says Frances M. Burley, Washington county home demonstration agent. Each contributes something not supplied by the other, and each complements the taste of the other—in some cases it is contrast in textures, in others it may be a difference in flavor and color which makes them so attractive together.

For years we have learned to link chicken with such foods as noodles, biscuits and dumplings. More recently, roast beef has been cutting in on the noodle combination for popularity, and now modern home makers are awakening to the fact that the whole family of macaroni products, namely, spaghetti, egg noodles and macaroni, are welcome and delightful companions for all meat dishes.

They allow one to buy less of the expensive meat cuts and seem to stretch the main course a little farther around the table of hungry mouths; and when combined with the less expensive cuts of meat, they can do much to help pep up the flavor. This family of macaroni foods is a friend in need, because it will certainly help to keep food allowances "nipped in the budget."

Macaroni products are popular with all ages and are one food that gains popularity early in the diet of small children, and is still a favorite and recommended by dietitians and doctors for adults who are over the hill and well into their later years, when easily digested foods, full of energy-giving qualities, are again necessary.

Variety in macaroni products is no problem, because this high quality wheat food comes in numerous shapes and sizes, enough to give every desire a satisfying expression, even though one may use them often.—*Evening Argus*, Montpelier, Vt.

#### A Shopper's Creed

I believe that the American woman, through control of a large share of the family budget, exerts a vital influence upon today's economic order. Therefore, I hold it my duty to help make this influence constructive; to govern my buying so that waste will be reduced and the greatest good to all realized from my expenditures.

I believe that, as measures of true economy, I should:

Make known my merchandise needs and preferences in advance whenever the opportunity is presented;

Remember that cheapness in itself is not a bargain, and consider suitability and durability as well as price;

Avoid merchandise known to be produced under unfair competitive conditions such as sweatshops or prison-made goods;

Be reasonable in my demands for service; such as credit, alterations, and deliveries;

Refrain from returning merchandise unless the goods or the store is at fault.

—General Federation of Woman's Club

### The Long and Short of It

Seven thousand women applied for positions as Army hostesses and nearly all of them have been disappointed because the War Department finds that there will be only 200 hostesses needed when the new Army reaches its peace-time peak. After all, short periods of activity of the kind that have to do with preparation for war, or actually going into a war, cannot compare with the gains and progress achieved when there were no war clouds on the horizon.

An optimistic estimate of increased employment comes from Secretary Perkins of the Department of Labor, who says that from 6 to 8 million new jobs will be provided. Granting that the Lady may be almost right there will still remain millions of unfortunate on relief.

When the soldiers returned from Europe in 1919 they found the whole economic system of their homeland in a chaotic condition. Things haven't been quite right most of the time since the World War tragedy was brought to a close, with peace treaties made during short-time world excitements, which have not lasted through the years.

What the future holds in store no one knows. But it is certain that the American Hemisphere is steaming up to do a short-time job that will end in long years of troubled efforts to reconstruct our human and economic conditions, and get back to normal, unless we prepare now to cushion against the after-effects.

A large number of manufacturers are now enjoying short-time prosperity because they have succeeded in landing National Defense contracts. That does not necessarily mean that the United States is to expect an era of strong national economy, even in 1941, or for a long time to come.

In a recent Forum Discussion, George V. Denny, well known to the radio audiences of the country, asked Harold G. Moulton, president of Brookings Institution: "Just what do you economists mean by a strong national economy? Military strength is something you can see—it is men and tanks and guns and planes. But economic strength—what is it?" Dr. Moulton replied: "The economic strength of a nation is found in its productive power—the industry, plants and equipment, and other resources with which we turn out ships, tanks, planes, as well as the commodities of ordinary consumption."

Private business and industry was thrown back on its own resources after the World War. This became inevitable when World War profits were suddenly cut off, and production and

employment headed downhill. It will happen again when our new programs come to a sudden close, and the lights will go out as the European symphony pulls down the curtain on the tragedies of the present era.

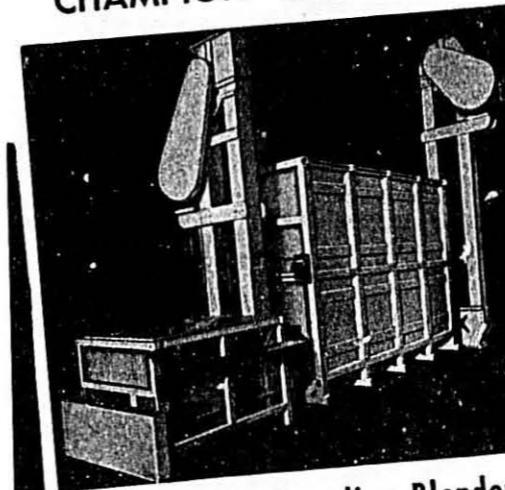
Isn't this a good time to think about grave human and economic problems that our Nation must face when the program of the Constitution provided by the Fathers is resumed, to "promote the general welfare, and secure the blessings of liberty to ourselves and our posterity?"

### Auto Accident Victim

Jack Balentine, sales manager for the L. A. Pacific Macaroni Company of Los Angeles, Calif., was seriously injured in an automobile accident near Riverside, California, during the Christmas season. Details of the accident and the extent of the injury are not known.

Building of roads is a basic function of government, of, by, for the people.

**"A Productive and Prosperous New Year" —**  
can be easily realized this coming year by installing  
**CHAMPION PROFIT MAKING EQUIPMENT**



- FLOUR OUTFITS
- DOUGH MIXERS
- NOODLE BRAKES
- WEIGHING HOPPERS
- WATER METERS

All Accurate and Automatic in Operation

### This Champion Semolina Blender and Sifter

is an investment that will make lower operating costs fit "hand-in-hand" with higher quality products—a combination that will yield increased profits year after year.

It provides quick, sanitary handling of flour, uniform sifting and the removal of all foreign substances, plus perfect blending and cleanliness of the dis. Automatic operation eliminates heavy, back-breaking labor. Sturdily built for a lifetime of service.

Champion also builds Dough Mixers, Weighing Hoppers, Water Scales and Noodle Brakes . . . all reasonably priced and sold on easy time payments.

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Send me complete information about your Champion Semolina Blender and Sifter, including price and terms, and tell me about your time payment plan. I am also interested in securing a . . .

Name . . . . .  
Company . . . . .  
Address . . . . . State . . . . .  
City . . . . .



## Revenue Acts of 1940

The prize puzzle of the times is the two Revenue Acts of 1940 and particularly the Excess Profits Tax Act.\*

Writers and speakers are in quite general agreement on a few points, one of which is that a clear understanding of many of the provisions must await issuance of explanatory regulations.

It is likewise agreed that the decision as to whether the Excess Profits Credit should be computed on the basis of Income or Invested Capital requires a careful study of the results of each method in the individual case.

Despite the many uncertainties in the provisions of these Acts, there is the fundamental and unalterable certainty that they add tremendously to the importance of accurate, supportable fixed asset records.

Higher normal and Excess Profits Tax rates multiply the importance of the control of fixed assets and charges for depreciation in the computation of Income and Excess Profits Taxes. The treatment of these items will influence the computations for the base period, 1936 to 1939, and all open tax years.

Under these Acts the determination of Excess Profits Tax Credit on Invested Capital Basis may require consideration of:

Actual amount of original costs capitalized.

\*Says the Clients' Service Bulletin of The American Appraisal Company.

Valuation of tangible and intangible property paid in for stock as of the date paid in or donated to a corporation.

Segregation of charges against earned surplus for depreciation on appreciation with corresponding adjustment increasing invested capital.

Revision of depreciation charges during open tax years to the proper allowable amount with the corresponding adjustment of surplus.

Restoration of capital items expensed to the extent permitted by subsequent regulations.

Adjustments in prior loss years for excessive depreciation deducted or capital items expensed which did not offset taxable income.

Inclusion of the entire investment in intangibles as part of invested capital, whether or not such intangibles are still carried in the accounts and on Income Basis.

Allocation of the capital amount for mixed assets, purchased or acquired, into its division of intangibles, land, buildings, and equipment which may affect allowable deductions or long-term losses.

Review of long-term losses claimed during base and current periods both as to the allowable cost and the proper charges against income.

To the extent permitted, recomputations of losses on the basis of actual cost instead of March 1, 1913, values

on property retired during the base years.

A revision of depreciation charges where applicable to the amount allowable where excessive amounts had been claimed during the base years, which will increase average earnings.

Restoration of capital items erroneously expensed in the base years.

These are some of the more or less known factors to be considered in determining the influence of plant assets on invested capital and the depreciation allowances. There are other adjustments that may be made in the interest of the taxpayer as particularly specified in Section 721 and suggested in Section 722 of the Excess Profits Tax Act, the latter of which empowers the Commissioner to make such adjustments as may be necessary in abnormalities affecting income or capital. These will require specific consideration as they are applicable to individual cases.

The Amortization Section of the Act will require an analysis of reconstruction costs made to prepare for emergency production and the allocation of costs of emergency facilities for computed special depreciation or amortization charges.

Regardless of subsequent refinements that may be required to meet individual situations, the starting point for all needs involving property facts is a basic inventory of the assets in use, their cost and depreciation provisions factually determined. It is decidedly a program of good housekeeping to have adequate basic property records.

## Spaghetti Has Chinese Origin

By Jane Floyd Buck

Spaghetti, as strange as it may seem, can't claim Italy as its mother country. Actually, spaghetti is just an old Chinese custom!

However, to Italy goes credit for developing spaghetti in so many different forms and shapes it actually has become an art in that country. Italian manufacturers take such pride in the outward appearance of their spaghetti there are now more than one hundred forms of it in use in Italy, many of which are molded by hand. The various preparations are met with as thin threads, thin sticks and pipes, small lozenges, stars, dots, crescents and various small animals.

At the beginning of the Fourteenth century Italy was the only European nation enjoying spaghetti, although the Italians had secured the method of its manufacture from the Germans, who in turn had brought it to Europe from China.

For a full hundred years Italy managed to keep the secret of its manufacture from other countries, despite the fact they resorted to many ruses to secure it. An enterprising Frenchman finally succeeded in obtaining the recipe from an Italian maker. He introduced it into France, where he won fame and fortune with this new dish which immediately became widely popular. In fact, one historian deemed it worthy of recording that Louis XIII was enthusiastic about this new Italian dish.

Spaghetti really is semolina, a specially milled hard wheat, and the same paste made from this wheat is used for macaroni, vermicelli, Italian paste, taglioni and fanti.

However, although Italy made an art of the forms in which spaghetti, macaroni and their offspring are shaped, it remained for American methods to develop manufacture of this particular foodstuff into a science. A visit to an American plant discloses a variety of intricate machinery which carries semolina from its raw state to the finished product.

Machines mix and knead the dough, other machines force it around tiny bronze pins to make it round and put in the hole. When the long strands of spaghetti leave this machine they get a "hair cut" and are then spread out on a rack and so made ready for the drying room. Men working in the plant get so familiar with spaghetti they can bite a piece or rub it between their fingers and thus tell within half of one per cent how much moisture it contains! Mass merchandising and distribution methods employed have increased the consumption of macaroni and spaghetti in this country to such an extent it has been possible to develop this highly specialized machinery for its manufacture and thus insure a better and more uniform product.

Today this country eats approximately 600,000,000 pounds of macaroni, spaghetti and vermicelli a year or about \$50,358,752 worth!

You call Commander Superior Semolina **COMMAND** 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

**COMMAND**  
the Best  
When You  
**DEMAND**



## Timely Topics by S. M. Noodler

### What Is Around The Corner?

Motoring safety demands ample free space ahead in which to stop when driving at top speed. Federal aid in building a highway is often contingent upon the road being laid out to give 1,000 feet of visibility ahead at every point.

Automobiles are not yet equipped with around-the-corner periscopes. We never know when there may be a pedestrian, a horse and wagon, a stalled car or even an accident just out of sight as we swing confidently around the bend in the road. So far we have not been clever enough to devise a way of seeing around the highway corner.

Nor has man's ingenuity or the carefully prepared forecasts of our Babsons, Kiplingers and others yet made it possible to see around the bend in the business road. There are no financial periscopes or business mirrors that will make tomorrow an

open road for us before we come to it. If we do not have sufficient room ahead to stop safely on the highway, we slow down—or we should. But in driving our business ahead it is different. We drive into conditions we cannot foresee without such control as will enable us to avoid running headlong into a financial jam.

Business men know there are enough hazards in business that cannot be avoided, without taking unnecessary chances. But business men do not always have this in mind. Or they tell themselves, "Nothing ventured, nothing gained," and they step on the accelerator.

Perhaps the road straightens out just beyond the bend or perhaps a financial time-bomb is just due to explode as they come up. Caution is driving into a blind business situation. Yes, the caution of keeping everything under control while maintaining as much speed as is safe. Care, too, to have enough fuel, enough reserve power, and the readiness to "give her the gun" as soon as the road shows clear ahead.

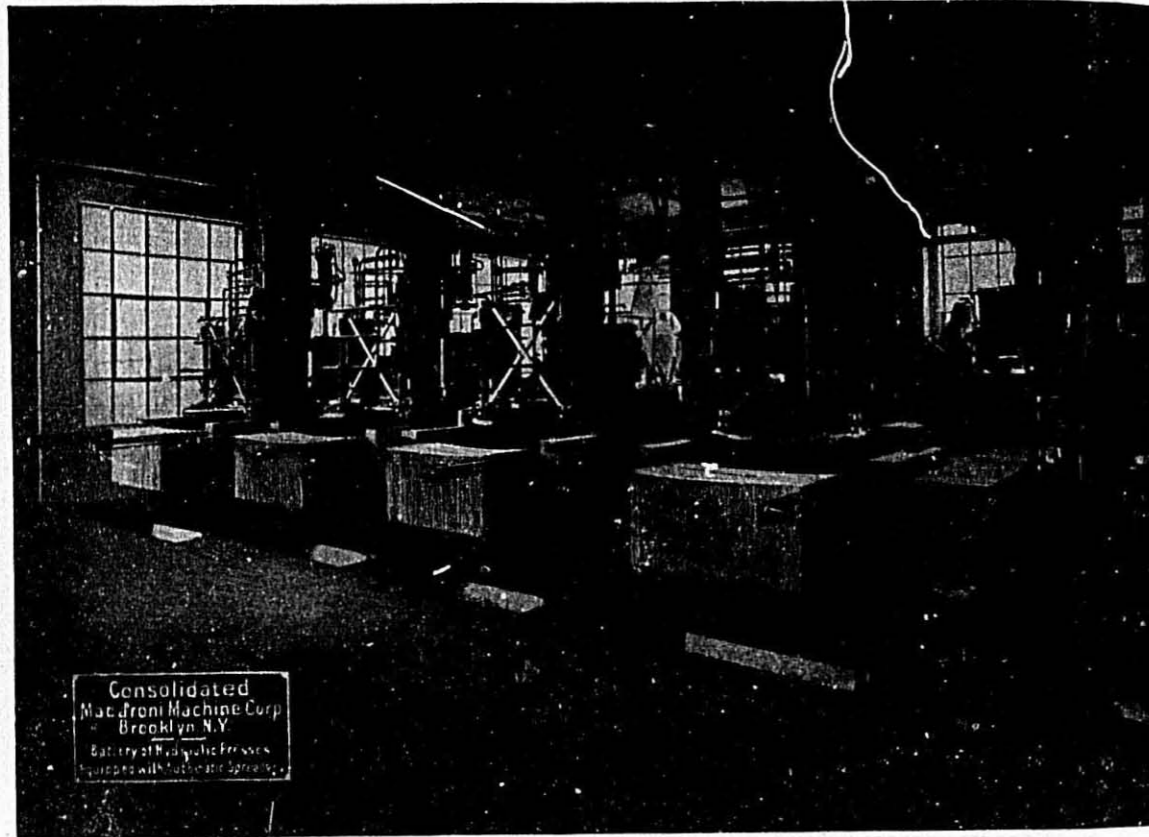
Modern process printing, formerly limited to illustrations, is now in wide use for paper cartons and labels. The realistic product reproduction is a great sales builder.

### Automatic Spreaders Being Installed

The new automatic spreading device designed by the Consolidated Macaroni Machine Corporation of Brooklyn, N. Y., for attaching to regular macaroni presses, is proving quite a favorite in the trade. Many installations of the device were made in 1940, according to N. J. Cavagnaro, treasurer of the firm. Among the many plants that have installed units of the new spreading device in this country are: V. LaRosa & Sons of Brooklyn, N. Y., and Danielson, Conn.; Paramount Macaroni Company and DeMartini Macaroni Company, also of Brooklyn; Westchester Macaroni Co. of Mount Vernon, N. Y.; V. Arena and Sons, Norristown, Pa.

The macaroni machinery building firm also has under construction a battery of presses to be installed shortly in the new plant which the Campbell Soup Company is constructing in Chicago, Ill. Also a large number of installations of continuous dryers for short pastes and noodles in various representative plants throughout the country. Conrad Ambrette is president of this progressive firm; James Cevasco, vice president and Joseph DeFrancisci, secretary.

## Consolidated Macaroni Machine Corp.



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

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

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

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

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

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

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

Write for Particulars and Prices

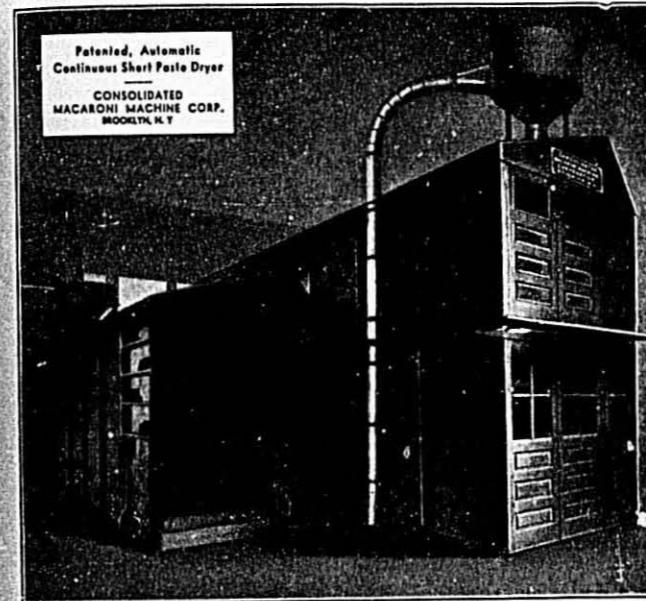
hygienic; product practically untouched by human hands.

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

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

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

## Consolidated Macaroni Machine Corp.



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

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

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

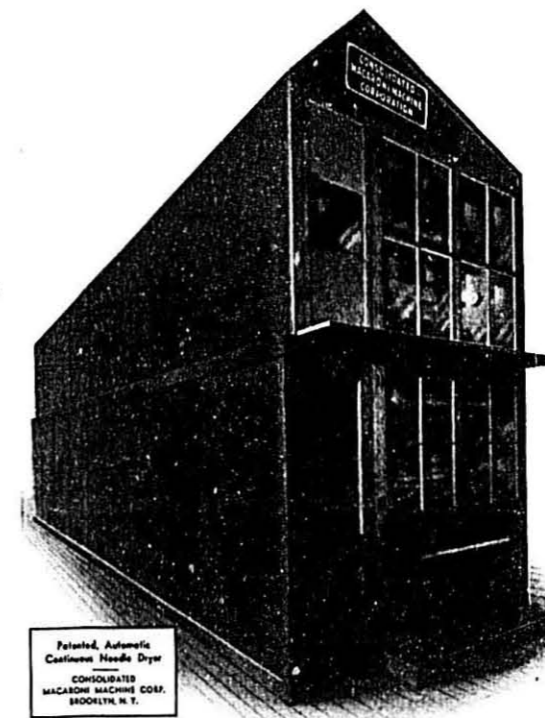
### Specialists for Thirty Years

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

For Noodles  
For Short Pastes

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

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Address all communications to 156 Sixth Street



## FACTORY SERVICE

### Plants in This Industry Need Adequate Wiring Badly

During a recent survey of electrical equipment in New England and the middle Atlantic states, we found that many macaroni manufacturing plants are badly in need of adequate wiring. Some plants visited had been using the same wiring throughout for years although plant additions had been built from time to time or other changes made to construction. In many buildings reviewed, wiring adequacy is preventing the utilization of many electrical improvements developed during the past few years, such as high intensity mercury lighting, automatic ventilation, air conditioning, inter-communication and fluorescent lighting.

Power bills in these plants are high because heat losses from wires and cables are high. Heat loss saps energy that should reach machines. The more copper used in wire and cable, the less the lines are heated, the less the energy loss, so it pays to use conductors of ample fitness. Manufacturers of wire and cable have built many improvements into their products during recent years, which guarantee economical and uninterrupted operation of motors and machines. Too few macaroni manufacturing plants are making use of these modernized materials.

Twinned with energy loss due to inadequate wiring, we received reports of voltage drop, which slowed down machine operation, increased production costs, caused tie-ups in the flow of work—all hidden losses that do not appear on the profit and loss statement, hence, are usually overlooked. In some cases, the plants had installed new motors, switchgear and other electrical equipment but retained the old circuits "as is." Instead of saving money on such modernization, these plants lost more than before because the increased efficiency of the modernized equipment placed a greater tax upon the antiquated wiring than before. For example, one plant with 9-foot cardles of light replaced 300-watt lamps with 500-watt lamps, expected better light at reduced cost but because of increased line losses, got only 8-foot candles intensity. We estimate that a 10 per cent voltage drop on two 500-watt lamps, will cost

around \$35 a year in this plant. In other plants, tests made with analyzers revealed that power losses averaged around 5 per cent where the wiring was adequate, whereas, where the wiring was obsolete, power losses ran as high as 30 per cent. These managements were paying for electricity that never reached motors or machines. The current was dissipated before it was put to productive use. Paying for power you can't use is a penalty paid for wiring inadequately.

From our conversations with plant managers, we found that they tolerated their haywire systems largely because they did not realize the derogatory effect on processing and costs. Probably this is because the high cost of poor wiring doesn't jump out at you like a high tax bill but lurks incognito in small sized wires, overloaded switches and long meandering circuits common to plants inadequately wired. Many plant managers declared that they couldn't afford to install adequate wiring when they really can't afford the haywire systems they are using. Adequate wiring costs little to install compared to the savings it effects in operating costs and the other advantages, such as increased production, fewer breakdowns and delays, lower insurance rates, better maintenance and production schedules, fewer man-hours wasted, less spoilage and breakage of materials, better lighting for less money, fewer cancellations of orders, better satisfied orders, lower production costs, higher net profits.

In many plants visited, poor lighting was a detriment to production and costly. Voltage drop contributes to poor lighting and inadequate wiring is a main cause. Where lighting is inadequate, even if the management wishes to install better "seeability," the wiring first must be modernized.

We found the insulation of wires and cables deficient, to a degree more or less, in 75 per cent of the plants reviewed. Brittle, dried-out wire insulation, which sooner or later develops cracks and breaks away where vibration is heavy from machinery, was frequently seen. Maintenance men reported that shorts had stopped production in some of these plants; in

one plant, a fire resulted from poor insulation. Heat subjects wiring to deterioration; so do other factors, such as alkalis, moisture, sunlight, submersion, arcs and equally intense external heat.

To get some idea of the benefits derived from adequate wiring, we reviewed a number of macaroni manufacturing plants where the wiring had undergone complete modernization and give these few case histories.

In one plant, where small motors had been installed from time to time, an instrument revealed that power factor had dropped to 36 per cent, feeders were heated and overloaded. After the wiring system was modernized, the power factor jumped to 80 per cent, heating and overloading of feeders and motors ceased, power costs were cut 38 per cent or a saving of \$140 monthly. In another plant, the insulation was in terrible shape, hanging off in places, rotted. Overloads heated feeder circuits dangerously. The owner invested \$600 in adequate wiring and saved this cost in nine months or a cut of about \$65 monthly in power expense. Another plant manager reported that production costs were reduced 22 per cent after rewiring. Before modernization, electric circuits had been dangerously overloaded. We estimate from a close study of all factors involved that 90 per cent of the wiring inadequacy in macaroni manufacturing plants results from additions and changes made in the past few years to take care of increased production. The old wiring has been left "as is"; hence, the circuits are seriously overloaded.

Where wires were run through conduits imbedded in walls, the managements, in some cases, stated that they had had surveys made and the cost of rewiring was prohibitive. We know that the high cost of rewiring with conduit when the old raceways have been imbedded in concrete walls, has prevented many plants from rewiring. This was such a stumbling block to sales of adequate wiring that wire manufacturers have been working on a solution for years. At last it has arrived. With the introduction of small diameter building wire, wiring adequacy may be obtained for a fraction of former cost, where conduits are imbedded in walls, so there is no longer a legitimate reason for not rewiring such plants or office buildings.

Small diameter building wire or thinwall insulation is designed to in-

January, 1941

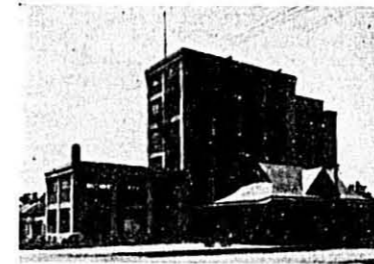
THE MACARONI JOURNAL

19

## INFORMATION PLEASE

WHY are our products so uniform and superior?

BECAUSE our wheat buyers have instructions to only buy the highest grade Durum Wheat, irrespective of price.



## EASTERN SEMOLINA MILLS, INC.

Mills at

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

crease the circuit capacity of existing conduits without defacing walls. This new wire will revolutionize wiring methods and make adequate wiring a reality for those plant managers who have always wanted better wiring, realizing its importance in the maintenance of maximum profits, but were stymied because of the high cost of changing conduits. Plants can now double their present electrical capacities without replastering or repairing, without repainting or redecorating, as would be necessary in many buildings with electrical conduit running within walls. For years millions of feet of this same type wire have been operating satisfactorily in the United States Navy, federal, municipal and utility communication and control systems and now it is available for industrial plants and commercial buildings. This new type wire is available for lighting, power and feeder circuits.

Code practice has been to limit to 40 per cent the fill of raceways containing more than 3 conductors. In many plants, this limit or fill has been reached, hence, rewiring for increased load the old way meant ripping out walls and replacing the conduit. With thinwall insulation, it means pulling out the old wires and pulling in new wires of smaller diameter. For example, the maximum wattage of con-

ventional insulated wire in conduit at 40 per cent fill is four No. 14 (code) type "R" conductors, which give 2 circuits having 15 amperes capacity each or 3,450 watts. No more space is available inside the conduits to get increased load with ordinary type R rubber insulation. But, by using this new thinwall insulation, the wattage can be increased without increasing the percentage of fill in the conduit. In other words, eight No. 14 thinwall conductors in the same size conduits will give 4 circuits having 12.6 amperes capacity each or 5,800 watts. Small diameter building wire consists of essentially the same characteristics as any standard rubber covered conductor, such as has been successfully used in plants for more than 40 years. The special preparation of the rubber compound and its application to the wire produce a perfectly centered insulation with excellent electrical properties, making it possible to meet a given set of electrical requirements with less than half the insulation wall that is needed for standard insulating compounds. This new wire is a boon to macaroni plant manufacturers whose plants are inadequately wired. If conduits are imbedded in walls, small diameter building wire will provide greater current capacity with the same percentage fill in the same size conduit at low cost of in-

stallation, a fraction of what it costs to rewire the old way.

This field study also disclosed that future expansion is given too little consideration from the electrical standpoint. The tight wires in conduits, as much fill as was allowed under the Code, in plant after plant, indicated that installations were made with no eye to the future. Consider future requirements when modernizing wiring, especially the conductors. Many of the changes taking place in macaroni manufacturing plants call for increased load and more electric power. If provisions for expansion are made when rewiring, expensive and troublesome adjustments will be eliminated. Service equipment, feeders and sub-feeders should be large enough and correctly planned to answer future requirements.

It's time to rewire for bigger profits.

### Uruguayan Advertises Macaroni

For the first time in its 86 years of existence, Molinos Podesta, largest manufacturer of noodles, et cetera, in the Republic of Uruguay, South America, has decided to advertise its products to the world. The Buenos Aires office of the J. Walter Thompson Co. will handle the account.

## LEGAL DEPARTMENT

### Don't Let the Real Man Escape

By Elton J. Buckley, Counsellor-at-Law

I am presenting herewith another horrible example of how not to protect yourself. It seems to me as if this kind of stuff ought to be read with particular interest by almost everybody, for if it plants a thought in your mind as to the case of somebody who got in wrong by doing or not doing something, it may come up in your recollection if you get in the same position.

This is the case of a macaroni manufacturer who bought a heating plant. It is a very simple case. He contracted with the Domestic Heating Co. to install a heating system in his building. The contract guaranteed that the system would heat the building up to certain temperatures in zero weather. The contract was made in August.

This contract was handed around from hand to hand, as construction contracts often are. The Domestic Heating Co. did not install the system; they turned it over to a firm named James Bros. James put the system in and when it was complete, asked the Macaroni Manufacturer for and got, a promissory installment note for the amount due, \$456.

He also signed a certificate prepared by James, which recited that the heating system had been installed "in a satisfactory manner" and "we (the particular macaroni manufacturer) have no counterclaim or defense thereto and agree to make said payments directly to you or your assigns."

The note was dated August 2. Of course the heating system had not even been tried.

The note also had quite a trip around. James endorsed it over to the one Frankum, the jobber who had sold James material. Frankum later endorsed it over to the National Radiator Corporation, whom he owed.

After a few payments had been made on the note, cold weather came on and the macaroni maker found that the heating system wouldn't meet its guarantee—it wouldn't furnish the proper degree of heat. So he stopped his payments and the National Radiator Co. sued him on the note.

Now there was about as sweet a mess as you could concoct out of a small and uncomplicated transaction. A man on the contract as contractor who never did anything, another man not on the contract doing the work,

a note given to him passing through three hands before it settles, finally a man suing on the note who had nothing whatever to do with the transaction.

When this case was tried, of course the buyer relied on the breach of contract regarding what the heater was to do. That would have been all right if he hadn't given a note, but the suit was not brought on the contract, but on the note which was in the hands of a third party holder. Defense of breach of contract by James was not good as against the National Radiator Co.

The macaroni manufacturer was not only hit by this but by another trap he had set for himself, viz., his certificate that the installation was satisfactory and he had no defense to the note. Asked how he could get around this, he said:

"James insisted on my signing it. I asked them why I should sign it, and they said they couldn't get their pay for installing the heater unless I signed it. I asked them why I should sign it without testing the heater, and they said they were installing the right kind. I said they appeared to be pretty good fellows, and that I'd sign it and the first chance I had to test it I'd see how it would work out. . . . They said it was simply something to turn into the office so they could get their money and that it (the certificate) wasn't a note."

The end of the story can be anticipated—the easy-going manufacturer was ordered by the court to pay the entire balance on the note, despite the fact that the heating system the money was to get, was unsatisfactory.

How could he have protected himself against this? Very easily.

1. Evidently he gave the contract to the Domestic because he had confidence in them. He should not have accepted James as a substitute until he had investigated him and found him trustworthy. Evidently he wasn't.

2. When the installation was complete but still untried he should not have given anybody a note until he had completely tested the heating system under all sorts of conditions and had proven that it would do the work.

3. He should not have signed a statement that the installation was

satisfactory before he knew. He saw this, but he weakly allowed himself to be persuaded into doing the thing he knew to be foolish.

The point is to keep the man who will be responsible for bad work, if it is bad, within your control. If you give him a negotiable note, he can slip out, as James did here. Keep owing the contractor the money so you can hold out on it if the work is bad, rather than a third party.

### Baltimore Broker Enjoined

The Federal Trade Commission, according to the *New York Journal of Commerce*, dated December 6, 1940, has issued an order directing a Baltimore food broker to cease and desist from violation of the brokerage provision of the Robinson-Patman Act.

H. Stanley Jones, H. Edwin Jones and Maurice C. Berkeley, trading under the name Howard E. Jones & Co., King Foods Co., Baltimore Sales Service Co., Baltimore Macaroni Co., and Ocono Co., 206 South Broadway street, Baltimore, are in the business of acting as brokers in the sale of food products, particularly canned fruits and vegetables, carrying on such business principally under the name of Howard E. Jones & Co. They also engage in buying and selling such food products for their own account, principally under the name King Foods Co., but also under the firm names of Howard E. Jones & Co., Baltimore Sales Service Co., Baltimore Macaroni Co., and Ocono Co.

The commission's findings are that the respondents have received from numerous sellers brokerage fees, or allowances or discounts in lieu thereof, on many of the purchases made for their own account.

### Commission's Order

The order directs that they cease and desist from making purchases of commodities for their own account at a price or on a basis which reflects a deduction or reduction, or is arrived at or computed by deducting or subtracting, from the prices at which sellers are selling commodities to other purchasers thereof, of any amount representing or reflecting, in whole or in part, brokerage currently being paid by sellers to their brokers on sales of commodities made for such sellers by, or by such sellers through, their brokers.

The order also directs that the respondents cease accepting from sell-

ers in any manner, directly or indirectly, anything of value as a commission, brokerage or other compensation, or any allowance and discount in lieu thereof, upon purchases of commodities made for the respondents' own account.

### Spending the Food Stamps

Participants in the Food Stamp Plan have recently been spending approximately 14 per cent of their blue stamps for butter; 14 per cent for eggs; 17 per cent for flour, rice, and other cereal products; 12 per cent for vegetables; 13 per cent for fruits; and 30 per cent for lard and pork products.

By December 15, 1940, the Food Stamp Plan had been extended to 250 areas, and was in operation in 214 of these areas. About 2,500,000 persons were taking part in the plan, creating new buying power at the rate of more than \$5,000,000 a month for officially listed surplus foods at local stores in these areas.

It is expected that later in the winter the Food Stamp Plan will have been extended to enough areas so that it will be serving between 4,000,000 and 5,000,000 needy persons. New buying power at the rate of \$10,000,000 a month will then be made available for the purchase of listed surplus foods.

### Display Mt. Vernon Macaroni

All the popular shapes and sizes and many of the more fancy kinds were displayed as "home made" products at the exhibition sponsored by the Public Library of Mt. Vernon, N. Y. All the products manufactured by thirty Mount Vernon industrial and commercial firms constituted an exhibit that attracted state-wide attention. It was the first display of its kind since 1936. The macaroni-spaghetti-egg noodle products shown are those manufactured by the Independent Macaroni Company of that city.

### Victim of Heart Attack

John Elmer Breckhill, aged 81 years of Columbus, Ohio, died December 17, 1940, a victim of a heart attack. He was the proprietor of a small noodle manufacturing plant operating under the name, Breckhill Noodle company at 1332 North High Street, Columbus.

Born in Lancaster, Penna., in 1859, he went to Ohio in 1884 and since then had resided in that State. Burial December 19, 1940, in Green Lawn cemetery, Columbus.

### Automatic Macaroni Press Has Interesting Trip

The Quality Macaroni Company of 348 Wacouta St., St. Paul, Minn., has just completed installing a new automatic press in its plant.

The machine was made at the Buhler Brothers plant in Zurich, Switzerland, by artisans skilled in the manufacture of intricate mechanical devices.

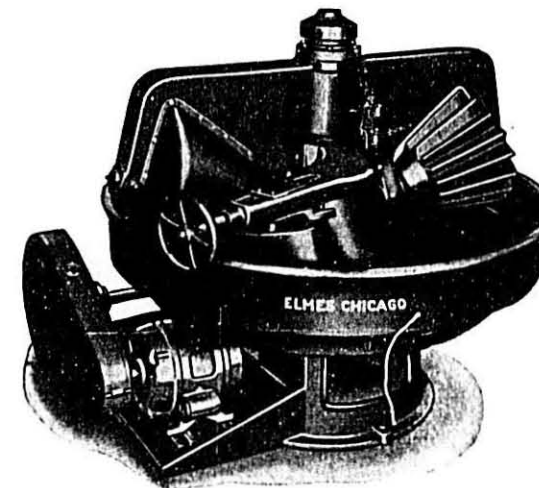
Completed to fill an order placed by the Quality Macaroni Co., 348 Wacouta Street, St. Paul, it was crated

and started on its perilous trip to this country.

First it was sent to France and then to Spain. Finally it reached the port of Vigo, Spain, and after much red tape was cut and various persons were appealed to, it was given space in the Magellanes and arrived in New York December 11. It left Zurich October 3.

The Magellanes went through mined waters and risked meeting dive bombers during the crossing. The war risk insurance and premium was \$3,000.

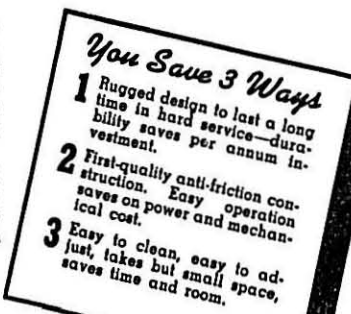
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## Six Months' Plan

Many business men plan to do some studying during the evenings of the cool months. The macaroni manufacturer and his co-workers may feel that, because of the scarcity of material devoted directly to this field, they do not fit into this general plan. However, any who are serious in their attempt to learn more about their business can easily lay out a plan for the six cool or cold months which go into making up the year in most sections of the country.

Your local libraries may have nothing on the actual making or distributing of macaroni and allied products, but they will have a wealth of material on connected subjects of vital interest to you. That you may have some definite idea of what to seek for reading matter in your "six months' plan," the following suggestive list is offered. The names of actual books available under each heading can be had by consulting your librarian.

**Advertising.** The principles and ideas underlying advertising are much the same for all lines of business. Any good book on the subject will give you plenty of material that can be adapted in your own work.

**Chemistry.** Knowing the basic rules of this most interesting subject gives you a background for further improvement. Its importance in all manufacturing demands for it some consideration from any macaroni maker who hopes to become a leader in his field.

**Accounting.** Even an elementary knowledge of accounting brings to light costly mistakes and "leaks" in company finances, and teaches by scientific methods how to make your financial resources contribute most to your business welfare. It is a great step ahead from just "keeping books."

**Cooking.** Laugh if you must, but any manufacturer of a food product who does not understand what happens to it when it reaches the kitchen just doesn't know all he should about his business. Without clear-cut facts along this line, you may be falling short of your possible sales volume because you have not kept the consumer in mind in producing, packaging, or retailing your line.

**Taxes.** This subject has come to the front so rapidly some business men do not yet realize how important it is. Study the tax problem from all angles, that you may get full value from every dollar you pay out for taxes, and that you may pay only your just share and no more. Local taxing bodies welcome advice and help from business leaders who really understand the subject, and hold reasonable views on it. Here is room for study for the entire six months, if you wish, without even touching any of the others.

**Psychology.** Or to limit the field a bit, call it worker-relationship. Not so long ago, a business man could take this subject or leave it. Now with all the labor unrest and troubles, the man who understands how to handle people and get along with them has a distinct advantage over his competitors. A plant without labor troubles is two-thirds on the way to success. Study how to get the most from your workers and still hold their good will.

**Packaging.** The amount of available literature on packaging grows by leaps and bounds. Closely related to advertising, it aids in finding a market for a good product. If your line is put up in modern containers, it most often moves first from the retailer's shelves.

**Transportation.** A little reading on this topic will enable you to handle such matters as routes, damage adjustments, deliveries, et cetera, to the best possible advantage. Scarcely a full winter's reading, but worthy of more attention than it usually gets.

**Business management.** Here again the principles are similar. Only the application differs. Study the newer methods of management, and you will see many places to apply them in your own plant.

**Machinery and equipment.** Keep up-to-date with basic developments in this field, and you will be in better position to get the most for your money when you replace your machinery or add to it. This subject holds the interest of practically every man once he has started reading about it.

**English composition and letter writing.** A "dry" subject, perhaps, but one that pays well in immediate results. So often a letter is the only means of contact with an important customer between calls. Learning to say what you mean clearly and concisely is well worth many winters of study, yet you can make considerable progress in a few short weeks. Your librarian can suggest no end of help along this line.

Yes, it is true your local library may yield not a single book devoted entirely and exclusively to the making or selling of macaroni. But when you turn to related topics, a study of which will assist in increasing your volume and profits, you have tapped an unlimited field.

Even the smallest library will furnish quite enough books on the above topics to make the autumn and winter months a time of interesting and profitable spare-time reading as you set out on your six months' plan of improvement.

## Food Stores Facts

In a preliminary report on the 1939 census of the Retail Trade of the United States as released on December 17, 1940, by the U. S. Bureau of Census, the following interesting facts are gleaned with respect to the food stores of the nation and their contribution to national convenience and food distribution.

1. There were 609,486 retail stores that sold food in 1939, compared with 598,711 such establishments in 1935 and 585,780 stores in 1929.
2. The 609,486 retail stores sold \$10,952,674,000 in foods in 1939 to \$9,472,428,000 sold in 1935 and \$13,408,165,000 in 1929.
3. In 1939, there were 200,302 retail food stores that handled no fresh meats to 189,738 in 1935 and 191,878 in 1929.
4. In the same year 186,940 stores sold both groceries and meats, to 166,233 in 1935 and 115,549 in 1929.
5. Food stores gained 78,907 in number since 1929 and 28,788 since 1935. They are \$685,089,000 below their dollar volume of 1929, but \$1,789,907,000 are 21 per cent above 1935.
6. While there has been little change in the number of grocery stores since 1929, combination stores (groceries with fresh meats) have increased 71,391 or 62 per cent in number and meat markets have dropped 15 per cent; in sales, combination stores have increased in the ten years by 41 per cent while grocery stores have lost 35 per cent and meat markets have lost 44 per cent. In this classification are included most of the so-called supermarkets (large self-service stores), whose exceptional growth has been most noticeable within the last decade.

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## Macaroni! To Eat, to Wear and to Dazzle!

One quite naturally thinks of macaroni, spaghetti, egg noodles, elbows and shells as a wheat food that is unexcelled when properly prepared as millions of housewives are capable of doing. But ingenious people are finding new uses as attested by the many stories that are appearing daily in the press.

Some shapes of macaroni products are easily made into entrancing jewelry; others lend themselves readily to weaving of pretty feminine things. All of them can be blended into entrancing, delicious dishes that appease appetites and are easy on the budget.

It is quite natural for Americans to be "playing around with things" and either purposely or accidentally to create novelties that may be useful, ornamental or merely something different. From three parts of the country come announcements of the uses being made of macaroni products other than in accepted recipes that housewives appreciate. Here are several items that indicate this trend:

### Macaroni, a Weaving Aid

Home Bureau members of the New York State Federation of Home Bureaus, whose state convention was held in Syracuse, N. Y., in November, find that macaroni is a big aid to weavers.

Ten little sticks of macaroni and a hank of yarn—and you're all set for a session of weaving. That is what Mrs. Elston Holton of Webster, N. Y., demonstrated during the sessions of the 21st annual state convention of the Federation of Home Bureaus.

Four or six or eight—or any even number—of macaroni sticks may be used, explains Mrs. Holton, state crafts leader for the Home Bureau federation. The macaroni, in any variety of sizes with a hole large enough for yarn to be strung through, is broken off in about three-inch lengths.

Yarn is cut into pieces the length of the finished article, and one or two lengths are strung through each piece of macaroni, and anchored with a knot. That's the "warp" of the weaving. The single pieces of yarn are then merely wound around the macaroni sticks for the "woof," and when the sticks are about two-thirds full, the yarn is pushed back and off, as the work continues.

The weaving flattens out when it is pushed off, and the finished work is wider by a fraction of an inch, depending upon the number of macaroni sticks being used. Four or six

sticks make a colorful woven yarn belt—effective when the varicolored yarn balls are used, with many bright shades on a single ball. Or tones of one color on white may be used for a stippled belt. Wider "looms" of the macaroni make girdles, mats or bags, or they may be sewed edge to edge for larger articles.

### Noodles Make Ivory Brooches

From Southern California comes an announcement of a new and profitable pastime employed by students in mind-training studies and activities. The item says:

Macaroni has long served as a tasty bit of decoration for the well-served meal, but seldom is it thought of in connection with decorative jewelry!

But students of Ocean View school in San Diego, California, are being taught to use egg noodles and other macaroni shapes in the production of imitation ivory brooches. First, these ingenious craft-class workers cut thin strips of fine-grained wood into original patterns—hearts, crescents, diamonds, and other shapes. After polishing and varnishing the wood, a small brass safety pin is attached by hollowing out a groove in the back of the brooch and soldering the pin fast with sealing wax to make a strong safety clasp.

Then enters the noodle! Little pieces of the delicacy are glued to the wood to spell out names, or further embellish the design. Once the noodle sets firmly in the glue, the whole is coated with shellac, resulting in what looks very much like an ivory brooch!

### Costume Necklace of Macaroni Shells

On the Atlantic side of the continent, macaroni shells have intrigued the youngsters. A whole chapter in a booklet entitled—"Costume Jewelry You Can Easily Make," published in New York City, tells how to make beautiful neck adornments out of sea shell macaroni. The booklet, according to the announcement, gives complete directions for making stunning pieces of jewelry such as clips, belts, boutonnières, necklaces, bracelets and pins.

So smart you'll feel in this pretty necklace of colorful "sea shells." It has the fragile "tinkly" effect that's the last word in costume jewelry. And who'll guess you made it easily yourself—from macaroni shells!

You first apply a drop of water to the center of each shell, using a medi-

cine dropper. Then, with a needle, bore a hole through the softened spot. When you've prepared seven shells in this way, cut seven pieces of wire 2½ inches long and twist one end of each wire into a flat spiral ¼ inch in diameter.

Now through each tiny shell hole stick a wire—as shown by the lower diagram. The spiral end of the wire rests on the outside of the shell and the other end fastens to your chain—which, if you wish, you can make easily from copper wire.

After all shells are securely fastened, paint them—outside and in—with enamel in your favorite color. Aqua blue, dusty pink are lovely.

### For "Safe" Diet Spend Food Money Wisely

"You can spend enough money on food to buy a good diet and still suffer from hidden hunger." That is the gist of a recent survey of diets of farm and city families, made by the Bureau of Home Economics, U. S. Department of Agriculture and four other government agencies.

In other words, many a city family is not laying out its food dollars so as to buy health and good nutrition. Many a farm family is not making the most of its land and livestock to feed the family right.

Diet deficiency still is widespread—and it is not confined to families whose incomes are too low to buy enough of the right kind of food. "Many other families," says Dr. Hazel K. Stiebeling, food economist of the Bureau of Home Economics, "are getting poor diets simply because they are not spending their food dollars wisely."

In grading diets for the survey, Doctor Stiebeling and her co-workers called any diet "unsafe" that did not furnish at least the average amounts of the food values the body needs just to keep it going. This type of diet is unsafe because a person can't count on it to keep him in shape to stand up under ordinary stresses and strains of life—much less fit him to meet any kind of a crisis.

"An unsafe diet may not put a person to bed," Doctor Stiebeling said, "but it can undermine health."

"Unsafe diets bring in their train such symptoms as chronic fatigue, lethargy, and certain types of digestive disorders. Result of these symptoms may be a person who is constantly 'under par' in his resistance to disease and his general well-being."

Judging from the survey, at least one-fourth of the nonrelief farm families in this country are getting diets below the "safety line" part of the year. Fewer than half get diets that rate really good. The situation found in the cities reached by the survey was even poorer.

J. F. DIEFENBACH  
PRESIDENT

P. H. HOY  
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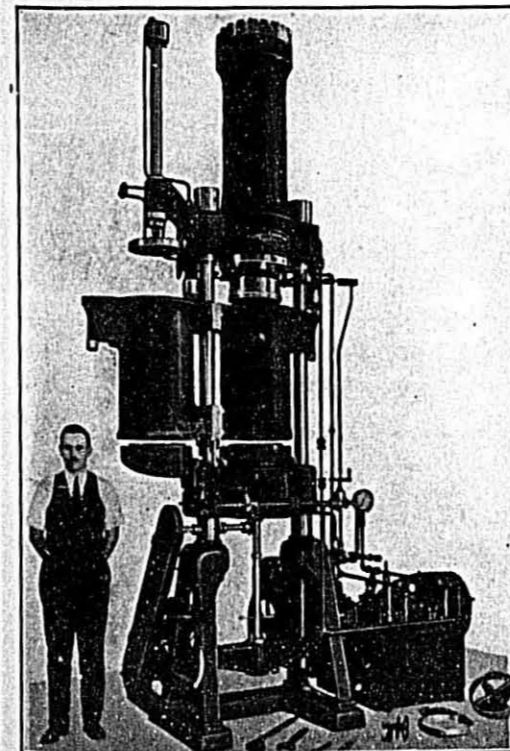
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## Macaroni - Noodles Trade Mark Bureau

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

The following applications for and registrations of trade marks applying to Macaroni Products were reported by the U. S. Patent Office for the month of December.

### TRADE MARKS APPLIED FOR "Sunny Rose"

The trade mark of the Commonwealth Grocery Company, doing business as Commonwealth Stores and Sunny Rose Stores, Boston, Massachusetts, for use on canned fruits and vegetables, and especially Macaroni and Spaghetti. Application was filed September 17, 1938. The applicant claims use since April 20, 1921.

### TRADE MARK REGISTRATION RENEWED "Prince"

The trade mark registered by the Prince Macaroni Mfg. Co., Boston, Massachusetts, was renewed on November 30, 1940, for use on Macaroni Products. The mark was registered November 30, 1920.

### Hay Loss

The annual loss of hay, America's second most important crop, due to spontaneous combustion, has been estimated as high as \$20,000,000.

## Food Costs

The news from Washington goes into particulars regarding charges that the family food budget is being boosted, because bread, milk, meat, fish, cheese, canned fruit, fresh fruits, vegetables and other foods all cost more money than they did a few months ago. The recent Government inquiries indicate that while the consumer is paying higher prices that the farmer gets less for his products.

An investigation has been authorized on a nation-wide front. Its progress and findings will be of interest to the American public.

## Exact Weighing for Profits

The manufacturers of macaroni-noodles products in this country are showing more and more of a trend toward the American mass production idea. Some firms produce egg noodles only and in one or two of the more popular styles. Others concentrate all their energy on the manufacture of short goods. Some feature spaghetti, while a goodly number still run the entire gauntlet of many sizes, shapes and combinations.

But irrespective of specialization or the general run of output, manufacturers have been forced by competition and government checking to exercise extreme care in weighing the contents of packages and boxes to insure customers of full weight, and to guard against over-weights as a matter of economy.

American mass production has reached its present position of efficiency by producing wealth in the form of usable goods of the highest quality, absolute uniformity and proven durability at the lowest manufacturing costs ever attained. This recognized fact is due principally to precision tools of which present-day predetermined weighing equipment is

a dominant factor, reasons "The Story of Modern Industrial Weighing," prepared and distributed by the Exact Weight Scale Company of Columbus, Ohio.

It manufactures scales used in more than fifty major industries, including some that are particularly adapted to the weighing of the many different products produced by macaroni-noodle manufacturers. Copy of the illustrated pamphlet may be obtained direct from the manufacturer.

## New Candy Wafers Made from Whey

"Wheyfers" are an inexpensive new chocolate-covered confection to satisfy America's sweet tooth recently developed by B. H. Webb and C. F. Hufnagel of the Bureau of Dairy Industry, U. S. Dept. of Agriculture.

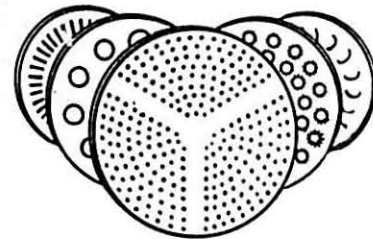
Wheyfers are a light, brittle, porous candy made from the whey, which is a waste product in the manufacture of cheddar or Swiss cheese. The new candy is not cooked but is dried hard and crisp. Its unusual light porous quality is the result of whipping air into sweetened condensed whey.

To make the new candy, sweet pasteurized whey and sugar are evaporated together under vacuum to a thick smooth consistency, and then whipped until light and fluffy. Chopped nuts and cooked cereal to take away any salty whey taste are added. Then the mixture is rolled out in a thin layer and dried. Cut in small wafers the candy is dipped in chocolate to keep it from absorbing moisture and becoming sticky, or crystallizing.

Sweetened condensed whey, the chief ingredient of this new candy is cheap and simple to prepare, keeps well, and is easy and convenient to use. It is excellent for making chocolate fudge, caramels, taffy, and various mixtures for the center of chocolates.

# STAR DIES WHY?

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



THE STAR MACARONI DIES MFG. CO.  
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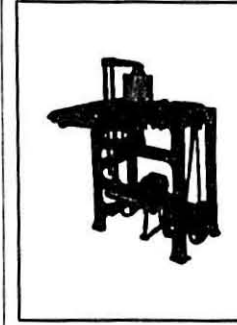
## For ECONOMICALLY Packaging

### Macaroni & Spaghetti in Cartons

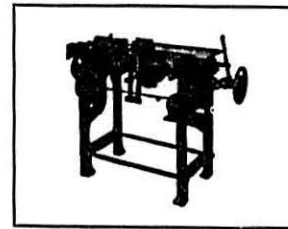
If your packaging cost is too high and you are interested in reducing this unnecessary expense, you will find these two machines will answer your problem.

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

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



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



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

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

## Keep the Flu Away

The Health Department in Washington has initiated safeguards to check influenza which has already entered parts of Virginia and spread to an extent that prompted Governor Price of that state to call upon Virginia health officers to stamp out the disease.

The United States Public Health Service joined in an effort to confine the flu epidemic to California and western states. Although there were thousands of cases on the West Coast early in December they were fortunately of a mild type. Health officers recall that 1,452 cases broke out in a single Army camp in twenty days when the epidemic was spreading in 1918.

An Agricultural Department bulletin says grapefruit and oranges "are valued most highly in the diet." Vitamin C, found in citrus fruits, is regarded as a strong resistant to the flu germ.

Nutrition experts in a Government Department have issued a bulletin which advises that the general well-being of the body at all ages depends upon "a balanced diet—one that includes foods that will supply sufficient proteins, minerals, vitamins, and energy to meet the needs of the body."

Several foods are specified in the bulletin, among which are dairy products, fruits and vegetables. These are designated as "protective" foods, on account of certain minerals and vitamins which they contain.

Many physicians prescribe diets consisting almost entirely of citrus fruits after the flu has struck. That seems to coincide with the plans of nature, supported in a current issue of a Government document reporting that "record supplies of grapefruit and oranges are expected this winter." This leads us to believe that two big glasses of fresh squeezed oranges and grapefruit a day will help to keep the doctor away.

## Americans Increase Their Use of Cheese

Americans are eating more cheese, says the Bureau of Agricultural Economics. The upward trend in consumption has been especially noticeable during the past 7 or 8 years.

In depression years, from 1929 to 1932, the per capita consumption of cheese dropped slightly. Since then the trend has been sharply upward and in 1938 was 25 per cent greater than in 1930.

During the past 5 years the use of cheese has averaged 5.34 pounds per

person, compared with 4.59 pounds in the 1925-29 period. In 1910-14 it averaged 4.28 pounds and in 1900-1904 the average was 4.04 pounds per person.

This upward trend in the use of cheese, the Bureau points out, has been in contrast with the trends in consumption of many other staple food products. Consumption of butter during the past 5 years was about the same as in the pre-war years of 1910-14, but considerably less than in 1900-1904. In the past 40 years the trend in per capita consumption of meats has been downward.

By types, consumption of American or cheddar cheese has shown the greatest increase. From 1930 to 1937 the increase was 33 per cent. This cheese is the principal type produced in the United States, making up over 71 per cent of the total in recent years. The second largest increase—32 per cent—has been in the consumption of cream and neufchatel cheese. Consumption of Swiss cheese has increased 23 per cent since 1930.

## Liberal Uncle Sam

The National State Business Men's League reports that the Federal government supports approximately 26,000,000 persons.

## THE ONE WAY TO INCREASE YOUR SALES

Though the quality of your macaroni may be superior, your competitor's products may be selling better than yours because of their smoothness and fine appearance.

Add this essential touch and create a larger demand for your products by using INSUPERABLE MACARONI DIES.

made by:

# F. MALDARI & BROS., INC.

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TRADE MARK

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

## The MACARONI JOURNAL

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

Trade Mark Registered U. S. Patent Office  
Founded in 1903  
A Publication to Advance the American Macaroni Industry  
Published Monthly by the National Macaroni Manufacturers Association as its Official Organ  
Edited by the Secretary-Treasurer, P. O. Drawer No. 1, Braidwood, Ill.

### PUBLICATION COMMITTEE

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

### SUBSCRIPTION RATES

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### SPECIAL NOTICE

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

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

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

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

### ADVERTISING RATES

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

Vol. XXII JANUARY, 1941 No. 9

### OUR CREED

#### THE AMERICAN'S CREED



#### WE BELIEVE

in the United States of America as a government of the people, by the people, for the people, whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign Nation of many sovereign States; a perfect Union, one inseparable, established upon those principles of equality, justice and humanity for which American patriots sacrificed their lives and fortunes. WE, therefore, BELIEVE it is our duty to our country to love it; to support its Constitution; to obey its laws; to respect its flag, and to defend it against all enemies.

—The Management.

## Pepper-Salt Shakers

The F. L. Klein Noodle Company of Chicago has very successfully used a most appropriate premium gift to promote the sale of its concentrated egg noodle soup. Through the offer which terminated on the eve of Christmas, the firm made available to consumers a set of spun aluminum salt and pepper shakers by sending coupons from three boxes of the soup mix sold by the firm.

The campaign which ran for about ten weeks has been exceptionally successful according to the noodle manufacturer. Surveys of independent retail stores show a very high distribution, and sales per store were reported as exceptionally good, according to *The Merchant* of Chicago. Many coupons are being redeemed daily—proof that the food is appreciated and that the premiums are winners.

## "Detecto" Christmas Party

Detecto Scales, Inc., Brooklyn, N. Y., held its regular Christmas Party Monday, December 23, at the Plaza Caterers. Movies of the company's summer boat ride to Hook Mountain were shown. Refreshments, entertainment, prizes and music for dancing were provided for over 350 employees. Sickness and accident insurance policies were given free as Christmas gifts to factory employees with five-year service, stated D. S. Hammerman, vice president in charge of personnel.

## Pay Holiday Bonus

Practically every macaroni manufacturing firm in Rochester, N. Y., paid a Christmas holiday bonus to their employees, according to press notice from that manufacturing center, which says, in part:

The plan was first proposed by the Gioia Macaroni Company, 71 Parkway. Others who paid the bonus in addition to their policy of one week's annual vacation with pay, are the Quality Macaroni Company, 30 Frost Ave.; Flower City Macaroni Company, 429 State Street and the Bravo Macaroni Co., 89 Canal St.

## Awarded Grand Prize

The C. F. Mueller Company of Jersey City, N. J., manufacturers of macaroni, spaghetti and egg noodles, has been awarded a grand prize, the highest possible award, at the Panama-Pacific International Exposition, according to an announcement appearing in the December 27, 1940, issue of the *Independent Grocer* of Bronx, New York.

## BUSINESS CARDS

## National Cereal Products Laboratories

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

Laboratory—No. 30 Front St., Brooklyn, N. Y.  
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100% Non-Starch Vegetable  
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### Correction

The following correction recently appeared in a small town newspaper: "Our paper carried the notice last week that Mr. John Doe was a defective in the police force. This was a typographical error. Mr. Doe is really a detective in the police force."

The right of public freedom of choice of transportation methods should be preserved.

## Duties and Compensation

If the average salesman actually worked and talked to prospects as many hours as a bookkeeper works on his books, this country wouldn't have enough factories to manufacture the goods that could be sold.

This simple formula for prosperity was advanced by George S. May, chairman of the board of trustees of the George S. May Business Foundation, a non-profit, fact-finding organization devoted to the interests of private enterprises. It was advanced in a discussion of the faults of American business before a recent meeting (October 25, 1940) of the fall conference for extension workers at the University of Illinois, Urbana, Illinois. His subject was, "What I think of American Business."

The average salesman, Mr. May said, spends less than two hours a day actually selling his wares to prospects. This and other faults common to American salesmen are due, he concluded, to improper training.

In the field of advertising, Mr. May criticized businessmen for a lack of persistence.

"The average industrialist who starts on a campaign of advertising," he said, "does not stay with it long enough to make it really profitable. A great many concerns cut a big splurge and run a series of advertisements and then quit, saying, perhaps, that the advertising didn't pay. Advertising to be profitable must be persistent and appropriations should be heaviest when times are bad."

Concluding with a discussion of business executives, Mr. May asserted that the greatest need of American business is the adoption of proper compensation plans for executives and supervisors.

"The average executive in my opinion," he said, "is overpaid, although many, including men earning upwards of \$100,000 a year, are not getting all they deserve. I believe that every executive, whose salary is now \$5,000 a year or more, should be placed on a lower salary, but with a bonus or incentive plan which will enable him to make up the difference, and much more, if he gets the right kind of results."

## Italians Interested in Sweetpotato Starch

The sweetpotato starch industry—only newly created in the United States as a result of research by chemists and engineers of the United States Department of Agriculture—has impressed Italian industrial interests so favorably that they expect to erect a starch factory. An Italian organization has asked the Carbohydrate Re-

search Division to either detail an experienced scientist to go to Italy to get the enterprise started or to permit an Italian engineer to get the practical and scientific information in Washington and at the starch factory at Laurel, Miss.

A large part of the starch consumed in Italy, according to word from the Italian promoters, is white potato

starch, most of which is imported. To keep up the quality of white potatoes grown in Italy, it is necessary to keep importing seed potatoes from northern Europe. Sweetpotatoes thrive under Italian conditions. Italy is already experimenting with some of the high starch strains of sweetpotatoes now under development for starch making in the United States.

## December Flour Output Shows a 150,000-BBL. Increase Over Previous Year

Flour production during the final month of 1940, while dropping sharply below that of November, showed a substantial increase over that of December, 1939. The month's output in 1940 was about 250,000 less than November's, but approximately 150,000 greater than production during the same month a year earlier.

Mills which produce 64% of all the flour manufactured in the country reported to *The Northwestern Miller* a December, 1940, production of 5,380,593 bbls., compared with 5,234,571 bbls. in 1939. The November, 1940, production totaled 5,831,462 bbls.

Final monthly figures for the year just ended were also sharply under the 6,473,289 bbls. produced in 1938, but represented a rather marked increase over the 5,231,096 bbls. turned out by reporting mills in December, 1937.

The northwestern and southwestern producing sections showed decreases below their November productions, with losses of 208,130 and 113,930 bbls., respectively. Buffalo production increased 29,840 bbls. over that of November.

The table appearing below may be consulted for details.

### TOTAL MONTHLY FLOUR PRODUCTION

(Reported by mills producing 64% of the flour manufactured in the U. S.)

	Previous		December		1937
	December, 1940	month	1939	1938	
Northwest	1,063,094	1,271,226	1,102,544	1,161,889	1,075,746
Southwest	2,000,261	2,114,191	1,954,873	2,083,441	2,020,029
Buffalo	823,335	793,494	683,904	819,301	820,285
Central West—Eastern Division	502,099	545,842	513,740	514,639	304,791
Western Division	243,198	251,299	281,014	290,441	307,119
Southeast	125,559	134,687	132,457	141,598	*293,392
Pacific Coast	623,047	720,723	536,039	461,980	409,734
Totals	5,380,593	5,831,462	5,234,571	6,473,289	5,231,096

\*Includes Indiana, since 1937 under Central West, Eastern Division.



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



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EDUCATE  
ELEVATE

ORGANIZE  
HARMONIZE

**OUR OWN PAGE**

National Macaroni Manufacturers  
Association  
Local and Sectional Macaroni Clubs

**OUR MOTTO:**

First--  
INDUSTRY

Then--  
MANUFACTURER

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Henry Mueller, C. F. Mueller Co., Jersey City, N. J.	Albert S. Weiss, Weiss Noodle Co., Cleveland, Ohio.
	Frank A. Zunino, The Atlantic Macaroni Co., Inc., Long Island City, N. Y.

*Secretary's New Year Message*

**Minute Jumping**

With the passing of the Old Year it seems opportune for manufacturers of macaroni-noodle products, irrespective of the size of their plant, the location of their factory or their general business policy, to ask themselves frankly this timely question:

"What have I gained by not cooperating with my fellow manufacturers during the year just ended to promote the general welfare of my industry as a cooperating and contributing member of the National Macaroni Manufacturers Association?"

A trade association to be truly representative of a business should have enrolled as active members almost every worthwhile manufacturer in the business. It takes but a minute "to make the jump" after you have considered your place and your duty. On this point, the following, taken from a recent issue of "The Silver Lining," is recommended for the serious consideration of all macaroni-noodle manufacturer who for any reason have purposely remained out of the Association fold.

"From atop the Empire State Building you can look across at the giant clock in the Metropolitan Tower. The minute-hand

on this clock is seventeen feet long and weighs a ton. Each minute it jumps a foot! Watching it, you can see it jump. Each hour it jumps 60 feet—each day 1,440 feet.

"The minute-hand is a reminder that life is a matter of minute-jumping. How high we jump in a year, or a lifetime, simply is the grand total of our minute-jumping!

"Each minute gives you an opportunity to jump toward your goal! Jump upward by using that minute to push your work, start an important letter, begin a new friendship, learn something new, or renew your faith. Let each minute find you a jump ahead on the path to your heart's desire.

"Where you are today depends upon the minute-jumping you did during your yesterdays. Where you will be tomorrow depends upon the minute-jumping you do from now on! Use each minute to jump toward the bigger, broader, finer life that can be yours!"

Resolve, that as the New Year begins you will give serious consideration to the timely suggestion that you enroll as a supporting member of the National Macaroni Manufacturers Association—the representative organization of the macaroni-noodle industry of the United States.

A welcome awaits!

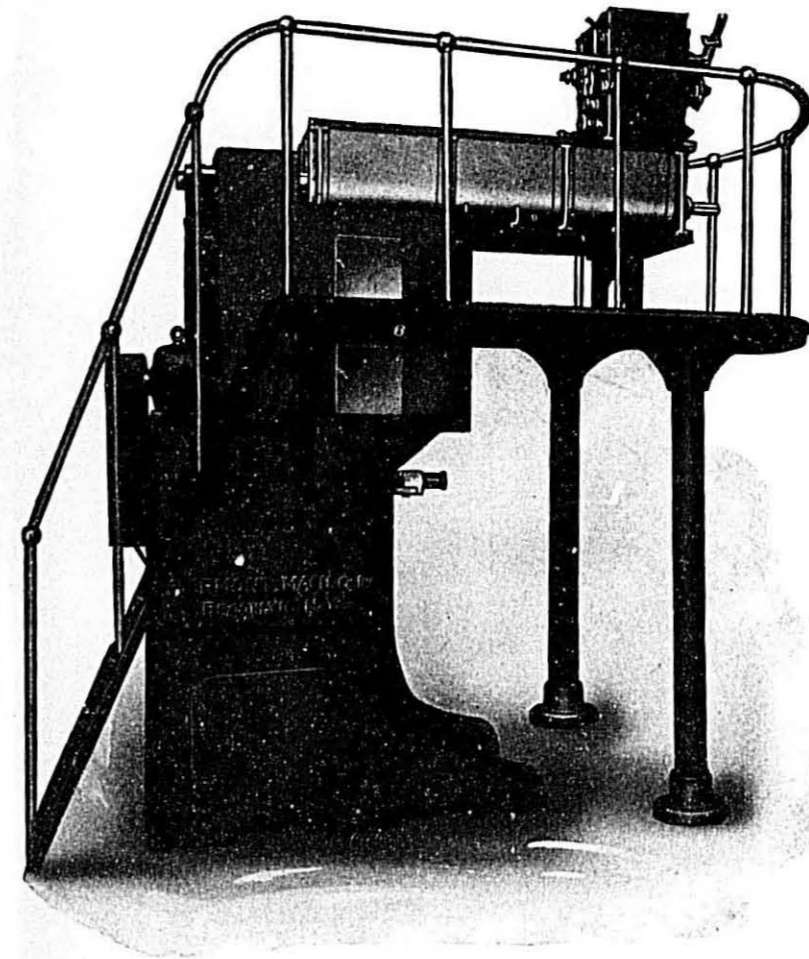


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**Has No Piston, No Cylinder, No Screw, No Worm**



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Suitable for short and long goods.

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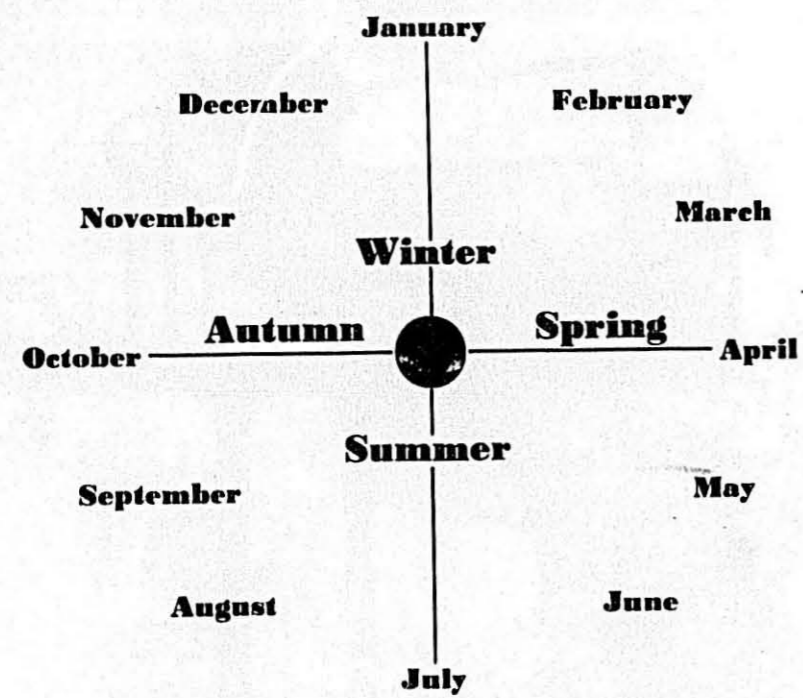
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